

## **NEWS FROM**

### **AFC-Holcroft**

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Immediately

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## **AFC-HOLCROFT EUROPE CELEBRATES A YEAR OF ACCOMPLISHMENTS**

AFC-Holcroft, one of the largest suppliers of industrial heat treating equipment in the world, is celebrating the one-year anniversary of their branch office in Europe.

Located in Boncourt, Switzerland, the European branch office, AFC-Holcroft Europe, has played an active role in supporting activities of this worldwide company headquartered in Wixom, Michigan, USA.

“Our strategic decision to open a branch office in Europe continues to bear fruit” says Marc Ruetsch, Director of European Operations. “We have been able to expand our existing international force, including sales, service, manufacturing, and support, and are increasing the corporate footprint across the globe.”

“Since its opening, the branch office has met the primary goal of supporting our main office in Wixom, Michigan, by servicing customers in Europe, as well as promoting our industrial furnaces into various heat treatment markets” says Bill Disler, Vice President of Sales & Engineering. “As part of this concept, AFC-Holcroft’s UBQ (Universal Batch Quench) family of products was re-engineered with the specific goal of minimizing international shipping expense, and maximizing global flexibility, which has appealed to both new customers and existing customers who have also expanded into a global playing field.”

The European office has been instrumental in locating additional talent and finalizing agreements with several international companies to provide additional coverage. They have also promoted and reinforced the company name in Russia as

well as other independent states, where hundreds of pieces of existing equipment currently in production may need maintenance, upgrade, or replacement. This is especially true in parts of Eastern Europe, where AFC-Holcroft has historically been a strong presence.

“In only our first year in Europe, our satellite office has finalized several orders including new batch equipment for Germany, Batch Integral Quench (IQ) furnace Lines for a leading commercial heat treating company in multiple countries in Europe, Pusher furnace equipment for the bearing industry large Roller Hearth equipment in Spain, plus Pusher furnaces for the Russian truck and auto market” says Ruetsch.

Also of significance, AFC-Holcroft increased its presence in the alternative energy market for systems for wind energy, doing so on a global basis.

Ruetsch notes, “Since 2004, the world market has been growing at an annual rate over 30%. We already play an active part in the wind energy sector, working with companies who produce gears, rings, bearings etc. and we will continue to support this growing energy sector.”

AFC-Holcroft has more than 90 years of thermal processing experience. The company manufactures turn-key heat treating systems for applications including commercial heat treating, bearings, automotive, aerospace, military, aluminum heat treatment, gear manufacturing, fastener manufacturing, and alternative energy industries.

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, and Korea, including manufacturing means in many of these countries.

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