

Dutch HTS

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Hauzer Opens Competence Centre in Shanghai

Hauzer Techno Coating, the Dutch specialist in plasma coating technology, spreads its wings in China. Recently the company has opened a Competence Centre in Shanghai. “The Chinese market for PVD coating technology is growing rapidly,” Tony Tang, General Manager at Hauzer Techno Coating (Shanghai) Co. Ltd. explains. “By using Hauzer’s expertise Chinese customers are able to make profit with hard coatings. Hauzer provides local customer support and training by competent Chinese engineers in Shanghai. A turn key PVD coating centre is up and running for sampling and coating development in Shanghai. This way, our potential Chinese customers can familiarize themselves with Hauzer equipment and the full range of excellent coatings.”

The times are difficult for any machine manufacturer, but Hauzer invests in the future. “Hauzer is a financially stable company”, says Dr. Thomas Krug, CEO. “Of course our customers hesitate about investments at the moment. However, we believe that by giving them the support they need in their own language and helping them conquer their markets, we will prove to be their long term partner.” In the beginning of this year, Hauzer has already opened a Japanese branch and now they have extended their company with a Chinese Competence Centre. “In China we see a growing market for plasma coating technology. Many new job coaters, tool makers and automotive component manufacturers are looking for ways to make their materials more wear resistant and lower the friction. For automotive suppliers the Euro IV standard for CO₂ emission is applicable. By lowering friction between components, PVD coatings result in fuel savings and emission reduction, thus achieving the goals. Hauzer gives manufacturers and job coaters the technology and equipment to solve many issues related to wear and friction.”

Leading technology

For more than 25 years the Dutch company Hauzer Techno Coating is a leading supplier of hard coating technology and equipment worldwide. PVD (Physical Vapour Deposition) and PACVD (Plasma Assisted Chemical Vapour Deposition) hard coatings are used for multiple purposes. The technology is for example used to achieve increased lifetime of cutting and forming tools used in manufacturing. Furthermore lower fuel consumption in auto engines can be achieved by coating moving parts of the engine. And the technology is also used to give mobile phones, spectacle frames and watches a brilliant, scratchproof exterior. The market for PVD coatings is growing, first of all because companies start to recognise the advantage of a hard, wear resistant and low friction coating layer on their products and secondly because of its environmentally friendly character.

Flexible equipment

In China Hauzer is already well-known as a supplier of plasma coating technology and equipment. Hauzer coatings are stable and reproducible and the configurations of the Flexicoat[®] machines give the possibility to use more technologies in one machine. This makes the equipment extremely flexible. “We see many new possibilities for our coating technology now that we opened the Competence Centre in China”, says Dr. Thomas Krug. “The distance from The Netherlands to China has so far not prevented us from being successful in China, but being able to support our customers by Chinese engineers will be an extra advantage. We want to share our knowledge about PVD and PACVD technology and equipment with our customers. Doing this with regard for the local culture and language will improve the partnerships with our customers.”