

Top-Werk GmbH, 57299 Burbach-Wahlbach, Germany

First Top-Werk sales company established in Russia

In the Top-Werk Group, a solid platform was created in 2014 for the further development of the global market offering of high-quality machines and plants for the concrete products industry. The Top-Werk Group is a worldwide operative group of companies that occupies an important position in the market for machines and plants for the building materials industry with its extensive range of high-quality manufacturing technology and integrated production solutions for the product groups concrete blocks and slabs, mixing plants, concrete pipes and manholes and autoclaved aerated concrete.



Yuri Glotov, head of OOO Top-Werk RUS (right) in conversation with product expert Raphael Resch: "We are glad to offer a sales platform to all the companies from the Top-Werk Group for the entire Russian market and the neighbouring CIS states. We are using our many years of experience in the concrete industry and the trusting customer relationships in this market in particular to drive the sales of Prinzing-Pfeiffer and SR Schindler forwards."

The demands placed by customers on suppliers of high-quality machines and plants for the concrete industry have continuously increased in recent years. The machines and plants are still expected to be reliable, powerful and efficient. In addition these requirements are increasingly supplemented by a desire for more flexibility with regard to the design of the shape, colour and surface of the end products as well as for a significantly higher degree of process integration, automation and an enhancement in value throughout the customers' overall business model.

The extended and significantly strengthened group of companies will be able in future to respond even better to customer needs and to considerably increase the range and attractiveness of innovative market offerings, because it has resources and expertise at its disposal that – at least in this

combination – are unique in this industry. In order to enable the customers to make effective and sustained use of the extended offering, Top-Werk has organisationally consolidated the technologies and products that belong together, such as the concrete pipe and manhole range for the infrastructure under Prinzing-Pfeiffer GmbH. In addition, the development of a local sales organisation has commenced under the umbrella of the Top-Werk Group. The locations of the Hess overseas companies in Russia, Canada, Dubai, China and Mexico have been renamed Top-Werk sales and service companies and developed for the sales of all the products from the Top-Werk Group.

The implementation of the Top-Werk sales strategy began with the establishment of the sales and service company OOO Top-Werk RUS for the marketing of the entire Top-Werk product range. The new OOO Top-Werk RUS will begin operations for the Russian market and the neighbouring CIS states from 1 August 2015. Under the already familiar leadership of Yuri Glotov, the experienced sales and service team with its 25 employees will sell the product ranges from Hess, Prinzing-Pfeiffer and SR-Schindler and supply the well-known market with reliable service and spare parts. The specialists from the German manufacturing units Hess (mixing plants and concrete block making machines), Prinzing-Pfeiffer (production plants for infrastructure products) and SR-Schindler (production plants for finishing and slabs) will continually train the Russian sales and service people and give them technical assistance in the development of solutions and layout design for the customers. The sales employees from OOO Top-Werk RUS, Alexei Pintshuk, Nikita Glazyev, Sergei Martshenko and Vadim Tormozov, will work intensively with the product experts Raphael Resch for concrete block making machines, Jacek Lakomy for finishing lines and slab presses and Alexander Probst and Andreas Bartuli for pipe and manhole making plants for the infrastructure in order to develop the opti-

mum solution for the local customers. 3 process engineers from OOO Top-Werk RUS, i.e. so-called concrete technologists, advise the customers with regard to the composition, manufacture and processing of concrete. The 18-man service team from OOO Top-Werk RUS provides an installed basis of 180 plants from all Top-Werk companies with prompt service and spare parts and installs new machines and plants in Russia and the CIS states. With the establishment and development of the Top-Werk sales and service companies, the global expertise of the traditional German companies is being carried into the local markets in order to be closer to the end customers with technical, linguistic and cultural competence. ■

FURTHER INFORMATION

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