

Engel subsidiary founded in Changzhou

Austrian injection moulding machinery supplier Engel Group announces a diversification of its product portfolio in China. The recently founded 100 %-owned subsidiary Wintec will start producing injection moulding machines this summer.

The new company Wintec is part of the Engel Group, but will be acting independently from Engel in Asia. **Peter Auinger**, who has transferred within the Engel Group from Mexico to China, is assuming Wintec's management.

In Changzhou, located in the industrial region Jiangsu, a new production plant for injection moulding machines has been established for **Wintec**. The core target market is China, but besides China injection moulding customers in southeast Asia, Korea, Taiwan, and India will be addressed.

"Our goal for Wintec is to appeal to processors looking for relatively standardised machines with a limited range of options", says **Peter Neumann**, CEO of the Engel Holding in Schwertberg/Austria. "This strategic decision allows us to open up a new target group for Engel and strengthen our foothold in Asia at the same time".

Focusing on commodity producers

Wintec is positioning itself in the large commodity applications segment. "The requirements of Asian commodity manufacturers for energy efficiency, precision as well as supplier services have increased sharply over the past years. Local suppliers, however, do not sufficiently meet these requirements", stresses Wintec CEO, Peter Auinger. "With Wintec we are in an excellent position to achieve this".

Wintec's production plant and service sites are integrated into the Engel Group's global quality management. The difference in Wintec's and Engel's injection moulding machines lies in the reduced modularity and the smaller range of options. Therefore, Wintec is able to offer in Asia high-quality injection moulding machines for commodity applications at a competitive price and with short delivery times.

"There is hardly any overlap with the series of Engel", emphasises Peter Auinger. "Until now, commodity manufacturers in Asia have mainly used injection moulding machines from Taiwanese, Korean, and Chinese suppliers. With Wintec we are developing new target markets". To this end, Wintec is establishing a completely independent sales and service structure in China.

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