

Machining

The worldwide supply of leading industrial companies with highly complex workpieces, made of e.g. titanium, tungsten, aluminum and steel, i.a. in the energy, medical, semiconductor, aviation and aerospace industries are the métier of this company. Own development, production, processing and logistics, as well as customer satisfaction are the top credo of more than 180 employees. Now the company wants to conquer the US market and expand.

1. The current situation:

The shortage of shop floor professionals and professionals in the US is hampering the conditions for qualifying new products. Since the 1980s, US industry has experienced a decline in machine manufacturing. This is accompanied by the loss of know-how and a shortage of skilled workers. The comparatively worse training reinforces the inadequate situation. High-quality workpieces must be laboriously imported and bought at a high price. If one compares the situation with Germany, the production of workpieces is flourishing here. It is produced very high quality and the high cost of e.g. high-precision machining is compensated by a very high quality, which maintains competitiveness. Due to the lack of good suppliers, European companies manufacturing in the US need to import the necessary parts from Europe or Asia, resulting in high costs and long transport distances. In particular, currently European goods are highly duty-paid, which increases the costs drastically. This is exactly where the company wants to start. As the world market leader with over 30 years of experience, the company wants to conquer and expand the US market.



2. The market and the business model:

In order to conquer the US market, the company is building its own production plant in Alabama, which is to produce according to European standards. Through close cooperation with colleges and universities, which should ensure continuous development and research, as well as training of employees, a good starting position is created. In the first 6-24 months, there will be a lively exchange between the USA and Germany, on the one hand to train and qualify all American employees according to German standards, and on the other to be able to guarantee a long-term high production standard according to German standards in the USA. In the course of this construction phase, the entire infrastructure needed will be gradually transported from Germany to the American plant.

The competitiveness is not ignored. On the contrary, due to a high automation rate and e.g. shorter production times, it is rather enlarged.



The company's announcement to expand into the US was received with great joy on the American side.

Collaboration with well-known companies guarantees an increase of orders in the books. Due to the current political situation, it is particularly important to have a branch there. Otherwise, there is a risk that the production costs are driven even higher and / or a supply of necessary workpieces cannot be guaranteed. This should be prevented with the expansion.

3. Profitability and amortization:

The company has a large number of well-known customers, such as Bombardier, Siemens, Rolls-Royce, Zeiss and Bugatti, who are waiting for the expansion to be able to assign orders to the American branch of the company. In addition, there are more than 3,000 German companies in the US who would cooperate with the company as soon as it enters the US market.

Production in Germany has been running successfully for more than 30 years and is steadily leading to more partnerships, for example with universities and research institutions. Current joint research projects are for instance Additive Manufacturing, Industry 4.0 and Cryogenic Cutting. The aim is to further improve the quality and deliver an excellent result, while using as little material as possible and thus to work in a way that protects the environment and materials.

The company accompanies and supports its customers from the first to the last step and offers all processes from a single source. From the development, to the purchasing and the μ precise production, including welding and partial and full assembly to logistics, everything is guaranteed by the company. Customers are much relieved and facilitated, which encourages them to place orders with the company. Many awards, such as the Industry Award 2016, Best Professional Supplier 2015 and certifications, i.a. According to ISO 9712, ISO 14001, ISO 9001, EN 9100: 2009, KTA 1401 speak for the high qualitative guidelines that the company has and guarantees.



4. Which competitors are there?

Due to the lack of access restrictions, there are some competitors in the market, but most companies have a maximum of 20 employees and are not able to process large orders because of their small size.

Fundamentally, principals decide by the manufacturing capabilities a company can offer them, whether or not they hire it. In most cases, this required flexibility cannot be offered by small companies in most cases.

5. Which financing is needed?

The company needs between € 5 and € 10 million to drive the expansion and training of on-site professionals. Alternatively, a majority stake in the company can be offered.

6. What vision does the company have?

The market leadership is to be extended by the expansion. Worldwide reputation in the machining of highly complex workpieces for demanding customers is one of the objectives pursued. This is the conquest of the American market. The company wants to create and preserve jobs, values and growth in a sustainable and long-term way, as well as expand its customer base and increase production.



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