

NEWS FROM

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AFC-Holcroft Names NAKAL As Partner In Russia, CIS and Baltic States.

Experienced Russian Company Brings Extensive Technical Experience, Geographic Reach.

(September, 2009) AFC-Holcroft, headquartered in Wixom, Michigan, has signed an exclusive distribution agreement with JSC NAKAL, located in Solnechnogorsk, Moscow Region (Russia).

Under this agreement, NAKAL will be providing sales, service, parts and support of AFC-Holcroft equipment in the partnership area, which consists of Russia, the CIS countries and the Baltic Region.

NAKAL was founded in 1992. It has accumulated vast experience in the area of heat treatment. The company started with promoting its services in aerospace and defense industries, gradually moving to developing and manufacturing heat-treatment machinery for other industries. Currently, it is the largest electro-thermic equipment manufacturer on the territory of the Russian Federation. The company focuses on development and manufacturing of heat-treatment furnaces, melting furnaces for non-ferrous metals, drying ovens and laboratory furnaces for all industries. NAKAL has its own Research and Testing Laboratory of Heat-Treatment Machinery where they test and develop new thermo-chemical solutions such as catalytic gas nitriding.

Manufacturing facilities of NAKAL are located in Moscow Region, Russia, and include over 8,000 square meters of production area with welding, metal treatment, insulation, painting and other specialized equipment. All manufacturing is done on-site with all required manufacturing equipment owned by the company. Staff members of the company include research workers that develop new heat treatment technologies. There is also the control system department, developing the most sophisticated and state-of-the-art computer process control systems, including the ones for the furnaces with protective atmosphere.

“As our major decision, we want to leverage our strengths to capture the same market share in AFC-Holcroft’s Russian market as we have in North America” says Marc Ruetsch, Director of European Operations for AFC-Holcroft. Ruetsch will also be responsible for the sales of service and spare parts

expansion. “With the help of our Russian partners, we will increase our product range considerably in this market.”

Nikolay Ityaksov, General Manager of NAKAL, also sees a great deal of advantages in cooperation of the companies. “Everybody benefits from this alliance. Our company gets a chance to benefit from vast experience of the American company and ready-made solutions for our customers. On the other hand, AFC-Holcroft significantly enlarges its presence in the above-mentioned markets. Moreover, manufacturing companies that use these furnaces and equipment will also benefit from our alliance, as it improves accessibility of the equipment produced by one of the world leaders, as well as service support and pricing.”

“The close collaboration with NAKAL Industrial Furnaces is a strategic decision for us, allowing us to build on our large installed base of furnace equipment in this region” says AFC-Holcroft’s Vice-President, Bill Disler. “As a leader in heat treatment equipment technology, we will be able to better support our existing Russian and CIS state customers as well as develop new customer relationships. We will continue to make adjustments in our organization to support our global activity as we expand our footprint around the world.”

AFC-Holcroft has more than a hundred installations in the former Soviet Union, with Holcroft brand equipment installed in a diverse range of plants.

AFC-Holcroft has more than 90 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 is one of the world’s largest manufacturers of heat treating furnaces. The company has a global reach, with organizations in the United States, China, Argentina, Brazil, Australia, India, Mexico, Italy, Spain, and Korea, including manufacturing means in many of these countries.

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