

23 years of exemplary

# TORNOS & Teximp



PUB DIXI

# partnership:

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**Teximp SA of Zollikon, Switzerland and TORNOS SA, Moutier have been successfully co-operating for more than 23 years. In that time, many machines have been sold with approximately 80 machines sold in the last three years alone.**

So, how did this partnership that has lasted so long through thick and thin begin?

It actually started like this: In the 1970s the life of a BECHLER salesman was anything but simple. «No thank you, we have TORNOS machines» was the usual reply to offers of BECHLER machines.

This was the origin of the motivation of said frustrated BECHLER salesman and he focussed his attention on waiting until the agency for TORNOS products became available in an eastern European country.

In 1982, when Teximp was established, TORNOS was looking for a representative in Bulgaria (in the meantime BECHLER had been taken over by TORNOS). The former BECHLER salesman was on hand and so began an eventful and very successful business relationship

Success for the former BECHLER salesman was not long in coming. Just one year later and 20 TORNOS machines had been sold.

TEXIMP recorded positive development and grew steadily until it had more than 50 highly qualified engineers, technologists, service engineers, administrative staff and other valuable and loyal Teximp team players. To a large extent, this development was supported by the co-operation with TORNOS.



Vlado Vukoja, owner of Teximp SA

The common path, which was also sometimes thorny, as is usual in the industry, was constantly smoothed and tended on the basis of trust and mutual partnership respect. This path also led us to our present-day major customers, such as ARMATURKA, TESLA, KATRING, HYTOS, etc.

The direction we took proved to be the correct one in the past and right up to the present day and we will continue to stick to this way of doing business. We are convinced that it will continue to lead us to such customers and this is the only thing that counts in selling. Any machine, wherever it is built, must first be sold. TORNOS and TEXIMP were usually in agreement about this important basic way of thinking and have shared this outlook.

Whilst we respect all the possible methods of various CRMs and other modern devices of selling, any collaboration that results in sales success, does not have to be reinvented but maintained and continued by all means available. It is impossible to overemphasize the fact that the seller, with his closeness and attention to the customer, plays the central part in the chain of success.

The TORNOS – Teximp co-operation is based on a model, which has brought success to both partners right up to the present day. We aim to continue to pursue this strategy

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Teximp Headquarters



Teximp TTC Ljubljana

and to consolidate the strong foundation of these valued business relationships without making major changes to guarantee future success. Not least because it identifies with the TORNOS product but it also continues the exemplary co-operation, which is vitally important to Teximp.

Some countries, such as Romania, Bulgaria and Serbia, which have up to now not been large customers to TORNOS, are gradually becoming active. We are endeavouring to achieve market dominance in these countries as has been done in the Czech Republic. We are convinced that to get there can only be done through more intensive and closer co-operation between Teximp and TORNOS, thereby helping all those involved to be successful.

Kind regards from your former, aforementioned BECHLER salesman, Vlado Vukoja.

## The headquarters of Teximp SA are located in

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## Teximp International

Zurich, Prague, Brno, Belusa, Ljubljana, Zagreb, Belgrade, Bucharest, Sofia.

Teximp maintains branches in the following countries, thereby guaranteeing efficient working of the local markets:

- ◆ Prague & Brno (Czech Republic)
- ◆ Belusa (Slovakia)
- ◆ Ljubljana (Slovenia)
- ◆ Zagreb (Croatia)
- ◆ Belgrade (Serbia)
- ◆ Bucharest (Romania)
- ◆ Sofia (Bulgaria)

The seven Teximp branches offer a decentralised sales and service network. Short distances and rapid responses are made available to the customer.

Modern technology and service centres (TTC) provide the customer with the facility to test the functional efficiency of the machine prior to making the investment. Trained, personnel are available at all times to welcome individual visitors. Machine demonstrations, machining of parts, training courses and instruction from customer care staff are therefore guaranteed on site and are available at all times.

Teximp SA maintains technology and service centres (TTC) in the following countries:

- ◆ TTC Prague: High-tech centre with more than 300 m<sup>2</sup> showroom space.
- ◆ TTC Belusa: High-tech centre with more than 100 m<sup>2</sup> showroom space.
- ◆ TTC Ljubljana: High-tech centre with more than 200 m<sup>2</sup> showroom space.
- ◆ Training centre and showroom, Zagreb.

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## The Teximp package

### Teximp 360° CNC solutions:

- ◆ Advice and sales
- ◆ Competitive financing packages
- ◆ Complete and all-embracing production technology
- ◆ Commissioning and training by skilled staff
- ◆ Service & After Sales
- ◆ Large selection of accessories

## Teximp success story at a Glance

### 1982

The public limited company, Teximp SA, is founded in Morges near Lausanne.

### 1987

Vlado Vukoja takes over 100 % of the shares of Teximp SA.

New sales markets such as Czechoslovakia and Yugoslavia are developed.

### 1997

Teximp opens its first technology and service centre (TTC) in Prague – this represents the initial foundation of future successes.

### 2000

For the first time in Teximp's history, more than 100 machines are sold.

### 2004

- ◆ Teximp SA employs more than 50 people.
- ◆ Teximp sells more than 180 CNC machines.
- ◆ Teximp achieves consolidated sales in excess of 30 million CHF.
- ◆ Opening of the second Teximp technology centre (TTC) in Ljubljana/Slovenia.

- ◆ Opening of the third Teximp technology centre (TTC) in Prague/Czech Republic.
- ◆ Opening of the fourth Teximp technology centre (TTC) in Belusa/Slovakia.
- ◆ Opening of the Teximp training centre and show room in Zagreb/Croatia.

### Teximp SA in the Czech Republic and Slovakia

**1992** Teximp establishes its branch in Prague. This is followed in **1996** by Teximp Brno and in **2000** by Teximp Belusa.

**1997** Teximp opens the first technology & service centre (TTC) in Prague – an important basis for further success.

**2004** Teximp opens the second high tech TTC centre with more than 300 m<sup>2</sup> of showroom space in Prague and also in Belusa / Slovakia.

Teximp now employs 16 people in the Czech Republic and 4 in Slovakia.

### Czech market

All the sales markets of Teximp SA are in a state of constant economic growth.

The Czech and Slovak markets in particular, offer great potential.



TTC Prague

With the integration of these two countries into the European Economic Community, numerous barriers to the movement of people and goods have been removed. In future, standard, legally enforceable EU standards will apply in these countries. This makes expansion in these two countries attractive to many investors. Added to this is the positive element of a cheap production site with well-trained staff.

The Czech Republic has a modern, transformed economic system. In the wake of the wave of privatisation that took place during the 90s, state-ownership has passed to private ownership. Now approx. 80 % of the private sector is involved in contributing to GDP. Amongst the strongest industries are mechanical engineering and vehicle construction, chemicals and food processing.

In 2003, Swiss exports to the Czech Republic exceeded 1,000 million CHF for the first time, of which 30 % was destined for the engineering industry.