

China strategy bears fruit:

IMA Klessmann equips the Chinese IKEA supplier JF Industries with a highly integrated production line

Lübbecke/Ningbo, 18 May 2010 – IMA's China strategy bears fruit: After the East-Westphalian manufacturer of machines and production lines for the furniture and component industry recently won a number of big orders from the domestic economy, IMA's people are now working at high-pressure to finish a large order from Greater China: the Chinese furniture manufacturer JF Industries ordered a production line from IMA for processing panels with sensitive surfaces and light-weight materials. The reason for this investment is a large order that the Swedish IKEA group recently placed with the furniture manufacturer from the East Chinese sea town of Ningbo. It was agreed not to disclose the investment sum.

IMA Managing Director Rüdiger Schliekmann sees the order as a manifestation of the success of IMA's China strategy: "With the foundation of our sales affiliate one year ago and a broad sales offensive, we are also trying to make inroads into the fast-growing Chinese market. The order from JF Industries shows that our strategy bears fruit. I am expecting further orders in the near future."

Schliekmann points out that the production line ordered by JF Industries represents state-of-the-art high-tech engineering. "When the order was placed, the technology aspect played a very large part", Schliekmann explains. "Our processing plants are no solutions off the shelf but complex systems, where each little detail is designed to meet the requirements of our customers. Our strength lies with integrated lines combining both flexibility and high quality standards. At JF Industries, too, our know-how as a system supplier and problem solver to the furniture industry is in particularly high demand." In May already, the machines shall leave the IMA premises in Lübbecke.

IMA has already been active in Asia since 1994; in 2001, it started to establish first business relations with Chinese customers. At the beginning of 2009, a Chinese sales company was founded. Meanwhile the number of people working for IMA in the entire Asian region has risen to 17.

Should you require any further information on the IMA product range or individual applications, please do not hesitate to contact us and we will assist in any way possible.

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