

NEWS FROM

AFC-Holcroft

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Immediately

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AFC-HOLCROFT NAMES DIRECTOR OF EUROPEAN OPERATIONS

AFC-Holcroft, one of the largest suppliers of industrial heat treating equipment in the world, has named Marc Ruetsch as Director of European Operations. Ruetsch will be responsible for all activity in Europe, including Russia, from a branch office in Boncourt, Switzerland.

Ruetsch holds degrees in both Metallurgy and Engineering and has 27 years of experience in the heat treating industry. He is fluent in French, German and English.

The scale of opening a satellite office of a world-leading company is nothing new for Ruetsch. In his previous post at another major European industrial furnace company, he launched manufacturing support in China, organized a network of technology agents across Europe and Asia, and managed large customized projects from start to finish.

Throughout his extensive industry experience he has been responsible for all phases of the commercial cycle – beginning with inquiry, progressing to site review, sales, commercial contracts, project management, and after-sales support. His 18 years in Sales also included posts as Managing Director and Director of Sales of a former technology licensee of AFC-Holcroft.

With the U.S. dollar currently very weak against the Euro, the obvious benefits of manufacturing equipment in North America and shipping to Europe make the timing of a European support location “a logical step” according to Ruetsch.

Ruetsch stated, "AFC-Holcroft is recognized worldwide as a leading manufacturer of atmosphere heat-treatment furnaces. I will be able to support the main office in Wixom, Michigan, by servicing customers in Europe, as well as promoting our industrial furnaces with exceptional price-performance ratio in various heat treatment processes." As part of this concept, AFC-Holcroft's UBQ (Universal Batch Quench) family of products has been re-engineered to minimize international shipping expense, to maximize global flexibility.

AFC-Holcroft has more than 90 years of thermal processing experience. The company manufactures turnkey heat treating systems for applications including commercial heat treating, automotive, aerospace, tool and die, foundry and forging, gear manufacturing, fastener manufacturing, and the wire and cable industry.

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, Romania and Japan, including manufacturing means in many of these countries.

For more information on AFC-Holcroft, contact Tim Josephs at (248) 668-4014.



Photograph of Marc Ruetsch of AFC-Holcroft

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