



Media Release

SCHMOLZ + BICKENBACH strengthens presence in Japan

- **SCHMOLZ + BICKENBACH establishes new sales office in Tokyo**
- **Enhancing customer proximity in one of the most important markets for special steel**

Lucerne, 21 March 2016 – SCHMOLZ + BICKENBACH, a global leader in special long steel, is expanding its global sales and services network. The company strengthens its worldwide presence in one of the most important special steel markets and expands its customer service with an own representative office in Tokyo, Japan.

The new location provides Japanese customers such as suppliers to the automotive and electronics industry with comprehensive technical consulting and support and gives them full access to the entire range of products and services in the area of high-tech special steel from the Group's own production facilities.

CEO Clemens Iller commented: „With the opening of a new office in the important Japanese market we increase our presence in strategically important growth markets. A further expansion of the sales and services network is planned in order to bring our leading-edge long steel products and services closer to the customer“.

Thierry Crémailh, CEO Business Unit Sales & Services, added: „Customer proximity is a central element of our success. Our customers in Japan will benefit from this through improved service and shorter delivery times, if required just-in-time“.

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About SCHMOLZ + BICKENBACH

The SCHMOLZ + BICKENBACH Group is today one of the world's leading providers of individual solutions in the special long steel products sector. The Group is one of the leading manufacturers of tool steel and non-corrosive long steel on the global market and one of the two largest companies in Europe for alloyed and high-alloyed constructional steel. With around 9,000 employees and in-house production and distribution companies in over 30 countries and on 5 continents, the company guarantees its customers a global supply and customer service, and offers them a complete production portfolio as well as sales and services around the world. They benefit from the company's technological expertise, the consistently high product quality around the world and detailed knowledge of local markets.