



Press release



Neofyton

## **ENGEL bolsters market presence with new office in former Yugoslavia**

**Schwertberg/Austria: August 2009 – ENGEL is reinforcing its market presence in Serbia and Croatia with a new dealership. In addition to the sales network that already exists in Eastern Europe, ENGEL has now entered into a cooperation with Serbia's Neofyton to redefine its market presence in the states of former Yugoslavia. ENGEL is the undisputed market leader in Eastern Europe with a market share of nearly 40%.**

An partnership has been agreed with Neofyton, a dealer who can look back on many years of successful market activities in the industry, to provide even more comprehensive service to the growing injection moulding machine market in Serbia and Croatia in particular, thanks to a high level of application technology competency. "ENGEL offers us long-term stability in our cooperation and is our ideal partner - as the leading manufacturer of injection moulding machines with a comprehensive product portfolio and especially with its professional ENGEL team - to extend our market presence and allow us to establish a successful and stable partnership with customers" says Neofyton CEO Zoran Tadic.

Neofyton has represented ENGEL on this young, Eastern European growth market since 1st July 2009. "Our aim in taking this step is to improve product advisory services, solution competency and service quality, and thus offer our customers a competitive advantage. Due to Neofyton's many years of experience on this market, we are excited about taking this decision to launch joint activities on these markets", says Dr. Peter Neumann, CEO ENGEL Group.



Neofyton-Manager Zoran Tadic

#### **ENGEL AUSTRIA GmbH**

The ENGEL brand denotes the world's biggest manufacturer of injection moulding machines and, at the same time, one of the world's leading plastics processing machine manufacturers. Today, the ENGEL Group offers a full range of technology modules for plastics processing as a single source supplier: Injection moulding machines for thermoplastics and elastomers, and automation, with the assurance that individual components are also competitive and successful in the world markets. With eight production plants in Europe, North America and Asia (China, Korea), subsidiaries and representatives in over 85 countries, ENGEL offers its customers the optimal global support they need to compete and succeed with new technologies and leading-edge production systems.

#### Contact for Queries:

Gerd Liebig, Group Marketing Director, ENGEL AUSTRIA GmbH,  
Ludwig-Engel-Straße 1, A-4311 Schwertberg/Austria, Tel.: +43 (0)50 / 620-3800, Fax: -3009  
E-Mail: [gerd.liebig@engel.at](mailto:gerd.liebig@engel.at)

Eva Haslinger, Marketing Manager Public Relations, ENGEL AUSTRIA GmbH,  
Ludwig-Engel-Straße 1, A-4311 Schwertberg/Austria, Tel.: +43 (0)50 / 620-3833, Fax: -3009  
E-Mail: [eva.haslinger@engel.at](mailto:eva.haslinger@engel.at)