

# BODY

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Price £4.50

## Commercial Changes

**Elektron-Bremen** has been affected by the current global economic downturn, having filed for 'Chapter 11' on Feb 27 in Germany. Effectively, the company is looking for a capital injection into the business, which continues to operate. Their statement says they will concentrate on their core business: making and developing workshop equipment for the international automotive aftermarket. The main focus of future product ranges will be resistance spot welding machines and battery service devices for commercial use in auto workshops.

They say they extensively re-organised the company's production line and personnel late last year, to assure the competitiveness of the company. New product development will continue and Elektron will shortly launch a new generation of battery chargers on to the market.

The sole UK importer of Elektron machinery is **Stanners Equipment** and they have moved quickly to reassure customers. Company managing director **John Stanners** has said, "We would like to reassure our current and future Elektron welding clients. As per the attached press release from Elektron, business is running as usual, with more emphasis being made on the manufacture and development of resistance spot welding equipment. Stanners Equipment Ltd are a family business established for over 50 years, and have recently employed further sales personnel and field engineers to support our growing number of Elektron welding operatives. Stanners will continue to support the Elektron product range for sales, service and repairs."



John Stanners moved fast to inform Elektron customers

This news follows closely on the heels of the announcement from France by Celette SA that they were bought by the Equinox Group, a private equity company that will incorporate Celette into their 3 existing locations in France, which includes engineering, stamping and prototyping for the automotive and aeronautical sectors.

They said they intend to invest funds into the Celette manufacturing plant, machinery and processes to strengthen and improve existing technology, research and development for the future.

Other recent commercial news of interest in the welding supply sector was that French company GYS has set up a UK subsidiary in Warwick, from where they intend to reinforce their UK presence. Until now GYS welding equipment has been supplied to UK bodyshops via Spanesi.

**GYS** **Bruno Bouygues**, CEO at GYS, is very confident of the company's ability to make their mark on the UK market. "In a slowing environment, distributors will find the GYS brand very appealing as their own clientele have less and less spending power. With GYS low price positioning, distributors will not only maintain volume on existing clients, but they will also capture new clients that would have not bought premium price products".



Bruno Bouygues says the GYS brand will appeal to the UK market.

UK Sales Manager Anthony Smalley announced the launch of a new MMA welding machine, the GYSMI 146 DV (dual voltage), in early March. Bruno concludes, "for the UK, we need to continue to bring additional services to our clients. We will therefore continue to invest in the building of a strong platform, in the marketing effort and we will also continue to hire more salesmen."



GYS SPOT BP LX



GYS SPOT EVOLUTION PTI

