



Protezioni
Elaborazioni
Industriali

PEI Srl strengthens its position in Turkey

The PEI group, leader in Italy and Europe in the machine tool protections sector with one of the largest and most complete catalogues in the field, has signed a partnership agreement for the distribution of its products in Turkey with the Turkish company **Enes Teknik**, following a period of sustained growth in the area, where turnover has grown by over 50% p.a. over the last four years. PEI, with headquarters in Bologna and other factories in Northern Italy has always shown a strong inclination towards export over the years and this now represents 30% of its consolidated turnover.

Enes Teknik, who will represent PEI srl on the Turkish market, offering clients rapid and direct support in their factories, has its headquarters in Bursa, a Turkish city with one and a half million inhabitants located south of the Marmara Sea. Made famous for the silk trade in past centuries, today Bursa is an important industrial city where many vehicle manufacturers have their operations, including major European groups such as Fiat.

Who is PEI

Innovation, quality and competitive prices are the key values in the design and construction of PEI machine tool protections. Over 25 years of experience on the market means that the group can count on a combination of managerial expertise, commercial skills and technical manufacturing *know-how*. Constant attention to new product solutions and processes and an annual investment of 4% of turnover in Research and Development has led to the attainment of numerous international patents right through to 2008.

For example, we are the only company in Europe capable of offering all the possible solutions in the field of roll-up covers, shutter carpets, bellows with and without lamination, telescopic covers; every client can find the best answer to their needs in the PEI product range. The quality level requested by the market has led the group to invest in the research of high-performance textiles, special laminates and a careful quality control of the production processes.

The group from Bologna has seen a significant growth over the last eight years, passing from a turnover of 14.2 million Euros in 2001 to over 30 million in 2008; in the two years from 2005 to 2007 PEI increased its turnover by 58%, with a 50% increase in domestic sales and 87% in export sales, confirming itself as one of the leading manufacturers in the sector. As for sales, 2007 saw an increase of 26% (20% domestic and 44% in export sales) and even 2008 has produced double-digit growth. 50% of export sales are in Germany, rewarding all our efforts to satisfy the requirements of the difficult German market, where the main rival suppliers of industrial protections are concentrated. PEI faced this challenge head on with its quality and reliability and for some years has had a subsidiary in Germany (PEI GmbH), making us the only non-German producer of machine tool protections with its own subsidiary in Germany.

For operators in Turkey, **Enes Teknik** can be contacted both through the website www.pei.it in Turkish language, and through their own site www.enesteknik.com (currently under construction).

P.E.I. Protezioni Elaborazioni Industriali S.r.l.

Società unipersonale del Gruppo PEI Italia Srl

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The PEI group and **Enes Teknik** will participate with a large stand at the forthcoming exhibition WIN 2009, Part I and Part II, respectively from February 5th -8th and from February 26th to March 1st. Both fairs will be held in the Istanbul exhibition centre.

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