

UK SUCCESS STORY, HJ WEIR, EXPANDS INTO USA, SUPPORTED BY WEG AND ERIKS SUPPLY PARTNERSHIP

When David Cameron talked about manufacturing becoming the engine of future growth for the UK economy, the type of company he had in mind was probably H J Weir Engineering Co Ltd, one of the world's largest manufacturers of flatwork finishing equipment. H J Weir has been providing separating, feeding, folding and stacking solutions for the global laundry industry for over 50- years. Now the company is expanding into the USA, and is taking its long standing and highly successful supply partnership, with ERIKS and WEG motors, along with it.

The new subsidiary company, HJ Weir USA Inc, will be based in Virginia and bring Weir's full range to the USA, including popular machines such as the Autoprep, Vacfeed and Foldmaker ranges, which are ideal products for processing Sheets, Duvet Covers, Pillow Cases, Table Linen, Napkins, Towels and Blankets.

"We have been supplying equipment in the USA since 1960, operating through manufacturing licensees and distributors," said Rob Weir, HJ Weir Engineering's managing director. However, recently we have been receiving an increasing number of enquiries direct to our headquarters at Chepstow. The volume of these enquiries - which have resulted in 5 major contracts pending - plus the availability of key personnel who know all about our equipment, has convinced us that now is the time to set up our own direct operation in the US market."

HJ Weir announced the launch of its new subsidiary - initially a 12,000 sq ft facility - at Cleanshow 2011, the main event for the laundering, dry-cleaning and textile services industry, held in Las Vegas from 6th – 9th June. At the exhibition the company had new updated laundry equipment on display, driven by WEG W22 IE3 premium efficiency motors supplied by ERIKS.

"The successful business model that has fuelled our continuous growth over the last few years is a synergy of many parts," said Rob Weir. "The supply partnership that we have built up with ERIKS and WEG motors is a key element in this synergy, providing us with certainty in terms of reliability, cost and delivery times for the WEG motors used on our machines. The decision to continue with this partnership as part of our expansion into the US market was a no-brainer. With a new venture, consistency is paramount, and it is far better to stick with what you know, so we are looking to ERIKS and WEG to meet all our increased requirements as we develop our US business."

In addition to the benefit of a proven supply partnership, HJ Weir is also benefiting from the fact that WEG's W22 range is already available in standard IEC frame sizes for the Premium Efficiency IE3 rating. This is important because the USA has introduced a policy of using Premium Efficiency motors only. Consequently, HJ Weir will not experience any disruptions, as regards motor specifications, as it develops its new direct activity in the USA.

HJ Weir's plan is to initially supply the states with machines direct from the UK; this will involve ERIKS in increasing stocks at its Cardiff office to cover the increased demand. The second stage is for HJ Weir to increase its stock of the IEC motors and assemble the laundry equipment at its Virginia facility for sale to the home market.

"We are delighted to be an intrinsic part of the HJ Weir success story," said Marek Lukaszczyk, European Marketing Manager for WEG. "WEG is a global company, and has a major subsidiary in the USA, so the question of supplying support for HJ Weir stateside is already answered. In addition, as we are leading the introduction of new high efficiency motor types under the new IE motor classifications, HJ Weir will benefit from offering a range of equipment that delivers increasing levels of energy efficiency, helping to reduce user costs."

Photo Captions:

Picture 1: H J Weir exhibits with WEG W22 motors.

Picture 2: WEG W22 motor.

Picture 3: Rapid Feed Maunufactured by H J Weir.

Picture 4: Airspeed Folder
