

## Felder Poised for Growth in India

*New Showroom Opens in Bangalore*

Felder-Group India recently unveiled a brand new 5,400 sq. ft. office and showroom facility in Peenya Industrial Area outside Bangalore. The Austrian company which specialises in woodworking machines has a range of machines on display at the new facility. These machines come under three different brand names: Felder, Format-4 and Hammer. As a basic guideline, Hammer machines are entry-level, Felder is mid-range and Format-4 represents the high end of what the company manufactures.



*A Felder technician demonstrates the G500 Edgebander at the company's new showroom in Bangalore. (Dolwin Vincent)*

All of the machines are made in Austria and Felder undertakes the entire process from the R&D stage through to the manufacturing stage, from raw materials to finished product, completely in-house. Moreover, Felder has never dealt through local agents as many foreign companies do, choosing instead to open its own offices in many countries. In this way, they can ensure that their customers feel more in touch with the company. In fact, Felder's reputation for quality service after sale is impeccable.

Though the company's head office is in Mumbai, Felder has been doing more and more business in the area surrounding Bangalore. Hence, the need for a better showroom was paramount. Felder was founded in 1955 and started operations in India just before the year 2000. Initially, they were focussed on basic machines and have got a very good reputation for these. However, today the company is introducing higher end machines as they feel the Indian market is now ready for them. Ing. Hansjörg Felder, Director of Felder KG (Austria) and son of the company's founder, flew into Bangalore for the opening of the new showroom. He said, "Many existing customers are ready to move up to more advanced machines. After about 12 years in India, we are poised to expand in a big way. Everything is starting to boom here; even in the recession, we did relatively better here than in other markets. This is something we've seen in other countries and we believe it will go on for another 10 or 20 years."

In addition to the new showroom in Bangalore, Felder-Group India has two facilities in Mumbai and three in Delhi. Felder has also expanded their operations in India by re-training many of its existing sales and service staff, hiring new staff and launching several new machines into the market.

[www.felder-india.com](http://www.felder-india.com)

## Booming Demand from the Wood-Based Panel Industry:

### Siempelkamp Sells 25 Plants in 2010

With 25 orders for wood-based panel production lines, the Krefeld specialist for presses and complete plants for the wood-based panel industry has exceeded all results of previous years. The bottom line: The strategy to convince the world market of our competences as a complete service provider has been successful! The Group's total order value will exceed 700 million Euros.



## Siempelkamp

Asia has developed into the main purchaser of Siempelkamp products in 2010. China alone, spurred on by a high domestic demand and an urbanisation process, ordered nine press lines, including seven presses of the 4' concept. With