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PRESS INFORMATION

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Another Record Year for Sepro Group SEPRO 集团又一个创纪录的一年

With sales and market share growing in almost all global plastics markets, Sepro Robotique expects to close 2014 with all-time record turnover for the second year in a row.

随着在几乎全球所有的塑料市场的销量和市场份额不断增长，SEPRO 预计以连续两年创纪录的营业额迎接 2014 年的结束。

As year-end draws nearer, and with several months of record sales already in the books, robot manufacturer Sepro Robotique (La Roche sur Yon, France) is reporting it will almost certainly reach €78 million in sales for 2014. This represents an increase of over 17% compared to 2013, which had the highest turnover since 2000. Unit sales are expected to exceed 2000 injection-molding machines equipped for the first time in the company's history.

随着年终的日益临近，数月创纪录的销量已记录在案，机器人制造商 SEPRO（法国拉罗什河畔）报告 2014 年营业额达 7,800 万欧元，较 2013 年增幅超过 17%，是自 2000 年以来最高的营业额。单位销售量预计将超过 2000 台注塑机装机量，在该公司历史上是第一次。

“Over the last several years, Sepro has implemented several strategies aimed at growing our position in the global market for robots used in plastics injection molding,” explains Jean-Michel Renaudeau, CEO. “We have added important new products, strengthened our sales presence in many regions and developed partnerships with injection-molding machine manufacturers. I am very pleased to report that each of these strategies is paying off handsomely and the results are evident in the figures for 2013 and 2014.”

“在过去的几年中，SEPRO 已经实施了旨在发展我们在全球市场中的注塑成型用机器人的地位的几种战略，”首席执行官 Jean-Michel Renaudeau 解释说。“我们已经增加了重要的新

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产品，加强我们在众地区的销售分布并与注塑机生产商发展伙伴关系。我很高兴地报告说，这些战略获得了丰厚的回报，2013年和2014年的销售数据证明其结果是显而易见的。”

STRENGTH SEEN IN ALL GLOBAL REGIONS

2014 sales are outpacing 2013 in all but one global region. In North America, Sepro's largest market, sales are up 26%. Germany, the #2 region, is up 17%, even though the robot market overall is down slightly. In Spain and Portugal, where the market has been very soft for almost a decade, sales are up substantially. A rebound in the automotive industry in the Valencian area of Spain has already helped double sales, compared to 2013, while in Portugal numbers are also moving into record territory. This year, the two countries together will account for 14% of European sales.

实力可见于全球各地区

在全球所有的区域 2014 年的销量均超过 2013 年。在北美，SEPRO 最大的市场，销量同比增长超过 26%。德国，第二大区域，增长超过 17%，即使在机器人市场整体略有下降的情况下。在西班牙和葡萄牙，那里的市场已经疲软了近十年，销量仍大幅上升。在西班牙的瓦伦西亚地区的汽车行业的反弹使得那里的销量较 2013 年翻番，而在葡萄牙也正成为销量创纪录的领土。今年，这两个国家将占据欧洲销量的 14%。

NEW PRODUCTS LEAD THE WAY

New products introduced in the last three years also are contributing to Sepro's growth. While the Success Range of general purpose robots, together with the high-performance 3-axis S5 Line robots, still account for 66% of sales, the more advanced 5X Line 5-axis Cartesian robots has become the fastest growing segment by far. Customers say this is because the servo wrist gives them accuracy and flexibility to handle technically demanding parts, with lower tooling costs, less maintenance, cleaner operation and faster mold changes. Other new product lines, including 6X Visual 6-axis articulated arm robots, Multi Inject robots for dual-material applications, Dual Arm robots and S3 servo-driven sprue pickers, are also contributing significantly to Sepro's business in 2014.

新产品带路

在过去三年中新产品的推出也助力了 SEPRO 的增长。Success 系列的通用机器人，加上高性能的 3 轴 S5 Line 机器人，仍然占销售额的 66%，更先进的 5 轴 5X Line 系列笛卡尔机器人已经成为目前增长最快的部分。客户说这是因为伺服腕带给他们的准确性和灵活性，对于处理技术要求高的零件，具有降低模具成本，更少的维护，更清洁的操作和更快的模具更换。其他新的产品线，包括视觉 6 轴 6X Visual 系列关节臂机器人，Multi Inject 机器人用于双材料的应用，Dual Arm 机器人和 S3 伺服驱动料头取出机，也为 SEPRO 在 2014 年的业务作出了显著的贡献。

“While other companies cut back during the economic crisis, Sepro invested heavily in new product development,” explains Renaudeau. “Today, we have a product line that is almost completely new within the last 36 months and they have been responsible for much of our recent success.”

“当其他公司在经济危机期间削减开支，SEPRO 在新产品开发投入巨资，” Renaudeau 解释。“今天，我们有一个产品线几乎是在过去 36 个月内全新开发的，他们成就了大部分我们最近的成功。”

OEM PARTNERSHIPS GENERATE RESULTS

During the same time period, Sepro has been aggressively pursuing robot sales through injection-molding machine manufacturers who now can offer Sepro robots as a part of a complete plastics process solution. Business generated mainly through four well-known OEMs now accounts for some 12% of Sepro unit sales and these partnerships are expected to expand in numbers and breadth of product in the near future. At the Fakuma 2014 show in Friedrichshafen, Germany, five different molding machine suppliers will operate robots made by Sepro.

