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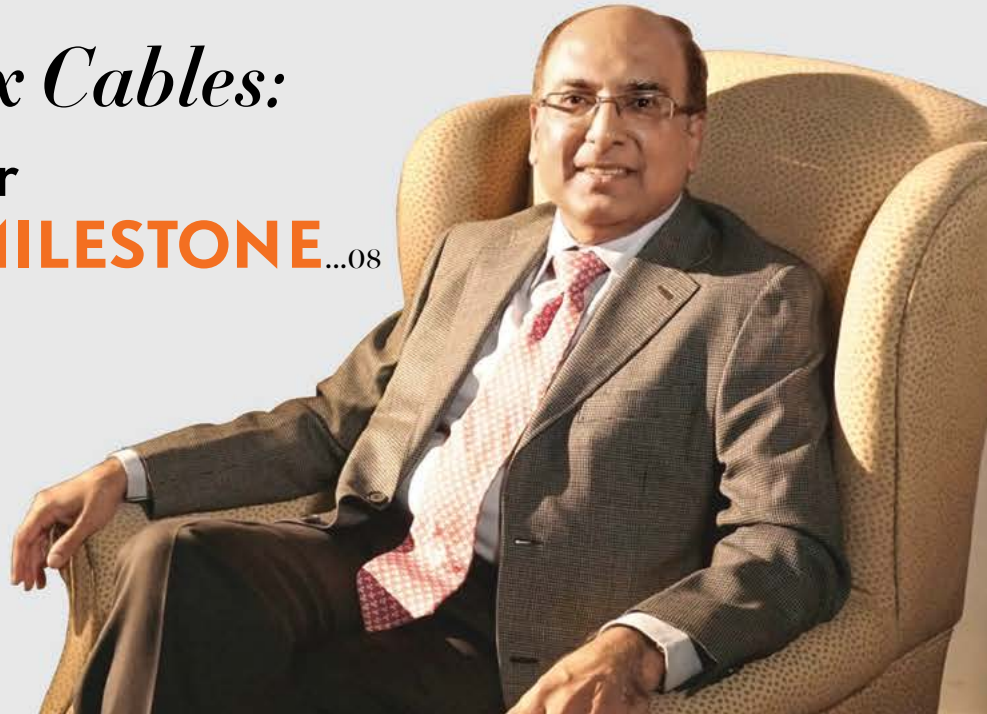

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Newtech: Strengthening Presence in India

Mr. Furio Melone, CEO, Newtech Srl

> *In our business, investment in newer technologies and innovations are considered as the key factors for sustainable growth.*
>
> **- Mr. Furio Melone**

In conversation with Wire & Cable India, **Mr. Furio Melone, CEO, Newtech Srl** takes us through the core capabilities of the company, their presence in the Indian market, outlook on innovation and the future plans of the company.

Wire & Cable India: *To begin with, could you please give us a glimpse into the business story of Newtech Machinery and the significant milestones the company has attained so far?*

Furio Melone: Newtech Srl was incorporated in 2003, and is active in the field of wires insulation. Its

"In a short period of time, we have developed a remarkable number of equipments for insulation of copper and aluminum conductors and a line of machines for the insulation of copper conductors with fiber glass."

partners and the majority of employees are coming from major firms in the same line of business. The present owners, when creating a new firm, were aiming to join the experience gained in their previous positions with a fresh start, featuring a lean structure supported by a strong network of information technology, a scientific approach to design and R&D.

In a short period of time, we have developed a remarkable number of equipments for insulation of copper and aluminum conductors and a line of machines for the insulation of copper conductors with fiber glass. The after sales department has a team of engineers with solid experience in »

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"Today, the company is focused on the production of very new and innovative horizontal lines for rectangular wires specific for EV cars motors."

machine commissioning and insulating technology, most of them coming from magnet wire plants. Our aim is to become a partner of our customers, and build long term relationships based on prompt assistance when the need arises.

WCI: *Please describe the product portfolio and the core capabilities of the company - with regard to manufacturing and technology. Also, share details about the infrastructure of your manufacturing facility.*

FM: Newtech is a world leader manufacturer of enamelling lines and insulating lines. Our machinery covers the product range from 0.1 mm to 6 mm and rectangular wires. Today, the company is focused on the production of very new and innovative horizontal lines for rectangular wires specific for EV cars motors. We have manufacturing facilities in Italy and in China. The manufacturing plant in China was started in 2014. It was established in order to respond to the increasing demand in the Asian market.

Between the years 2014 to 2016, the production technologies for both the standard as well as the non-standard machines have been modernized. Today, NT China can produce all NEWTECH enameling lines with a capacity of 35 plants per year and the manufacturing plant in Italy also has the equivalent capacity.

WCI: *What are the different markets you serve with your products? Also, tell us in detail about your presence in India – what kind of installations do you have in India, and your future plans for India?*

FM: We have an extensive presence across the globe as we have more than 800 lines which are installed and are in operation in a number of countries.

The Indian market is of prime importance to Newtech. In India, we have sold and installed around 120 lines to the most prestigious customers. It's a market in which we believe a lot and which will expand very significantly in the near future. Currently, our objective is to provide fast, reliable and quality services and to implement and improve relations with all our customers in India.

WCI: *What is your outlook on the significance of investing in research and development as a competitive advantage?*

FM: I would like to state that investment in R&D is one of our major strengths. In our business, investment in newer technologies and innovations are considered as the key factors for sustainable growth.

"In India, we have sold and installed around 120 lines to the most prestigious customers."

WCI: *Having expertise in developing and commissioning high-end machinery and technological solutions for the insulation of copper and aluminum conductors, how do you think the wire manufacturing plants around the world has evolved with respect to innovation?*

FM: I believe that the degree of evolution of the wire manufacturing plants globally, particularly in the last ten years, has been quite discernible, and it is higher in some geographic areas. For instance, with respect to manufacturing, features such as remote controls, IP 4.0, and automation are available almost everywhere.

WCI: *Has there been any recent development at Newtech Machinery that you wish to talk about?*

FM: The latest development at the Company is about the horizontal enamelling lines for rectangular wires. By and large, we are one of the few in the world to have broken down the shackles of overtly conservative production methods.

In fact, we have brought the production of vertical wires, which requires quite expensive vertical installations, to horizontal production with enormous advantages in terms of manageability, consumption and, last but not the least, cost. WCI