

# Pressrelease

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## On the Upswing: Aventics Expands in Argentina and Brazil

### Technology partners offer fast delivery times and expert added value

**With new sales partners, pneumatics specialist Aventics is set to unlock new potential for growth in South America. Fluipress Automação Industrial in Brazil and Racklatina in Argentina began distributing a wide range of pneumatic components and solutions to regional machine manufacturers and end customers in late 2017. The new dealers first invested in training their staff, offering additional engineering services that boost local added value.**

Laatzen (Germany), January 22, 2018 – According to its own estimates, the multinational World Bank is sure of one thing at the end of 2017: South America is recovering from several years of recession, driven by major growth in Brazil and Argentina and set to continue on this path in 2018. This is exactly when Aventics will reinforce its local presence on both markets with strong dealer and technology partners.

“Fluipress in Brazil and Racklatina in Argentina are two strategic partners that provide us with direct access to regional end customers and original equipment manufacturers,” emphasizes Dr. Peter Saffe, Vice President Strategic Sales at Aventics. The dealers have their own local warehouses, ensuring fast delivery times. Besides distributing Aventics components, they are also responsible for assembling complete pneumatic modules and developing complete systems, from pneumatic cylinders to controls. Aventics has been active in South America for many years. Customers mainly consisted of international industrial companies that already used pneumatic components in their plants in Europe and North America.

In Brazil, Fluipress Automação Industrial, based in Itajai in the South, acts as general agent for all dealers country-wide, covering all industrial centers. One in every six of the approximately 150 technology specialist employees will provide consultation in the area of pneumatics in the future. The company has also hired a number of new specialists and trained them together with Aventics employees.

In Argentina, the second largest pneumatics market in South America, Racklatina S.A., headquartered in Moreno near Buenos Aires, has begun to sell Aventics products. With eight subsidiaries, Racklatina ensures short channels for all its customers. In addition to industrial applications, the automation specialist is also very successful in outfitting agricultural equipment.

## Local expertise

Both dealer and technology partners have been certified by Aventics to assemble cylinder units locally in accordance with strict quality standards. As a result, they are able to quickly implement customer requests while increasing local added value – a must for regional customers. The two companies also offer widely used control systems in South America, enabling them to develop, configure, and assemble cross-technology solutions.

“In South America, we are striving for the same market coverage we already have with major OEMs and end customers in Europe and North America,” states Dr. Peter Saffe. Beside FluiPress and Racklatina, around 60 dealers represent Aventics in Chile, Uruguay, Columbia, Venezuela, and Peru. The expansion of its global sales partner network is an integral part of Aventics' growth strategy.

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## Images

These images are available for download on our website: [www.aventics.com/press](http://www.aventics.com/press)



- ▲ Image 1: Sandra and Rui Ioshii (3<sup>rd</sup> and 2<sup>nd</sup> from right), owners of FluiPress Automação Industrial, and their team distribute Aventics pneumatic components and solutions to customers all over Brazil. Pneumatics specialist Daniel Goncalves (4<sup>th</sup> from right) of FluiPress has been working in the business for more than 30 years. (Photo: copyright Aventics)



▲ Image 2: Racklatina is Aventics' new sales partner in Argentina. (Photo: copyright Racklatina)

## About Aventics

*Aventics is one of the world's leading manufacturers of pneumatic components, systems, and customer-specific applications. The pneumatic engineering company provides products and services for industrial automation, while additionally focusing on the sectors of commercial vehicles, food and beverage, railway technology, life sciences, energy, and marine technology. By integrating electronics, the use of innovative materials and prioritizing trends such as machine safety and the Internet of Things, Aventics is a pioneer in applied and environmentally-friendly solutions.*

*With around 150 years of expertise in pneumatics, Aventics employs approx. 2,000 associates worldwide. In addition to production sites in Germany (Laatzen), France (Bonneville), Hungary (Eger), USA (Lexington), and China (Changzhou), Aventics is represented in more than 90 countries through direct sales and dealers. The Aventics Group has received multiple certifications, including ISO 9001 and ISO/TS 16949 for quality, ISO 50001 for energy management, and ISO 14001 for environmental management. Further information is available at [www.aventics.com](http://www.aventics.com).*