

July 18, 2011

Jill Ciszewski

+248-624-8191

media@afc-holcroft.com

AFC Holcroft49630 Pontiac Trail
Wixom, MI 48393**AFC-HOLCROFT OPENS ASIAN OPERATIONS, NAMES MANAGING DIRECTOR**

(July, 2011) AFC-Holcroft, one of the world's largest manufacturers of industrial heat treating equipment in the world, has opened a new regional office in Asia and has named Janusz Kowalewski as the Managing Director of Asian Operations. Kowalewski will be responsible for all activities in Asia from the new office located in Shanghai, China.

Kowalewski holds both a Bachelor of Science degree and a Masters Degree in Business Administration, complemented by his 21 years of experience in the heat treating industry in the United States, Europe and China. His broad international background includes prior management of office/manufacturing facilities in China. Throughout his career he has been responsible for all phases of business including marketing, site review, sales, commercial contracts, project management and after-sales support. "Janusz's depth of experience in heat treatment systems is a tremendous benefit to our current and future customers" says Bill Disler, Executive Vice President, AFC-Holcroft.

"We have been working with the Asian marketplace since the early 1980's and have witnessed and participated in the continued growth in these key markets" adds Disler. "Further expansion in the region is a rational and timely business decision. We will be bringing new products to more locations in this region throughout the coming months. Our traditional markets in hardening and carburizing are a perfect fit for the Asian market, and more recent focus on Nitriding and Controlled Atmosphere Aluminum Brazing (CAAB®) also align well with the region. We welcome Janusz to AFC-Holcroft in his new role as our Managing Director of Asian Operations and as a valued member of our organization."

According to Kowalewski, “I am very honored to be a part of AFC-Holcroft’s worldwide business and product development strategy. I look forward to bringing our customers the best equipment for their specific heat treating processes, backed with quality and reliability.”

The Asia Regional Office will support customers directly, and also support AFC-Holcroft’s regional manufacturing partners with the company’s broad spectrum of industrial furnace products. AFC-Holcroft’s product range covers a wide range of heat treating processes such as hardening, carburizing, nitriding, and Controlled Atmosphere Aluminum Brazing (CAAB®). Several of the company’s best known products include the UBQ (Universal Batch Quench furnace) which offers modularity and flexibility, pusher furnaces for larger production, and CAAB® (Controlled Atmosphere Aluminum Brazing) for brazing of aluminum components. AFC-Holcroft is ISO 9001:2008 certified.

For more information on AFC-Holcroft’s Asia operation contact Janusz Kowalewski at asia@afc-holcroft.com.

About AFC-Holcroft:

AFC-Holcroft is one of the world’s largest manufacturers of heat treating furnaces. The legacy companies that comprise AFC-Holcroft have a combined 225+ years of thermal processing experience. The company manufactures turn-key heat treating systems for applications including commercial heat treating, bearings, automotive, aerospace, military, aluminum heat treatment, gear manufacturing, fastener manufacturing, and alternative energy industries.

AFC-Holcroft, headquartered in the United States, has a global reach with direct sales coverage in the U.S. and in Europe within the major industrial markets such as Germany, France, and other European locations. AFC-Holcroft’s Asian Operations manages partners in China, India, South Korea, and other countries in the region, and the company also extends into markets in Argentina, Australia, Brazil, Mexico, Poland, Russia, Spain, and Turkey through relationships with partners, many of whom have manufacturing capability.

For more information, contact Janusz Kowalewski at asia@afc-holcroft.com.

###