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PRESS INFORMATION

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Sepro America Posts Another Sales Record In 2015; Western Region Leads the Way

In 2015, for the third year in a row, Sepro America and its parent, Sepro Group, based in La Roche sur Yon, France, reached a new all-time high in robots sales. Global sales of EUR 92.8 million (US\$ 102.6 million) in 2015 represents a 17% increase over 2014. (See chart below.)

Sepro America saw a 9.4% increase in 2015, according the Jim Healy, Vice President, Sales & Marketing, “a lot of it was in California and much of it came from new customers. In fact, almost 20% of our new business last year came out of California.”

Healy says the boost has come, at least partly, through a stronger local presence in key markets. Sepro added regional sales managers in the West and Northeast in 2013, and in the Southeast U.S. in 2015. Just last month, the company announced it had created a new wholly-owned daughter company, Sepro Canada, to deliver local sales and service north of the boarder. Before, Sepro America had managed activities in that country from its headquarters near Pittsburgh, PA.

“Since the 2007 creation of Sepro America, and the opening of Sepro Mexico a year later, we have seen our market share in these countries grow dramatically,” Jean-Michel Renaudeau, CEO of Sepro Group, said at the time. “The next logical step was to establish a local presence in the other important North American market. In other words, we can now be Canadian in Canada.”

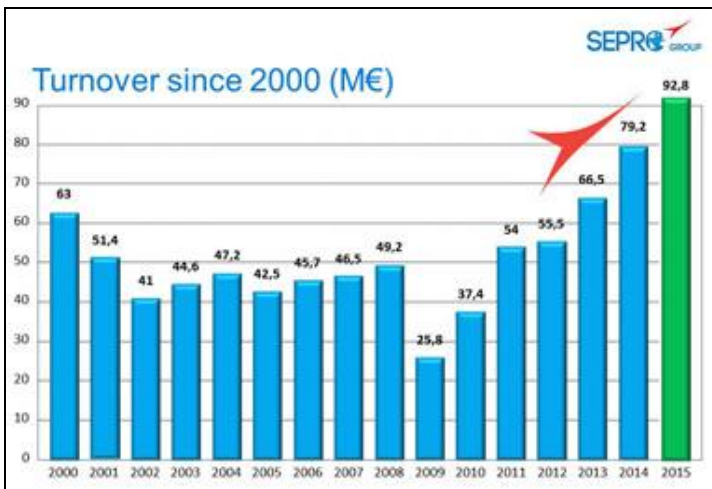
What is true in global markets seems also to be true for regional markets. A stronger local presence has usually resulted in growing market share and higher sales numbers. “That certainly has been true in the West,” Healy says, “where we have seen our numbers double several times over since Paul Rudzinski joined Sepro as regional manager. We fully expect that we’ll see solid growth in the Southeast, under the direction of John Smalling who became region sales manager there last July. ”

(More)

Looking forward to the rest of 2016, Healy expects continued growth, with particularly strong sales in the Southwest, and, as noted, in the Southeast. Having enjoyed triple digit growth in 2015, the West Coast will almost certainly be down somewhat in 2016, but solid nevertheless. Sales in the rest of the country should be about the same as they were last year.

Sepro 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 Group 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, Austria Hungary. the United States, Canada, 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 50 other countries. To date, Sepro has equipped more than 30,000 injection-molding machines worldwide.

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Sepro recorded record sales in 2015... the third year in a row. Download high-rez image at: <https://dl.dropboxusercontent.com/u/51716465/Sepro/Turnover2015.jpg>