

Part V

Profiles of Prospective Companies

Detailed visit reports for all companies visited are available in a separate file at IDC / SASSTA / DTI, which was assembled shortly after conclusion of the visits to the according geographical area.

- Volume of stainless steel consumed
- Manufactured Products
- Production or usage of BPSFCs
- Company interest in BPSFCs
- Material requirements falling within local supply program
- Conclusive remarks regarding the potential as deduced from the information gathered during the visits or in interviews.

The profiles are grouped by region / country and are structured according to their alphabetical order. "Ranked" gives the position of a company in the region according to market size, interest and suitability.

1. Western Europe

1.1 Germany

Many German companies were reluctant to allow visits, however, a considerable quantity of telephonic interviews were conducted.

Germany boasts some of the world's largest white goods and electronics manufacturers which puts them in the position to be demanding. The labour force is mostly skilled, union-orientated and demand high salaries. The companies mechanisation levels are generally sophisticated, albeit sometimes outdated.

1.1.1 Blanco, Germany

Ranked	1
Company Profile	Blanco is the biggest and best known sink producer in Germany. The company is also known for catering and medical equipment. By virtue of its size, stainless steel consumption, reputation and sophistication, the company already boasts strong relationships with reputable European suppliers of stainless steel and BPSFC.
Key Figures	
Current Stainless Steel Consumption	12,000 tpy of coils / sheet (10%), Sinks (~ 7,500 t) / food service equipment (~3,500 t) / laboratory, others (1,000 t) – additional welded tube volumes (3,000 t) used for legs, trolleys, structure parts
BPSFC Usage / Requirement	The company subcontracts for inner sink parts, elements of sink parts (they gave examples such as multi-functional baskets, trays, little parts), blanks (1.2 million units per year)

Finished Products	Gastronomy containers. Standardised gastronomy containers are still made in Germany but the company is unhappy about increasingly high costs.
Key Facts	
Core business	sinks/catering equipment
Employees:	1,690 (Germany)
Mechanisation:	The company is equipped with all processing lines for stainless steel fabrication. Fabrication also in Canada and Czech Republic.
General Interest / Prospects	Very Good. Blanco is very open for discussions about the opportunities that South Africa offers.
Reasons to pursue this prospect	<p>As mentioned already, the company suffers of cost pressure generally associated with a mature economy such as Germany. This has prompted interest in finding alternative locations outside of Germany to which to move production facilities to. Canada and Czech Republic were the first movements in this direction.</p> <p>In general, the company policy is to manufacture products in-house but they could imagine establishing production lines in South Africa. Blanco's main competitor, Franke, already has a presence in South Africa.</p> <p>The company would consider outsourcing of the following products:</p> <ul style="list-style-type: none"> • Niche type sink products that are produced in small volumes, e.g. "inert parts" such as separate bowls that can be inserted in sink tables. It appears that the German facility would like to concentrate on mass produced products only. • Elements for sink production, e.g. additional sheets, multi-functional bowls or baskets and fixing elements. • Gastronomy containers. This specific product could be outsourced to South Africa in its entirety. The production does not require specialised skills and is not much of a money spinner. • The production of blanks might be another option. The total volume could be 1.2 Million pieces per year. Details are: Grade 304, 0.7 mm to 1 mm, 800 gram to 2 kg, electrolytic polished.

Challenges	<p>Blanco insists on top quality, competitive pricing and best service from suppliers.</p> <p>Blanco maintains very strong relationship with top European suppliers of stainless steel, it can therefore be expected that they enjoy good discounts and excellent lead times.</p>
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1.1.2 Braun, Germany

Ranked	25
Company Profile	Braun, part of the Gillette Group (USA), is a renowned electronics / appliances producer and is very popular in the German market. Braun's reach is global as it runs production plants in seven countries – key locations in Germany and Ireland.
Key Figures	
Current Stainless Steel Consumption	500 t per annum. 400 t coil and sheet / 100 t of components from external suppliers.
BPSFC Usage / Requirement	Small stamping parts – drawing and details can be discussed with Braun. In general, Braun wants to have control over subcontractor (supply of own tools to subcontractor) – concerns about distance to South Africa.
Key Facts	
Core business	small household appliances. Products made are electrical toothbrushes, foil shavers, hair epilators, hand / ear thermometers, curlers, gas stylers, hair dryers, steam irons, coffee machines, small other appliances.
Employees	9,000 (world-wide)
Mechanisation	Presumably sophisticated. A physical visit to the site was not possible.
General Interest / Prospects	Braun's interest was not very high.

