

Grand Opening in Zhuhai **Kurtz Ersa Asia Ltd. inaugurates new extension building**

Zhuhai/Kreuzwertheim/Wertheim

On 05 December 2019, Kurtz Ersa Asia Ltd. celebrated its 15th anniversary in China and at the same time opened its extension building in Zhuhai. The company is thus meeting the increasing demand from Asian customers for Ersa and Kurtz machines. The expansion had become urgently necessary as the existing production facilities had long since reached their capacity limits. In the last five years alone, around 1,000 reflow soldering machines have been built, approx. 1,000 Kurtz machines since the site was founded in 2004.

The official celebrations took place as part of a traditional Chinese celebration. Around 500 guests, including numerous government representatives, international customers and suppliers, as well as employees of the production site, were present when the factory was inaugurated with a dragon dance and ceremonial speeches. CEO Rainer Kurtz congratulated the Asian team on the considerable capacity expansion and highlighted the importance of the Chinese business for the worldwide success of the Kurtz Ersa Group. "We are very proud that we can inaugurate the new building today after a short construction period – this was an open-heart operation that we were only able to successfully accomplish through our highly motivated team and the help of our business partners," says Bernd Schenker, Managing Director Asia.

On 06 December, a Technology Innovation Day follows for customers, at which product innovations such as the EXOS, a HOTFLOW reflow soldering system with vacuum technology, and the revolutionary RF technology, an absolute world premiere for the production of moulded parts from particle foam, will be presented. A new four-storey building has been constructed on the site of the demolished machine hall and paint shop. With a total area of around 10,000 m², the extension covers an area of around 6,500 m² and an increased production capacity of up to 1,200 machines per year. The production was designed according to the lean production and kanban principle and has recently been certified with ISO 9001. Efficient production processes and high flexibility of the production lines are important prerequisites for being able to respond directly to individual customer requirements. A delivery time of less than four weeks also remains the goal. "I would like to thank all employees and business partners for their support. Without them, we would not have been able to achieve the historically highest production figure despite the new building," Bernd Schenker said at the end of his speech.

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Info box: Zhuhai, an economic zone with about 1.5 million inhabitants, is located in the province of Guangdong in the immediate vicinity of Hong Kong, Shenzhen and Macao.

Pictures:



Caption 1: Representatives of the Kurtz Ersa Management at the opening of the extension building at the site in Zhuhai.



Caption 2: Key handover in Zhuhai during the grand opening ceremony of the extension building (from left to right: Kurtz Ersa CEO Rainer Kurtz, Bernd Schenker, President Kurtz Ersa Asia and Zhuhai Factory Manager Sam Ho).

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Caption 3: Bird's-eye view of the Kurtz Ersa Asia site and extension building in Zhuhai



Caption 4: For the Grand Opening in Zhuhai there was of course also a traditional Chinese ceremony.

More Informationen:

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