



Taking service to your door

Glass machinery maker Emhart Glass is taking its service for Russian customers to a new level with new premises, more staff and a renewed commitment to dealing with clients in their own language and time zone.

Emhart Glass is the world's leading international supplier of equipment, controls and parts to the glass packaging industry, focusing on the production and inspection of high-quality glass containers. The group has broad-based expertise in glass container forming, glass conditioning, gob forming, ware handling, cold-end inspection, refractory parts and quality assurance. Emhart Glass also provides additional services to its clients including installation, training, production assistance and maintenance, as well as consultancy on the optimization of the production process.

The company's vision is a world with glass as a dominant and preferred ecological material, enabled by Emhart Glass as the leading technology provider. The Emhart Glass mission is to support customers in their quest for sustainable profitability, quality and increased market share in the packaging industry through automation solutions.

Emhart Glass in Russia

Headquartered in Cham, Switzerland, Emhart Glass has fifteen facilities in eleven countries around the world. The company has been active in the Russian market since the 1960s, selling several machines to the Soviet Union. Following a quieter period in the late 1980s, trade picked up again in the 1990s in terms of both IS and inspection machines. Today, Emhart Glass supplies a broad range of glass-container forming equipment, glass-container inspection equipment and spare parts to the rapidly developing and expanding Russian market.

Until recently, Emhart Glass served its Russian customers through a sales and support agency based in Moscow. Now the company has significantly enhanced and expand-



ed its facility to offer major new benefits for its clients in areas such as accessibility, technical support, training and the availability of spare parts.

New Russian headquarters

The new organization, named Emhart Glass OOO, is located on the M5, just 500m from the M-Kad (Moscow ring road). The facility can be easily reached from nearby Domodedovo International Airport, and there are many high-quality hotels within a few kilometres. The Emhart Glass OOO premises cover a total area of 250 square meters and include training and seminar centres where clients can receive individually tailored tuition in the use of both hot-end and cold-end equipment, as well as training in mold design and other areas.

Emhart Glass OOO is headed by General Manager Francois Laenen. Mr Laenen has thirty years' experience in the hollow-glass industry, and has been with Emhart Glass for nearly twenty years. He is fully familiar with Russian project standards and has a deep understanding of the requirements of the domestic market. Mr Laenen is assisted by a Unit Controller, who handles finance and contract issues in accordance with all relevant Russian laws.

Parts available locally

Emhart Glass now supplies spare parts for its machines from within Russia for the first time.

Spare parts can be purchased with domestic currency from the firm's warehouse in Moscow, making the buying process much easier and quicker for customers. There are no complications with imports or custom clearances, and clients can be confident that they are getting original, genuine Emhart Glass spare parts at the best possible price.

Client communications have also been improved. Emhart Glass now offers all its support documents in the Russian language, and has committed itself to carrying out all customer liaison in Russian too. Two sales administrators focused solely on the Russia/CIS region have been appointed, and the company also plans to make an announcement very soon on the appointment of additional sales contacts at its Moscow office, this time specialising in hot-end and cold-end equipment.

Since all Emhart Glass' salespeople now speak fluent Russian, its customers can rest assured that requests for help will meet with an understanding, effective response at all times. And since the new office is located in the Moscow time zone, they can call at any time during their own normal business hours.

Technical support

Emhart Glass' commitment to dealing with its customers in Russian extends to the technical support side of its business as well. The company offers domestic service and assistance for all kinds of mechanical and electronic equipment, and can also provide added-value consultancy in areas such as machinery audit and human resources management.

Project management is now domestically controlled, with native Russian project managers assigned to each task. Service engineers are available for both hot-end and cold-end equipment, and can reach clients by whichever mode of transport is quicker: by road for customers within 1000km, or by air for those further away.

All equipment documentation is written in Russian and provided to clients before their project is closed. Once machinery is in operation, clients are provided with a service coordinator and a single reporting point for complaints – again, all in Russian.

Finally, Emhart Glass also offers production support and on-machine education, although these are only available in English at the present time. ■

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(starting June 2008)