

Project business success: HOMAG Group breaks through the 100 million Euro barrier

Despite the current economic conditions, the HOMAG Group has succeeded after just five months in breaking through the EUR 100 million barrier in order intake for its project business. The biggest plant orders delivers the Group to customers in Europe and Asia.

"Once again in 2012, the HOMAG Group is well on the way to success in its plant engineering business. Despite what is undeniably a difficult economic environment in some regions such as Southern Europe, and in the face of tough competition, we have exceeded all our set targets," reports Bernhard Lammers, Head of the HOMAG Group Engineering Department. "An impressive array of prestigious manufacturers such as Steelcase, Sogal and Maja and many other customers in the flooring, structural element and furniture industry have opted to place their trust in complete solutions from the HOMAG Group."

With the contracts it has closed already this year, the HOMAG Group has covered the entire spectrum of requirements arising in the furniture industry, from series production through to batch size 1 solutions. What has emerged is a clear continued trend towards batch size 1 production in Germany. But high-flexibility production is also starting to play an increasingly important role in parts of Asia too. An order closed for the first entry-level batch size 1 plant in China confirms this growing market development.

Innovations such as **laserTec** have since become the established standard in the office furniture industry. Another renowned office furniture manufacturer from Germany has decided to go down the laser technology route, and to convert its worldwide component production to produce parts with zero joint. With demand on the increase in other areas too, the market penetration of this

premium edge processing technology is set to gather strength.

With **reacTec**, HOMAG Group customers are setting new standards in terms of quality and economy in the field of surface technology in furniture production.

With two new production plants for surface and edge coating, the HOMAG Group will be dispatching its first customer orders for this economical laminating process during 2012.

A company which produces lacquered and RTA-furniture (ready-to-assemble), and whose worldwide customers include IKEA, has invested in a high-efficiency streamlined series production including a total of four large-scale plants and several individual machines. After 10 years working successfully in partnership with the HOMAG Group, this modern furniture producer has opted to place its trust in HOMAG high-tech plants once again.

What has clearly emerged: The innovations showcased at the LIGNA have already become successfully established in the marketplace. Well out in front is the **laserTec** method for high-grade edge processing with zero joint, followed by the FK31 **powerTrim** profile trimming unit which sets a whole new quality standard in edge finish processing, or the patented **reacTec** method for surface and edge lamination. Enjoying equal success in the marketplace are decisive components for high-tech plants such as intelligent sorting technology from BARGSTEDT and high-speed drilling technology from WEEKE.

Customer-specific solutions, the implementation of complete plants and exceptional sector-specific expertise – these are the focal elements which distinguish HOMAG Group Engineering. By covering the complete process chain, offering the broadest product spectrum in the marketplace and practicing a cohesive control philosophy, the HOMAG Group is making an unmistakable impact on worldwide markets. A high level of expertise throughout all of the

Group companies allows the HOMAG Group to provide bespoke, highly flexible solutions to the whole of the furniture and structural element industry - from the project engineering stage through to handover of the finished plant.

These will be on view from 25th to 28th September 2012 in Schopfloch when the company opens its doors for the 20th HOMAG Treff. Over an area of more than 10,000 m², the HOMAG Group will be showcasing its competence in plant engineering and product innovations to trade visitors from around the world. The HOLZMA Treff will be taking place in parallel in Holzbronn.

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