

DMG/Mori Seiki Australia moving forward with new sales structure

With the aim of strengthening its presence in Australia DMG/Mori Seiki Australia is now restructuring its service and dealer organisation.

German machine tool builder GILDEMEISTER AG commenced joint sales and services with the Japanese machine tool manufacturer Mori Seiki Co Ltd in Australia on 1 March 2010. The joint company DMG/Mori Seiki Australia is a now market leader in Australia, and plans to increase its market share to 50%.

The decision to form a new sales structure in Australia facilitates further strengthened customer relations and service. With the combined strength of two leading global machine tool builders, DMG/Mori Seiki offers solutions for 95% of all metal cutting applications.

“Today, we have the strongest product program in the metalworking world,” says DMG/Mori Seiki Australia President Stefan Weiwadel.

“Combined with our new sales structure, we are now creating the conditions to further strengthen positions in Australia and the entire region, maintaining the highest service level and product support for our customers.”

As part of this strategy, DMG/Mori Seiki is implementing the following restructuring:

The three (formerly Mori Seiki) independent dealers Qumac Engineering Services, QLD, HSCNC Machines, VIC, and Harris Machine Tools in WA are fully integrated into the DMG/Mori Seiki Australia sales team, and will offer both companies’ products, machines and service

The existing (formerly DMG) direct sales structure with its currently seven Area Sales Managers have responsibility in the area of sales, technical support and service for DMG and Mori Seiki products

“We are one company,” Mr Weiwadel emphasises. “As such, we are working as a team, and our three dealer companies are part of this team. Customers can choose which sales channel they prefer, direct or indirect through our dealer network. We are currently conducting extensive training for all sales and service staff on DMG and Mori Seiki products.”

As part of the training and team building initiative, the company trains its staff on all machines locally as well as in the DMG and Mori Seiki factories in Germany and Japan. “Success starts in the head,” Mr Weiwadel emphasises. “If we feel like one team, we will be one team and accepted as such by our customers. We also work closely with our customers to ensure that they have the best possible solutions for their machining needs.”

DMG/Mori Seiki currently trains all sales and service staff, including all dealers, on the new DMG ECOLINE. While the company offers high-end, quality CNC lathes, 5-axis milling machines, mill/turns and ultrasonic laser machines, not all machines come with the high price tag, Mr Weiwadel says. “With a simple recipe, DMG is setting new standards for entry-level machines: The best price is offered in addition to the usual high DMG quality, reliable construction and modern 3D control technology,” he explains. “Our ECOLINE machines are available at very reasonable cost-/performance effective selling prices and we plan to expand our market share in this segment tremendously as well.”

The design of the economy version of the DMG turning and milling machines is based on the idea of delivering proven DMG quality at the best possible price by combining consistent standardisation, simple and reliable construction methods and state-of-the-art 3D control technology. While the universal turning machines in the CTX eco series have already become the international top sellers at DMG, the latest winning model in the ECOLINE world is the new CNC universal milling machine DMU 50 eco, which makes entry into 5-axis machining possible.

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