



**SURFACE ALLIANCE**

## PRESS RELEASE

### **Joining forces on the international market**

#### **Höckh Metall-Reinigungsanlagen joins Surface Alliance**

The Surface Alliance has gained a new partner. Höckh Metall-Reinigungsanlagen GmbH of Neuenbürg became part of the group of companies at international level in April, joining its German founder members, EMO Oberflächentechnik GmbH, Hösel GmbH and LPW Reinigungssysteme GmbH. The mission statement - joining forces on the international market - speaks of pooling professional expertise and setting up competitive global service, sales and distribution structures.

"Made in Germany" industrial cleaning technology is in ever greater demand in other countries. This is an increasingly complex challenge for the plant manufacturers as the majority of small and medium-sized businesses are not geared up for the international export of goods due to their size and structure. The solution lies in strategic business partnerships in line with market requirements, as have been practised successfully for over 10 years by the firms in the Surface Alliance. Höckh Metall-Reinigungsanlagen, another internationally established plant manufacturer with 40 years of experience, is now the new partner for further expansion of market presence and greater penetration of the market in selected countries.

To summarise the overall product range of the four cleaning specialists, EMO and Hösel represent the area of flammable solvents and hybrid processes with solvents and aqueous solutions. EMO mainly supplies purpose-built systems for large batches, while Hösel specialises in compact systems

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for fine, secondary and precision cleaning. Höckh provides solutions which use CHCs and large customised cleaning systems which use aqueous media. LPW works in water-based cleaning and is responsible for the multiple bath and belt conveyor systems and for the standard modular PowerJet system. There are plans to work together in India and China and the Russian-speaking world mainly, as well as in France, Sweden, England and Turkey.

Jürgen and Michael Höckh, owners and directors of Höckh Metall-Reinigungsanlagen GmbH, see great potential in working in the Surface Alliance. "All the companies are leaders in the field of industrial cleaning technology", they said, "but they have their own individual specialisms and markets. By pooling our expertise and exploiting the synergies, we are hoping to improve our chances of access to the target countries and are seeking to be able to cater more specifically to the regional and international markets".

#### **Profile of Surface Alliance:**

The Surface Alliance was set up in 1999 by the German companies EMO Oberflächentechnik GmbH, Hösel GmbH and LPW Reinigungssysteme GmbH. Besides the German members, the consortium currently includes MecanoLav Ridel S.A.S of France and NGCT Cleansys Pvt. Ltd. of India among its members. The machines and cleaning systems of the Surface Alliance are used successfully all over the world. Business partners in many countries guarantee the all-round expertise required to provide customers with a fast and professional service.

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