Reasons to pursue this prospect	<p>Braun applies stamping parts (number of parts applied differ strongly – highest number of units for an individual product is seven million pieces) and is experienced in outsourcing.</p> <p>Despite the initial lack of interest, Braun did indicate that it is open to alternative supply options.</p> <p>It was suggested that the IDC re-establish contact to discuss opportunities once production has commenced.</p>
Challenges	<p>Braun considers supply from South Africa unrealistic but not impossible.</p> <p>It is set on top quality and fast lead times and is concerned that SA might not be upto this.</p> <p>Braun holds strong relationships with regional suppliers and is able to negotiate the best deals. However, pricing remains important and will be a determining factor in future interest.</p> <p>Braun insists on keeping control over the production of parts and this might not be feasible over a long distance.</p>

1.1.3 BSH, Germany

Ranked	21
Company Profile	<p>BSH, better known as Bosch and Siemens, is Europe’s biggest household appliance producer. The brand umbrellas several big name brands such as Bosch, Siemens, Neff, Constructa, Balay or Gaggenau and operates 40 factories world wide.</p>
Key Figures	<p>Current Stainless Steel Consumption 40,000 t (mostly ferritic 430 coils from Arcelor France)</p> <p>BPSFC Usage / Requirement There is clearly a high demand for components and finished products but the company was reluctant to discuss details.</p>

Key Facts	
Core business	Products range from washing machines, tumble dryers, dishwashers and small household appliances to cookers.
Employees	35,500 (world-wide)
General Interest / Prospects	The interest was not too high. The procurement manager came across as arrogant, stating that they are “bothered” on a daily basis by the influx of offers and inquiries from across the globe. He also said that they are “not interested in Africa”.
Reasons to pursue this prospect	The company has many supply options for parts, semi-finished products and blanks.
Challenges	<p>Unfortunately, it is a matter of changing a perception rather than an attitude which could prove to be more trying. If the manager can be convinced of South Africa’s ability to live up to European standards, the attitude might change.</p> <p>Suppliers have to undergo a screening process to proof their ability in order to qualify for a contract.</p> <p>The company holds long standing relationships with key suppliers.</p>

1.1.4 Hupfer Metallwerke

Ranked	8
Company Profile	Hupfer is a substantial producer of catering equipment, in particular transport and distribution systems for hospitals, restaurants, and canteens. They consider themselves as the number three behind the leading producers Blanco and Rieber.

Key Figures	
Current Stainless Steel Consumption	1,000 t of sheet, approx. 1,600 t of welded tubes
BPSFC Usage / Requirement	Hupfer gave some examples of the type of products made by the German operation: pressed and formed trays for trolleys with a regular demand of around 260 t per year and shelf parts for trolleys (60 t).
Key Facts	
Core business	trolleys (catering equipment)
Employees	300
General Interest / Prospects	Good
Reasons to pursue this prospect	<p>Certain products are already outsourced e.g. wheels, trolley shelves, trays, food pans and bain maries. The company might be interested in co-operating with South African suppliers in producing niche products e.g. shelves and tube parts for trolleys. The company even offered to send detailed drawings.</p> <ul style="list-style-type: none"> • Despite the low annual volumes consumed, this opportunity could result in a long term relationship. The company has expressed interest in this. • Additional stainless steel use at components suppliers is not included in the stainless steel consumption. • There is additional interest in welded tubes. This could be another supply option for South Africa.
Challenges	<p>The company finds itself in a highly competitive market thus pricing will be important. Its main competitors are producers from Italy, Turkey, and Greece.</p> <p>The company has its own production facilities.</p> <p>The production is standardised, but the number of different parts is large.</p>

