

**AFC Holcroft**49630 Pontiac Trail  
Wixom, MI 48393**MIDWESTERN MANUFACTURING COMPANY BUYS AFC-HOLCROFT 'BUILT-FOR-STOCK' UBQ FURNACE, RECEIVES DELIVERY IN JUST 3 WEEKS**

October, 2011 – A large manufacturing company located in the Midwestern region of the United States, has purchased an AFC-Holcroft “Built for Stock” UBQ (“Universal Batch Quench”) furnace, size 36”-48”-36”, with delivery taken only 3 weeks after order date.

As part of the “Built for Stock” program, this furnace was already fully fabricated, ready for paint, shipping and installation only 3 weeks from date of order. The UBQ furnace is one of AFC-Holcroft’s most popular products, due in part to its modularity and flexibility, and is available in a standardized form for fastest delivery, or customizable to meet individual customer specifications.

The modular design of the UBQ furnace will enable it to integrate with other existing batch furnaces already in the customer’s plant. This brand-new stock UBQ furnace not only met the customer’s processing requirements, but was already on the floor, fully built. Knowing this, the customer was able to respond quickly to increasing order volumes without having to wait for the typical build schedule.

Mike Neumann, Technical Sales Specialist at AFC-Holcroft, commented, “AFC-Holcroft understands that lead times are important, and our exclusive ‘Built for Stock’ program can greatly accelerate the delivery date. Our customers can get the unit into production quickly, with no compromise whatsoever in design or fabrication quality.” Neumann added, “No one else in the industry can supply a complete, fabricated new furnace this quickly.”

As part of AFC-Holcroft’s commitment to the industry, work has already begun on another “Built for Stock” furnace. AFC-Holcroft’s goal is to keep a stock UBQ furnace and endothermic generator in the most popular sizes available and ready for shipment, or well

within the build cycle for fastest delivery. “Built for stock” equipment can be seen on the company’s website, [www.afc-holcroft.com/quick-delivery](http://www.afc-holcroft.com/quick-delivery).

AFC-Holcroft is certified ISO 9001:2008.

**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, and 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 [media@afc-holcroft.com](mailto:media@afc-holcroft.com).

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