

Dragon Kilns Joins Forces With Nutec Bickley

Following talks concluded during the recent GIFA exhibition in Düsseldorf, it has just been announced that Dragon Kilns will be joining forces with Nutec Bickley with immediate effect. This move follows on from the appointment of ex-Dragon man Ken Wright to the Nutec Bickley sales operation and fits in with the company's longer term plan to increase the management experience on its portfolio.

Adam Slater, Director of Dragon Kilns, will now be responsible for Nutec Bickley's sales activities across South, South-East and Far East Asia and brings with him 25 years' experience in the global ceramic industry. He said: "This is a mutually beneficial arrangement and between us we came to this conclusion very quickly once the idea was floated. The synergies between the two operations are clearly very strong and one immediate contribution from Dragon will be a better support system and additional technical back-up – naturally, at the same time, there will be continued support for Dragon's existing customers."

Nutec Bickley executives have for some time been formulating a strategy to seriously broaden and enhance the company's overseas operations and now they feel that working alongside Adam and Dragon Kilns has provided the perfect springboard at just the right time.

"Our combined strengths make us a considerable force in the field of kiln innovation, manufacture and sales and this tie-up with Dragon Kilns gives me great confidence that we will succeed in meeting our ambitious goals for growth," commented Rodrigo González, Vice President – Sales, Nutec Bickley. "We aim to double our kiln sales by 2014 while at the same time providing the best available kilns and a superior after-sales service. With Dragon on board, this schedule can become a reality."

Dragon Kilns has an enormous amount of experience in dealing with the Asian ceramic industries and has unmatched expertise in bringing together European design and local manufacturing to achieve the optimum mix – high performance kilns and extremely competitive packages.

"This announcement is further evidence of what we have been saying about bringing the best elements into our team," added Sr González. "We will gain market penetration and we start work today on collaborating to further consolidate our export performance."

Adam Slater confirmed: "This is a bold move but if you take a look at our joint design, technical, commissioning and sales teams right across the world then I think it is an unrivalled force in the ceramic industry."

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