



**Sepro Robotique**  
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## PRESS INFORMATION

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## 2013 Was Record Year for Sepro Robotique

***Coming off of a wildly successful K 2013 trade show, during which Sepro hosted 65% more visitors than in 2010, the Company reveals that 2013 will enter the record books as the best sales year ever in its 40-year history.***

At the end of 2013, Sepro Robotique will be able to celebrate its most successful year ever, selling 1650 robots and sprue pickers to customers around the world...26% more than in 2012. Jean-Michel Renaudeau, CEO of Sepro, La Roche sur Yon, France, acknowledged the overall strength of the global plastics market, but noted that several other important factors played into his company's success this year.

"Over the last five years," Renaudeau said, "we have invested heavily in the development of new robot technology, expanding our presence in key global markets, and building strong partnerships with automation specialists and injection-molding machine manufacturers. Our product line is almost completely new in the last three years and now includes new 3-, 5- and 6-axis robots as well as specialty robots for in-mold labeling, two-material molding and three-plate molds. Our Touch and Visual control systems are also evolving so that customers can have the same easy-to-use platform whether they need the simplest 3-axis functionality or complex multi-axis capabilities inside and outside the molding area. Finally, our close ties to injection-molding OEMs mean processors can get all the benefits of Sepro technology in a complete and integrated molding package. No matter what their application, no matter where they are located, no matter what their operating parameters, Sepro has options that can meet their needs. That is what we call 'Your Free Choice in Robots' and we think that is why more and more companies are choosing Sepro robots every year."

More evidence of the increased awareness of and interest in Sepro was seen at the K 2013 tradeshow, which was held in October in Dusseldorf, Germany. Mounting what was, by far, its largest exhibit ever, Sepro made contact with 65% more customers and prospects than they did at

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the previous show in 2010. These numbers are even more impressive when compared to overall attendance at the show, which was actually down about 2% in 2013 vs. 2010. Visitors came from all over the world, and indication of Sevro's expanding global presence.

## **GLOBAL GROWTH**

In 2008, Sevro Robotique was mainly a European supplier, with nearly three quarters of its sales France, Germany and other European countries. Today, sales outside Europe have increased by almost half. North America has become Sevro's largest market with more than 20% of global sales, Latin America has jumped to 10% and Asia has doubled its share. At the same time, sales in Germany have held steady while most other European regions have seen significant increases.

The growth in North America and Germany, Sevro's top two global markets, has been supported by moving these regional daughter companies into new expanded facilities and by adding personnel.

In 2012, Sevro Germany made the move to a new plant in Dietzenbach near Frankfurt. Not only did the new building offer more space for administration and sales, but it also opened about 700 square meters (7534 square feet) of floor space for robot engineering, assembly, testing and training. Sevro Germany also strengthened its sales and service staff. Elsewhere in Europe, daughter companies in the UK, Spain and the Benelux countries are also growing along with Scandinavia and Eastern Europe, where Sevro is represented by independent distributors.

On December 1, 2013, Sevro America moved to a new building in Cranberry Township, near Pittsburgh, Pennsylvania. The facility, which is nearly double the size of its previous space, is needed to support growth in the region. 2013 was been an all-time record sales year for the Sevro daughter company, with orders outpacing 2012 by some 40% over 2012 and double 2011 sales. A large portion of this growth has come on the West Coast, where 2013 sales levels are three times what they were just a year ago, when Sevro stationed a new regional sales manager there. Other new staff includes an East Coast regional sales manager as well as more field-service staffing and in-house engineering personnel. The company now employs nearly 30 people (up from 20 in 2011) and anticipates adding at least two more positions during 2014.

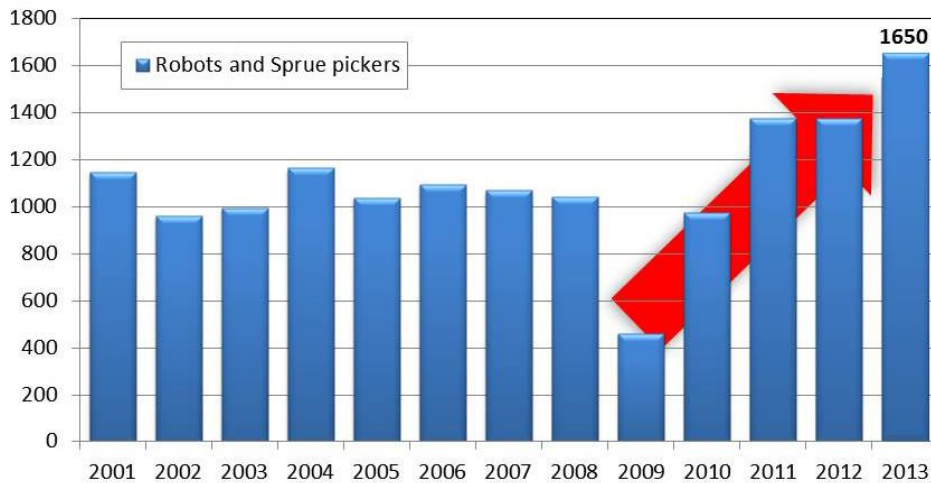
In Latin America, both Sevro do Brasil and Sevro Mexico have been expanding, and in 2014 the company will intensify its efforts in other South American countries, especially Peru, Colombia and Chile, where Sevro is positioning additional representatives.

## ABOUT SEPRO

Founded in 1973 and now headquartered in La Roche-sur-Yon (France), Sepro Robotique was one of the first companies in the world to develop Cartesian beam robots for injection-molding machines, introducing its first CNC controlled “manipulator” in 1981. Today, Sepro is one of the largest independent sellers of Cartesian robots. Customers around the world are supported by wholly-owned daughter companies in Germany, Spain, Benelux, the United Kingdom, the United States, Mexico, Brazil and China. Numerous direct sales and service offices as well as independent business partners, distributors and service hubs that extend Sepro’s global network to over 40 other countries. The company’s global turnover for 2013 is expected to be approximately €66 million, with 86% of sales exported from France and 43% sold outside of Europe. Sepro is the largest robot supplier to the automotive industry in Europe and North America, and has equipped more than 25,000 injection-molding machines worldwide.

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## SEPRO ROBOTIQUE SALES 2001 TO 2013



Jean-Michel Renaudeau,  
CEO, Sepro Robotique  
<https://dl.dropboxusercontent.com/u/51716465/JeanMichelRenaudeau/Sept2013.JPG>