

Tsurumi brings Spain and Portugal into its direct sales network

Tsurumi Europe has acquired its Spanish and Portuguese dealerships, giving the company direct access to customers in these two markets. The two dealerships will continue to operate under their current names but will be wholly-owned subsidiaries of Tsurumi. The deal marks the latest dealership acquisition from Tsurumi, which currently operates directly in France, Sweden and Germany. The company now offers direct sales in five countries.

The takeover was finalized on 8th October 2012 in Madrid, Spain.

Daniel Weippert, managing director of Tsurumi Europe, explains the reasons for the company's latest expansion move:

"Spain and Portugal may be experiencing a quiet period of activity but this makes it an ideal time for us to invest and secure our long-term future in the region. A crisis may last longer and hit harder than expected, which is why we plan for the long term. We want to secure our position in the market for years to come and our current position and well-established network in the market enables us to expand.

Looking at the current situation, we strongly believe that Iberica will not be as badly affected as some believe over the long-term. As a Japanese but also European company we are committed to investing in our own markets and restoring confidence in the EU zone - and we are not afraid to step back because of a short term market struggle.

The pump industry, like any industry, has been impacted by the financial crisis. However, our equipment is suited to public and private projects, from construction to wastewater to agriculture. This versatility means demand for pumping equipment remains relatively buoyant.

Our diversity across many industries also means that when one part of the market begins to drop, we can focus our attention on other areas. Adapting our operations to fluctuating needs is crucial in our strategy to reinforce our position and grow.

We have over 250 different products in our European range. By establishing direct operations in specific countries across Europe, we establish a two-way communication flow that means we can deliver the right products to the right markets at the right time. Moreover, Hydreutes Group has an excellent product portfolio and experience in the wastewater treatment industry that enhances its position and offering in our European distribution network."

Hydreutes S.A., the Spanish dealership, was established in 1983 and it started working with Tsurumi from the beginning. In 2006, Hydreutes became a significant shareholder of Hidrovento Lda., Tsurumi's Portuguese dealer, and the two companies are now part of the Tsurumi Group.

"We are very pleased to embark on this new beginning under the direct leadership of Tsurumi," says Javier Ibanez de Diego, sales director at Hydreutes S.A. and the company's previous owner. "It will strengthen our position in the market. And we are confident that this new partnership will give us a more efficient sales structure while increasing productivity and giving an even better service to our customers."

Emanuel Ferreira, sales manager at Hidrovento Lda, adds: "Becoming a member of the Tsurumi Group gives us renewed confidence that, together with Hydreutes, we will grow our business through a more effective and efficient operation."

Despite the change of ownership, both Hydreutes S.A. and Hidrovento Lda. will continue to operate from their current facilities and with their current staff.



this two companies are now part of the Tsurumi Group: Hydreutes S.A., the Spanish dealership and Hidrovento Lda., Tsurumi's Portuguese dealer.

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Tsurumi est l'un des fabricants de pompes les plus expérimentés au monde. Dans son usine moderne de Kyoto, Tsurumi produit, chaque année, plus de pompes submersibles que tout autre fabricant de pompes. La gamme Tsurumi possède actuellement plus de 1.800 modèles de pompes différents, dont celles à semi-vortex, à turbine vortex, anti-engorgement, à coupoir, des pompes de chantier et d'assèchement, pour les eaux d'égout et les eaux usées, à aérateurs et à souffleurs, pour les unités de décantation et à écumeur. Tsurumi est présent dans le monde entier, grâce à un réseau important de revendeurs en Europe, en Amérique du Nord et du Sud, en Asie, en Australie et dans certains pays africains.

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