

MITRE PLASTICS CONSIDERS STAFF VIEWS ON LATEST MACHINE INVESTMENTS

Michael Breckon, General Manager at family-owned injection moulding business takes an evenhanded approach to investment strategies. So, when the company required additional machines for a specific automotive project, the views of several staff were taken into consideration. They concluded that Sumitomo (SHI) Demag, a longstanding supplier to the Stockton-on-Tees firm since its inception in the 1970s, had proven itself to offer the right balance of performance, reliability and longevity.

Operating from a 40,000 sq.ft. purpose-built site in Stockton-on-Tees, Mitre Plastics has a fleet of injection moulding machines ranges from 25t to 1500t. Over 30 percent are Sumitomo (SHI) Demag systems, with Mitre purchasing six new Sumitomo (SHI) Demag machines in recent years between 50t and 350t, the latest being a 50t System Servo.

Michael comments: *“Mitre Plastics is always looking to improve the visibility and control of the moulding processes and the communication with ancillaries and business software is ever-increasing. To-date, Sumitomo (SHI) Demag has been able to provide solutions that meet all of our needs.”*

He adds: *“Our business is built on customer satisfaction and retention and this is how we measure success. To accomplish this, we rely on the support of competent and responsive suppliers; once again Sumitomo (SHI) Demag has performed well over the years, providing a good product and first-rate technical support.”*

“Trust and candidness underpins our relationship,” exclaims Ian Jobling Area Sales Manager for Sumitomo (SHI) Demag. *“The fact that Michael and the team objectively think that we tick the three most important criteria - performance, reliability and longevity - is testament to how respected our kit is. We always try to encourage customers to discuss projects openly and in Mitre’s case this proactive approach has led to success for both parties.”*

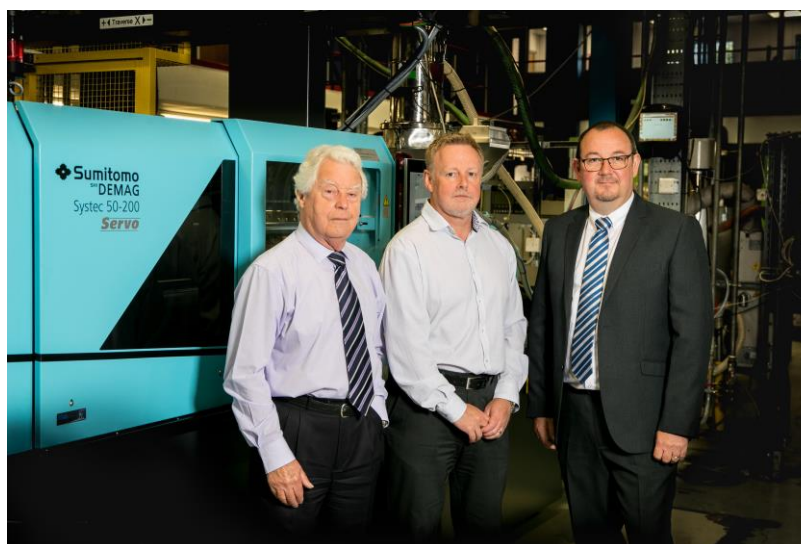
The relationship between the two companies continues to advance, with Mitre recently placing another order for two more machines for delivery in 2018 to service newly-awarded business.

For speed and consistency of cycle time, Mitre’s 2018 investment will comprise two turnkey systems featuring two 50t System Servo machines, integrated with Sepro robots for the efficient and careful extraction of automotive components from the mould. Sumitomo (SHI) Demag also sourced all the peripheral equipment, including conveyor belts and safety guarding.

“Moulders investing in a turnkey system invariably want the assurance of working with a single supplier rather than numerous stakeholders,” adds Ian. *“Our ability to access a solid and reliable network of technology partners, combined with local service support, helps to de-risk integration projects, which customers value.”*

ENDS

Images /captions:



Mitre Plastic's Neil Breckon left, Michael Breckon centre with Sumitomo (SHI) Demag's Northern Area Sales Manager Ian Jobling alongside the new investment.

Notes to the Editor:

Press release issued for Sumitomo (SHI) Demag by GloHouse Media:

Lucy Benbow T +44 (0) 7971 987761 E lucy.benbow@glohouse.co.uk

Sarah Willington T +44 (0) 1403 240127 E sarah.willington@glohouse.co.uk

Sumitomo (SHI) Demag UK contact:

Nigel Flowers, Managing Director

T +44 (0)1296 739500 E nigel.flowers@dpg.com

Sumitomo (SHI) Demag, Accent House, Triangle Business Park, Wendover Road, Stoke Mandeville HP22 5BL

Sumitomo (SHI) Demag Plastics Machinery UK Ltd. is a wholly owned subsidiary of Sumitomo (SHI) Demag, Germany, established in 1956. Sumitomo (SHI) Demag specialises in the production of electric, hybrid and servo hydraulic injection moulding machines with clamping forces between 250 kN and 20,000 kN. With over 125,000 machines installed worldwide, over 60,000 of which are full electric, we supply machines to all sectors, including automotive, packaging, electric/electronic, medical and pharmaceutical, building products and leisure, and assist injection moulders to meet their energy management, quality assurance, lean manufacturing and Total Cost of Ownership strategic and production goals. The company's UK and Ireland business delivers world-class service and support to more than 400 customers, supporting in excess of 1,800 injection moulding machines. Sumitomo (SHI) Demag won Best Technology Application of the Year two years running at the Plastic Industry Awards (2015 and 2016). Our UK-based Training Academy is a Cogent Skills Partner and delivers six structured and bespoke polymer processing and industry-led training and development courses, aimed at all operational levels, from new starters to tool setters, engineers and asset care managers. All course content has been designed to enhance precision, productivity and Overall Equipment Effectiveness (OEE). <http://uk.sumitomo-shi-demag.eu/>

MITRE PLASTICS CONSIDERS STAFF VIEWS ON LATEST MACHINE INVESTMENT

<http://uk.sumitomo-shi-demag.eu/> Page 2 of 2