



## **ENGEL! Further expanding worldwide mould technology**

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At ENGEL's headquarters in Austria, an entire department has been involved with injection mould technology for more than a decade. Now, to consolidate its systems business, ENGEL is establishing a decentralized network of mould experts in its sales regions. Around the world, demand for integrated system solutions from a single source is rising. Alongside automation and other peripherals, the mould is part of the overall set-up in more and more cases.

It all starts with China. Davy Kong, head of the new department, and Ian Wang are the mould managers advising ENGEL customers in China on mould projects while developing mould solutions precisely tailored to products and manufacturing processes in partnership with a mould producing partner. Experience and expertise gained from projects around the world is pooled in his department. Many times, the ENGEL mould technology division is also called upon to act as a consultant on the development of particularly complex new products, mould design and undertake feasibility studies.

Around the world, ENGEL has built up a strong network of system partners who are also leading suppliers in their respective fields. ENGEL's mould manufacturing partners cover a broad spectrum, from simple moulds for standard injection moulding to complex, high performance precision moulds. In its systems business, ENGEL proposes the most suitable mould manufacturer for a specific project and advises customers on their choice of partner; once again, proximity is often the decisive factor.