1.1.5 Meiko , Germany

Ranked	18
Company Profile	Meiko fabricates special industrial dish washers for catering applications, hospitals, universities and hotels. The company has a unique shareholder profile: it is operating as a Foundation that is owned by the employees. The company is equipped with cutting-, welding- and stamping facilities but does not have pressing or deep drawing equipment. It operates plants in Germany and China.
Key Figures	
Current Stainless Steel Consumption	2,000 t (sheets) – additional purchases are not included in consumption: stainless steel welded tubes are supplied by Fischer.
BPSFC Usage / Requirement	Consumption of pressings and deep drawing parts equals a few hundred tons. Standardised pressings for all of their interior dish washer boxes are used as pre-fabricated parts (welded to form a box at Meiko) / deep drawing parts are applied for sinks.
Key Facts	
Core business	industrial dish washers
Employees	810
General Interest / Prospects	Good
Reasons to pursue this prospect	Meiko is unable to produce all the parts it requires in-house as they lack production equipment. They are forced to buy pressings and deep drawing parts from other suppliers. Meiko is willing to co-operate with South Africa should they offer good supply opportunities. There is additional interest in stainless steel sheet from Columbus and welded tubes from South Africa.
Challenges	The company has access to a host of local producers and suppliers.

1.1.6 Rational, Germany

Ranked	4
Company Profile	<p>Rational is active in the catering equipment segment but is highly specialised. The company produces one particular cooker known as “combi-steamer” (a combination between microwave and conventional cooking technologies) and has enjoyed huge success with this product. Production is concentrated at the Landsberg factory near Munich.</p> <p>This progressive company is in a good position to increase production (and stainless steel consumption) and is open to new opportunities.</p>
Key Figures	
Current Stainless Steel Consumption	Approximately 4,000 t of stainless steel sheet and components.
BPSFC Usage / Requirement	deep drawing parts for interior cooker shells used in every combi-steamer, body and rack parts are also of interest.
Key Facts	
Core Business	combi steamers (catering equipment). The company has patented over 85 cooking technologies.
Employees	660
General Interest / Prospects	Very good.
Reasons to pursue this prospect	<p>Rational is open to new suppliers. It is often a case of buying a certain part rather than making it. At the moment, the stainless steel component requirement is already higher than the requirement for sheet.</p> <p>Pricing is the key and should the quality of the newly sourced components match the stringent internal requirements, the door is open.</p>

Challenges	<p>There is some scepticism about the ability of South African suppliers.</p> <p>Quality and logistics will determine the possible co-operation with this company.</p>
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1.1.7 Rösle, Germany

Ranked	16
Company Profile	Rösle is one of the largest remaining cooking equipment companies in Germany. The company offers innovative design and exciting products. Half of Rösle's production is handled by its joint venture partner in China.
Key Figures	
Current Stainless Steel Consumption	1,000 t (coils) – 50% Germany, 50% China
BPSFC Usage / Requirement	no use of BPSFCs at Rösle.
Finished Products:	Rösle is interested in supply of pots, pans, cookware and tableware articles. They offer a product program that can not be covered completely by themselves. Therefore some products are made according to Rösle's drawings by other companies. On the other hand, Rösle considers some products as "core competence products" made only in-house. They will not source out production of these most promising / profitable products to other parties.
Key Facts	
Core business	Kitchen utensils (service ladles, mixing spoons, sauce spoons, egg lifters) Besides utensils, they manufacture cookware, drainage boards, graters.
Employees	350
General Interest / Prospects	Good

<i>Reasons to pursue this prospect</i>	<p>Rösle is interested in co-operating with South African suppliers.</p> <p>They were keen to send drawings and many concepts were discussed during the meeting.</p> <p>The interest is focused on the supply of finished parts – currently outsourced, e.g. cookware from Turkey.</p> <p>They have experience with of foreign suppliers.</p>
<i>Challenges</i>	<p>Cookware sells in low volumes so it might not be a lucrative option.</p> <p>There will be a trial period to assess whether production can be successful in SA. Given the first challenge, this could turn out to be a costly exercise.</p> <p>The Chinese operation could be a drawback for South Africa as it offers similar or better perks in terms of low labour cost, proximity etc.</p>

1.2 Italy

The Italian producers that were targeted were either small, family-owned set-ups or large industrial producers. In contrast with the German companies, they were very receptive to visits.