OEM 伙伴关系产生结果

在同一时期，SEPRO 一直在积极追求机器人的销售业绩，通过注塑机制造商将 SEPRO 机器人作为一个完整的塑料加工解决方案的一部分。业务产生主要通过四大知名 OEM 厂商建立伙伴关系，目前占 SEPRO 单位销售量的 12%，这些伙伴关系预计在不久的将来将在数量和产品的广度上扩大。在 2014 年在德国 Friedrichshafen 举办的 Fakuma 展上，五个不同的注塑机供应商展出了 SEPRO 机器人。

STRONGER DAUGHTER COMPANIES

Globally, Sepro is represented by eight wholly owned “daughter” companies that operate in every major industrial region on four continents. Recognizing that any global firm is only as strong as its local presence, Sepro has been systematically expanding its footprint in major markets. In late 2013, Sepro America moved to a new building in Cranberry Township, near Pittsburgh, Pennsylvania. The facility, which is nearly double the size of its previous space, has larger training and conference spaces, as well as increased square footage for robot and tooling assembly, customer run-offs and equipment inventory. Growth has also been supported by the addition of two regional sales managers, more engineers, service personnel and new sales representatives in several territories.

强大的子公司

从全球来看，SEPRO 在四大洲每一个主要的工业区共设有八家全资子公司。认识到所有全球性的公司只是强如当地的存在，SEPRO 已经系统地将它的足迹扩展到主要市场。在 2013 年底，SEPRO 美国搬到位于 Cranberry 镇区的新大楼，近宾夕法尼亚州匹兹堡。该设施，是之前的空间的近两倍，具有更大的培训和会议室，并增加了机器人和工具组装，客户径流和设备库存的建筑面积。增长也得益于在几个地区增加的两个区域销售经理，更多的工程师，服务人员以及新销售代表的支持。

In 2012, Sepro 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. Like Sepro America, Sepro 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 other European and Eastern European countries, where Sepro is strengthening its network of independent distributors. For instance, Carlos

Pereira and Deltaplas Lda., began representing in Portugal only this year, and yet the firm was successful in winning a fleet order for 30 robots. In Mexico, Brazil and China, daughter companies are also expanding to serve these growing markets.

2012 年，SEPRO 德国搬入位于法兰克福附近的 Dietzenbach 的新工厂。新厂房不仅提供了管理和销售更多的空间，同时也增加了建筑面积约 700 平方米（7534 平方英尺）用于机器人工程设计，组装，测试和培训。像 SEPRO 美国一样，SEPRO 德国还加强了销售和服务人员的力量。在欧洲其他地方，SEPRO 正在加强独立经销商网络，如在英国，西班牙和比荷卢经济联盟国家的子公司也与其他欧洲和东欧国家一同发展。例如，Carlos Pereira 和 Deltaplas Lda., 即使今年只是在葡萄牙开设办事处，但该公司仍成功地赢得了 30 台机器人的舰队。墨西哥，巴西和中国的子公司也在不断扩大，以满足这些不断增长的市场。

ABOUT SEPRO

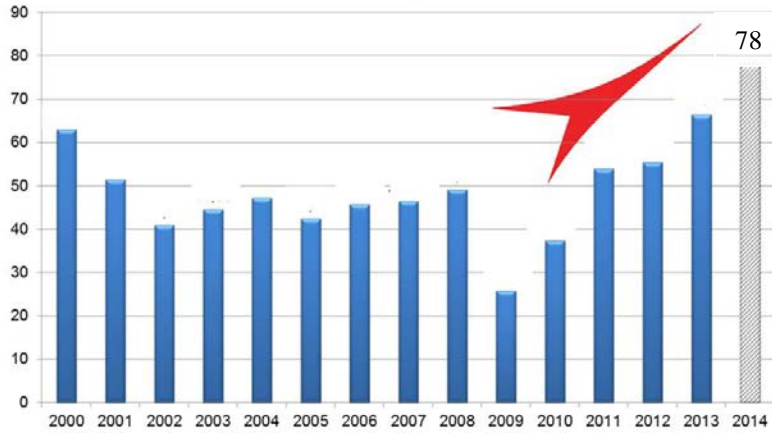
Sepro is a global company, with in-depth engineering and manufacturing capabilities, strong technical and marketing partnerships, unmatched service and support, and a diverse product offering. Founded in 1973 and now headquartered in La Roche-sur-Yon (France), Sepro Robotique was one of the first companies 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 extend Sepro’s global network to over 40 other countries. To date, Sepro has equipped more than 25,000 injection-molding machines worldwide. The company’s global turnover for 2013 was €66.5 million, with 90% of sales exported from France and 45% sold outside of Europe. Sepro anticipates it will grow 18% in 2014.

关于 SEPRO

SEPRO 是一家有着深入的工程和制造能力，强大的技术和营销合作伙伴关系，无与伦比的服务和支持，以及多样化的产品线的全球性公司。SEPRO 成立于 1973 年，现总部设在法国拉罗什河畔，是全世界最早研制注塑机用笛卡尔横臂机器人的公司之一，首台数控机器人于 1981 年问世。现在，SEPRO 已成为最大的笛卡尔机器人独立制造商之一。其全资子公司遍布德国、西班牙、比荷卢经济联盟、英国、美国、墨西哥、巴西和中国，为全球客户提供支持。众多直属办事处，独立业务合作伙伴，分销商以及服务中心将 SEPRO 的全球网络扩展到 40 多个国家。迄今为止，SEPRO 在全世界的注塑机装机量逾 25,000 台。2013 年度公司的全球营业额达 6,650 万欧元，其中 90% 由法国出口，其中 45% 销往欧洲境外。SEPRO 预计这一数字在 2014 年将增长 18%。

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Sepro Sales since 2000 (MM€)



Sales Up Around the World

