**Deckerform – A successful Russian business amidst tough EU sanctions**

**At the end of January, Franz Tschacha returned to Aichach, Bavaria from the Interplastica Trade Fair in Moscow with bulging order books. His Russian clients visiting Deckerform’s exhibition stand had signed orders totalling about 3.4 million Euros, 2 million of which were for injection moulds, 1.3 million for two high-performance injection moulding machines and the remaining 100,000 Euros were for product development.**

Their presence on the Russian market is a success story for the high-tech Aichach based firm. This year marks Deckerform's twelfth year exhibiting their company at the Interplastica Trade Fair. Interplastica is the main trade fair for the plastics and rubber industry in Russia and within the Commonwealth of Independent States (CIS). This year's exhibition, organised by Messe Düsseldorf, gave nearly 600 exhibitors from 35 countries an opportunity to present themselves to more than 23,000 trade visitors in Moscow. For Deckerform, attending the Interplastica event has proven itself to be an activity that guarantees good business. Deckerform's exports to Russia currently make up 25 percent of the Bavarian company's revenue.

However, the Russia business currently finds itself under special circumstances amidst the tough European Union sanctions against Russia's economy due to the conflict in Ukraine following Russian's annexation of the Crimea. Indeed, Deckerform's products do not fall under the punitive measures recently extended until July by the European Council, "However, the sanctions were still a big issue for our Russian customers," says Tschacha. The sanctions add an undesirable burden to otherwise excellent business relationships. Nevertheless, the Russian business transactions allowed Deckerform to score points with its unique selling point, which, according to Tschacha, allowed the company to set a new record for incoming orders: "Their system partnership with Toyo, combined with a range of services spanning the entire process chain, helps us spark interest on the market, despite current political concerns."

**Winning Over the Market with Customised Turnkey Packages**

Toolmaker Deckerform owns the exclusive distribution rights for the fully electric injection moulding machines made by Japanese supplier Toyo. The Bavarian company doesn't just supply their Russian customers with the tools. In fact, the company and its 80 employees operate as a comprehensive system partner, serving the local plastics industry to develop plastic products, manufacture the tools needed to make the products and supply customers with Toyo injection moulding machines. These moulding machines are equipped with state-of-the-art side-entry robots and also automated assembly of the packaging machines.

Deckerform embeds its high-tech tools in turnkey production environments, made possible by the use of automation and handling products from their cooperation with French manufacturer Sepro. Simply put, all the customer has to do is connect the machine to the network and press the button. This instantly provides the customer with production that is both environmentally friendly as well as highly effective. It was this realization that convinced the former classical toolmaker Deckerform to integrate high-tech injection moulding into its process chain. This no-hassle, all-inclusive approach consistently wins over customers, especially when qualified specialists are in short supply, a situation that is more common abroad.

Production that uses all-electric technology has many advantages over purely hydraulic systems: Its use of encapsulated belt drives ensures extremely quiet operation just as their use of electric motors ensures high precision, and the high level of efficiency of the servomotors eliminates idling operation. This cuts electricity usage in half and reduces operating costs considerably. Franz Tschacha, who conducts business at Deckerform along with his daughter Anna, is a pioneering force in the use of all-electric injection moulding within the industry. "We very much believe in this technology and want to win over the German market. After all, 94 percent of Japanese injection moulding companies are currently investing in all-electric machines," says Anna Tschacha.

Last but not least, their success in the Russian market reinforces Deckerform’s desire to further expand its system partnership with Toyo. By the end of the year, they will be investing 2.5 million Euros in a new pilot plant station and an additional 2.5 million Euros in the expansion and automation of their existing mould construction.

Captions:

The fully electric Toyo Si-6 injection moulding machines from Deckerform with a clamping force of 50 to 1300 tons reduce power consumption by 60 percent compared to conventional machines, are high-precision, fast and extremely quiet. The efficiency of these machines is not only winning over more and more customers in German-speaking countries, but also in Russia.

For 12 years, the Aichach based Deckerform Group has been exhibiting at Russia's largest plastics trade fair, Interplastica in Moscow. With registered orders totalling 3.4 million Euros, the company enjoyed a particularly successful year.

(Translated from the German by Ryan Saxon Montcalm)