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**PRESS RELEASE**

* **BBG North America celebrate their two-year anniversary - sales target exceeded by more than 70%**
* **New managing director Christian Fritz continues to expand the company**

*Mindelheim and Oxford/Michigan, January 24, 2017.* The Oxford/Michigan-based North American subsidiary of BBG, the manufacturer of moulds, machinery and systems, celebrates record sales on the occasion of their two-year anniversary. By generating sales in the amount of 3 million dollars, BBG North America exceeded the target of 1.75 million dollar budgeted for 2016 by more than 70%. New customers from the field of automotive glass encapsulation and the growth market Mexico boost the business of this plastics-processing specialist focusing on polyurethane.

Since the beginning of this year, further market development in North America has been managed by Christian Fritz in his role as managing director of the two subsidiaries BBG North America and BBG Asia. "This dual role offers the benefit for me to transfer the experience gathered in building up the business in China. Both companies are of equal size, and it's much easier to create interfaces between the two, allowing synergy effects to be realized faster." Bernhard Satzger, his predecessor, returns to Mindelheim as planned to continue working as sales and project manager.

**New team members to support sales and programming**

Together with Fritz, two more employees join the team at Oxford, which so far has consisted of seven persons. The new sales and operations manager Sebastian Barton supports technical sales while Peter Unruh supports engineering in his role as NC programmer. In addition, the new managing director plans to train further sales staff that are going to intensify the management of existing accounts and create further leads from 2018.

Apart from sales, Fritz pays special attention to excellent service. "For our market, the automotive glass encapsulation market, it is especially important to impress customers with comprehensive services and expand local support."

At BBG Asia, Fritz is supported by Ronald Blach, the previous operations manager, who was appointed vice general manager at the end of the year. He is going to further expand project management and customer service at the Asian subsidiary.

**Production modeled on the Mindelheim plant**

Since the first 5-axis milling machine was installed at Oxford in November 2014, the machine fleet of BBG North America has been enlarged substantially. Today, products can be manufactured in a similar way in China or at the company’s base in Mindelheim. The plan is to increase the fleet by installing a mold testing rig and an additional 3-axis milling machine.

BBG North America sells products "made in the USA" in accordance with German quality standards and a high level of precision. The company produces prototypes and series production tools, takes care of repairs and modifications and integrates graining into molds.

**Mexico as a growing market**

For the next few years, BBG managing director Hans Brandner sees big opportunities on the North American market. Currently, the Oxford location generates three quarters of their sales in the USA and one quarter in Mexico: "I expect a substantial upswing here since our customers have announced that they plan to increase their sales volumes noticeably in the next few years. This clearly shows how important this market has become for glass encapsulation, where we established ourselves as a specialist and have earned ourselves an excellent reputation", says Brandner. He views BBG as being positioned well. "Our key benefit is to be able to support our customers as early as during the development of components in an optimum fashion so that they are able to manufacture their product economically and efficiently."

**BBG’s customers are active the world over**

BBG GmbH & Co. KG, a manufacturer of molds, machinery and plants, is a renowned specialist for the plastics-processing industry, focusing on polyurethane. BBG, the family-owned business, which is located in Mindelheim/Allgäu and is run by Hans Brandner, the managing partner and sole shareholder, supply their products to their customers all over the world, with the Asian market playing an important role in addition to the markets in Europe and North America. With a headcount of 160, the BBG group consisting of BBG Mindelheim, BBG Asia and BBG North America generated global sales to the tune of EUR 26 million in 2016.

**Photos:**



Photo 1:

Change of staff at BBG North America (from left to right): sales and operations manager Sebastian Barton, managing director Christian Fritz, BBG managing director Hans Brandner, Bernhard Satzger, former general manager (photo: BBG).



Photo 2:

Christian Fritz, managing director of BBG North America (photo: BBG).

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Photo 3:

BBG North America in Oxford/Michigan (photo: BBG).

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**Contact:**

BBG GmbH & Co. KG, Martina Barton, Phone +49.(0)8261 7633-23, E-mail: [martina.barton@bbg-mbh.com](mailto:martina.barton@bbg-mbh.com).

BBG GmbH & Co. KG - Heimenegger Weg 12 - D-87719 Mindelheim

Please visit [www.bbg-mbh.com](http://www.bbg-mbh.com) for further **information.**

**Please send a specimen copy to:**

auchkomm Unternehmenskommunikation, F. Stephan Auch, Gleißbühlstr. 16, D-90402 Nuremberg, [www.auchkomm.de](http://www.auchkomm.de)