1.2.1 Alessi

Ranked	11
Company Profile	Alessi is one of the world's most reputable flat and hollowware brands. The Italian outfit focusing on design and outsourcing production. Half of the production is taking place in China, due to the cost advantage. The Alessi distribution network reaches more than 40 countries.
Key Figures	
Current Stainless Steel Consumption	1,000 t (sheet and disk), additional consumption as finished products from Asia (South Korea, Malaysia, China) not included in consumption.
BPSFC Usage / Requirement	Not applicable.
Finished Products:	Alessi has shown interest in possibly entering into a supply arrangement for finished products with South African companies.
Key Facts	
Core business	table- and holloware
Employees	n.a.
General Interest / Prospects	Very good.
Reasons to pursue this prospect	Alessi requires large amounts of standardised components. Tools for the subcontractor's pressings are still made and owned by Alessi. Alessi is willing to share design ideas and offer South African producers the opportunity to manufacture under the Alessi licence.
Challenges	Alessi already has a strong presence in China, therefore South Africa may not be able to benefit from its general offer of a low cost environment.

1.2.2 Candy

Ranked	6
Company Profile	Candy is another large white goods producer in Europe. The company has actively merged and acquired several large brands, including Kelvinator UK and Hoover Europe (United Kingdom) as well as Iberna (Italy), Rosieres (France) and Mayc (Spain).
Key Figures	
Current Stainless Steel Consumption	8,000 t (70% coil, 30% components).
BPSFC Usage / Requirement	30% of the BPSFC (stampings, pressing parts and other components - for drums, doors and cooker hob tops) requirement is sourced from subcontractors in the immediate area. Tooling is also subcontracted but is owned by Candy.
Key Facts	
Core business	household appliances (“white goods”). Besides washing machines they also manufacture dish washers, dryers, cookers, microwave ovens and vacuum cleaners.
Employees	approximately 5,000
General Interest / Prospects	Good.
Reasons to pursue this prospect	Candy’s company policy is to outsource a substantial portion of products. The company is willing to discuss opportunities with South African suppliers. They indicated that South Africa could be an alternative supply source for doors and hobs.
Challenges	The logistic challenges that South Africa poses in relation to other world markets remain a concern. The required components are easily available from suppliers in the region and only a clear advantage on the local prices will ensure that South African

	<p>suppliers are considered for business.</p> <p>Candy also buys in some finished products such as microwave ovens.</p>
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1.2.3 Electrolux / Zanussi

Ranked	13
Company Profile	Electrolux is no doubt one of the world's most reputable producers of white goods Its impressive selection of factories includes Pordenone (white goods) in Northern Italy, Italy (Zanussi), Switzerland, France, Spain, Germany (AEG) and Sweden (Electrolux and Husqvarna).
Key Figures	
Current Stainless Steel Consumption	~20,000 t (95% coils) - others (5%) include cookers top pressings, doors and other finished parts.
BPSFC Usage / Requirement	The company uses pressings for cooker tops and doors in Italy; there exist some supply options in Germany (AEG) and Egypt (200,000 washing machines per year produced).
Key Facts	
Core business	household appliances ("white goods")
Employees	92,000 (world-wide)
General Interest / Prospects	Good.
Reasons to pursue this prospect	<p>Production of all products are possible in-house due to large available capacity but the process is often slowed down by internal bureaucracies. Inside the group, AEG Germany is looking for new opportunities to subcontract.</p> <p>The company requires a large number of standardised parts.</p> <p>Stainless steel is used in excess.</p>
Challenges	As mentioned, the company is able to produce most products in-house.

	The rather cumbersome company policies on decision-making can complicate the process.
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1.2.4 Enofrigo

Ranked	26
Company Profile	Enofrigo is a medium sized specialist fabricator of refrigeration and other catering counters. Stainless steel is only used for additional inlay parts such as gastronorm containers.
Key Figures	
Current Stainless Steel Consumption	max. 50 t as finished products.
BPSFC Usage / Requirement	only use of finished gastronorm containers – Enofrigo always buys them in, it is a normal business for them. It seems to be difficult to make them in low runs for Enofrigo in South Africa when Enofrigo could buy containers to market prices nearby.
Key Facts	
Core business	refrigeration counters (catering equipment)
Employees	50
General Interest / Prospects	Fair.
Reasons to pursue this prospect	The company purchases finished gastronorm containers and is interested to see whether a South African supplier can offer a more competitive deal.
Challenges	<p>The company consumes very little stainless steel.</p> <p>The company has a strong relationship with its current supplier, “Metal’s” with the result of fast lead times and effective troubleshooting.</p>

