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Hennecke-Maruka Shanghai set up - more regional service and customer care in China

In order to accommodate the growing demands of the regional markets and to provide more efficient customer care, Hennecke GmbH – specialist in polyurethane processing technology and subsidiary of Bayer MaterialScience AG – will open a service centre in China.

For more than a decade, Hennecke has been marketing polyurethane technology in the Asia/Pacific region in a joint venture with the Japanese enterprise MEG-Maruka Kakouki Co., Ltd., in Singapore, under the name Hennecke-Maruka Asia. Hennecke now wants to build on this success by founding Hennecke-Maruka Shanghai.

The new set-up will mainly concentrate on expanding the existing sales organization and building up a comprehensive technical service portfolio which is customized to meet the local needs of that region. The range of services offered at the new site in Shanghai also includes customer training, assembly and a certain part of maintenance and manufacturing.

Hennecke GmbH, integrated into the Bayer MaterialScience network as an independently operating company, already established business relations with Asia at an early stage, and has continued to do so since more than 30 years. The machine manufacturer has been supplying state-of-the-art PU plants for the automotive, construction, refrigerated appliances and upholstered furniture industries to China.

MEG-Maruka Kakouki Co. Ltd., the co-founder of Hennecke-Maruka Asia, has been working together with Hennecke since 1982 providing tailor-made PU processing plants for the Japanese and Asian market.

"The opening of the new Hennecke setup fits well to the general Asian strategy of the globally operating Bayer MaterialScience AG, which is presently investing 1.8 billion US dollars in the construction of large-scale raw material production plants in Caojing (Shanghai) - among them a number of plants for producing the polyurethane raw materials MDI and TDI.

„Hennecke-Maruka Shanghai works hand in hand with the customer service of Bayer MaterialScience in the region. Together, we will be able to offer our customers in China high-quality, integral solutions ranging from raw materials and machine technology to service and after-sales support", says Rudolf Brumund, Managing Director of Hennecke, underlining the significance of this step.



The new facilities of Hennecke-Maruka Shanghai


Photo: Hennecke GmbH

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