

Bystronic glass streamlines business units

To ensure its long-term competitiveness, Bystronic glass plans to realign its businesses and expertise. In Germany, the group intends to merge the production of machines and plants for architectural glass at Neuhausen-Hamberg. The group wants to streamline its industrial activities and plans to cease manufacturing machinery for architectural glass cutting at Bützberg, Switzerland. However, it will continue to offer service support and replacement parts for existing plants.

Bystronic glass will continue manufacturing machines for automotive glass preprocessing at the Swiss location. In carrying out this planned reorganisation, the group wants to increase flexibility in its core competencies - architectural and automotive glass. In addition, a partnership agreement with the German glass machine manufacturer Hegla will contribute to this goal. It is expected that all Bystronic Armatec GmbH activities will be relocated from Gunzenhausen, Germany to Neuhausen-Hamberg to become part of Bystronic Lenhardt GmbH from mid-2012.

"Insecure economic prospects have diminished the willingness of many customers to invest or replace" commented André Brüttsch, CEO, "This has had a negative impact on incoming orders." In addition, global overcapacity is reported in the laminated glass business sector. In combination with falling glass prices, this has led to high cost pressures and a drop in margins throughout the sector. "Competition for each order is extremely high and the margins are correspondingly unsatisfactory" Mr Brüttsch added. "To remain competitive, we must reduce our prices at the expense of our yield."

According to André Brüttsch, the planned measures are based on detailed and comprehensive market surveys. "With the announced measures and streamlining of the business sections, we wish to further expand our market leadership in the fields of insulating glass, laminated glass, handling equipment and automotive glass. Focusing on our core competencies will enable us to continue to offer customers innovative solutions and products" he concluded. ■



Glass Worldwide
March / April 2012 (UK)