1.2.5 Merloni

Ranked	20
Company Profile	Merloni is the third largest white goods (washing machines and ovens) producer in Europe. Its factories are located in Italy, France, Portugal, Turkey, Poland, Russia and the United Kingdom.
Key Figures	
Current Stainless Steel Consumption	30,000 t (coils) plus a non-identifiable but substantial quantity of stainless steel in components (a few thousand tons)
BPSFC Usage / Requirement	cooker tops, pressing parts, deep drawing parts, handles, doors. Merloni is equipped with bending, pressing, deep drawing, punching, welding and laser facilities. Washing machine drums are made in an automatic process, blanks are not used.
Key Facts	
Core business	household appliances (“white goods”). Other important products are cooker hobs and dryers.
Employees	20,000 (all factories)
General Interest / Prospects	The interest is poor but there are some hidden possibilities.
Reasons to pursue this prospect	Merloni is one of Europe’s largest stainless steel fabricators. Merloni applies large quantities of components and the future demand is expected to increase. There is a definite interest in receiving raw material supplies from South Africa.
Challenges	Company policy dictates that components can only be sourced from suppliers within the country of production. Should this change, there is a distinct possibility for South African suppliers to participate.

1.2.6 Smeg

Ranked	22
Company Profile	Smeg manufactures top end products in the white goods sector. Major products are cookers. Smeg is a small but interesting company because they use stainless steel for nearly everything in their products. An Italian subsidiary makes also dshwashers. Smeg is equipped with full automatic processing lines but purchases a number of components from regional suppliers as well. Extractor hoods and sinks are bought from Italian producers as finished products.
Key Figures	
Current Stainless Steel Consumption	7,000 t (coils) plus (not included) stainless steel components (pressing and stamping parts – substantial quantities) and finished products such as hoods and sinks.
BPSFC Usage / Requirement	cooker hobs, doors, handles, knobs, tubes for racks, cabinet parts and finished products
Key Facts	
Core business	Cookers
Employees	~ 1,000 (estimated)
General Interest / Prospects	Difficult to assess.
Reasons to pursue this prospect	<p>Smeg uses predominantly stainless steel for all its products.</p> <p>At the time, cost was not a concern to Smeg but cost alternatives are always attractive and could result in new supply partnerships.</p> <p>The contact person did indicate that he would discuss the issue with his management and that there might be some future opportunities.</p>

Challenges	Smeg prefers to source from local suppliers and holds long standing relationships. Should the management be convinced, there is great potential at Smeg.
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1.2.7 Whirlpool Europe

Ranked	5
Company Profile	Italy is the European headquarter of the US producer Whirlpool. It is one of the largest white goods producer world-wide. Products in Europe are washing machines, dishwashers, cookers and refrigeration equipment. Factories are in Italy, Germany (Bauknecht), France and Slovakia.
Key Figures	
Current Stainless Steel Consumption	25,000 t (Europe) – 17,000 t for washing machines, dryers, 8,000 t for dishwashers and cookers.
BPSFC Usage / Requirement	pressing parts, stamping parts for doors, cabinets, cooker tops – simple blanks for drums (greatest interest).
Key Facts	
Core business	household appliances (“white goods”)
General Interest / Prospects	High Interest
Reasons to pursue this prospect	<p>The company is interested in finding cost effective supply solutions and saw South Africa as a possibility. They would like to do a cost comparison.</p> <p>South Africa’s knowledge in the fabrication of automotive accessories will underpin Whirlpool’s interest in considering supply agreements with SA suppliers.</p> <p>The company requires large amounts of standardised products.</p> <ul style="list-style-type: none"> •

Challenges	<p>They are not very interested in components (pressing / stamping parts for cooker tops, cabinet parts, doors) because these parts are manufactured in-house and outsourcing has been put on the backburner.</p> <p>By virtue of its size and profile, internal processes could be quite bureaucratic.</p>
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1.3 Netherlands

