

PRESS RELEASE

Topic:	Global strategy and market development
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Topic: **International sales meeting in Bochum – Reich-Kupplungen presents and discusses its global sales strategy, market development and investments.**

International sales meeting at Reich-Kupplungen in Bochum

Reich-Kupplungen once again welcomed its many subsidiaries and agencies to the international sales meeting. The coupling manufacturer discussed its global sales strategy and market development for the next two years with over 30 partners from 22 countries at the event that is held every two years at its headquarters in Bochum.

The current event focused on product and market development. The reason for this is the increased demand, especially in the Asian and American markets. The first prototypes were delivered here for demanding projects that promise to yield larger quantities and higher market shares after successful tests.

Reich-Kupplungen invests in its main plant and sales locations

Reich-Kupplungen continues to invest in the expansion of its global network and machinery in response to its increased order volume. For example, the company plans to set up additional turning and milling centres and a new press. Customer support for international customers is handled by the global sales partners in addition to the sales, technical and service personnel in Bochum. They guarantee the timely delivery of drive components and spare parts and the commissioning and maintenance thereof.

“Our aim is to design high-quality coupling systems tailored to specific requirements and markets and to produce on schedule,” emphasises Managing Director Christian Reich. “We achieve this through continued development and investment in personnel and production technologies”.

The results seen in recent years show how important the internal exchange of information and opinions as well as the exchange with global partners is in this respect. This includes newly developed coupling series for low-price segments, for example construction equipment. The portfolio has also been extended with high-end solutions that are required, for example for high-speed applications.

The standard Reich-Kupplungen products are described in detail in the corresponding catalogues. The following brochures and catalogues are now also available in French, Spanish, Italian, Russian and Chinese in addition to the versions in German and English:

- Image brochure
- Arcusaflex flange coupling
- Arcusaflex-VSK U-joint coupling
- Multi Mont Sella claw coupling
- TOK coupling systems

- RCT flange coupling

Image material:



RK_Weltkarte.jpg:

Distribution of the Reich-Kupplungen subsidiaries and sales partners

Image source: Reich-Kupplungen

About Reich-Kupplungen

The international company Reich-Kupplungen with its headquarters in Bochum is a highly specialised manufacturer of drive components. It focuses on the development and production of a wide range of coupling series with torsional elasticity or torsional rigidity. These are produced in-house to ensure the availability of a high level of expertise in the design and production of couplings for the respective drive.

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