1.3.1 ATAG Special Products

Ranked	3
Company Profile	<p>ATAG is an independent appliance producer supplying mainly to the Netherlands and Belgium. ATAG's presence in other European markets is limited. Their major products are stoves, ovens and cookers. Other products such as extractor hoods and dish washers are bought in. ATAG has a unique philosophy: the company acts as an essembly house rather than a producer and buys pre-fabricated parts from suppliers.</p>
Key Figures	
Current Stainless Steel Consumption	1,000 t per year – pressings, laser cutting parts, bended parts, finished parts – details by form not available / no use of coil or sheet at all
BPSFC Usage / Requirement	major share of product supply (estimate: 75%), mainly components.
Finished Products:	also purchased (remaining share).
Key Facts	
Core business	cookers, stoves, ovens
Employees	500 (estimated)

General Interest / Prospects	Promising
Reasons to pursue this prospect	The company is interested in new suppliers and their needs fit perfectly with the South African offer of component supply (100% component use at ATAG). A total volume of 1,000 t in total is a good start for the South African industry.
Challenges	<p>There are some concerns about short lead times required / small volumes ordered. However, short lead times is a general issue and has to be solved by South African suppliers.</p> <p>ATAG is traditionally supplied by local suppliers – it could be difficult to compete with locals (with long time personal connections to ATAG).</p>

1.3.2 Hendi

Ranked	9
Company Profile	<p>Hendi is both a producer and an assembling company. The main product line consists of dish warmers, fryers, grills, stoves and food-serving containers. Hendi only manufactures the bodies and shelves while the remaining parts (finished products) are sourced from outside.</p> <p>Another range of products are offered via Hendi's catalogue. This encompasses products in food processing context such as holloware or bain-maries for instance. The full product range is purchased from other companies, mainly from India and other Asian countries.</p>
Key Figures	
Current Stainless Steel Consumption	300 t (sheet) for own production / another (additional) 1,200 t is maybe supplied to Hendi as diverse finished product saleable via catalogue and semi-finished products (gastronom containers, handles, deep drawing parts) for own production
BPSFC Usage / Requirement	semi finished catering products

Finished Products	high quality but cheap price (catalogue sales)
Key Facts	
Core business	food processing equipment (as producer/assembly company / trade) via catalogue (as trader)
Employees	100
General Interest / Prospects	Good
Reasons to pursue this prospect	Hendi is interested in semi-finished products such as food service containers, handles and deep drawn parts (used as sinks). The company is also interested in all kind of finished catering products from South Africa that would be marketed by catalogue.
Challenges	The company benefits from cheaper goods produced in low labour cost countries (finished products) and locally (semi-finished products).

1.3.3 Ifö-Kampri

Ranked	23
Company Profile	Ifö-Kampri, a former Swedish company, is a small, independent catering equipment producer. Ifö manufactures combi steamers and ovens also under the brand name "Fornu" and professional kitchen equipment under "ATAG" (see profile). Ifö-Kampri plans to discontinue the use of the "ATAG" brand. The product range includes ovens, combi-steamers, refrigerators, counter tables and complete professional kitchens.
Key Figures	
Current Stainless Steel Consumption	500 t per year – most of it in standard sheets – Additional use of special finished products (cooking equipment for instance) and semi-finished products (deep drawing parts / food service containers).

BPSFC Usage / Requirement	only small volumes
Finished Products:	very special items (ovens, other kitchen equipment)
Key Facts	
Core business	combi-steamers, ovens, counter tables
Employees	100 (estimate)
General Interest / Prospects	n.a.
Reasons to pursue this prospect	The company purchases a limited volumes of semi-finished products such as deep drawing parts and gastronorm containers. The consumption of these products is relatively small and split between several variations of deep drawing parts and gastronorm containers.
Challenges	Ifö mainly uses standard sheet which is not of interest for South African BPSFC suppliers.

1.3.4 SSP

Ranked	12
Company Profile	SSP Lichtenvoorde calls their company a „stationary“ milk cooling container producer in the Netherlands but they also sell containers to breweries. SSP has a strong working relationship with the container specialist “Mueller“ (USA) and distribute, under the name “Mueller Europe“. Its major competitors are APV and Alfa Laval.
Key Figures	
Current Stainless Steel Consumption	1,600 t of sheet – 400 t of tube and external components such as lids, racks, and bottom parts.

BPSFC Usage / Requirement	Pre-fabricated of bottom parts for tanks
Finished Products:	Lids, valves, fittings
Key Facts	
Core business	milk cooling containers (stationary)
Employees	150 (estimate)
General Interest / Prospects	Fair.
Reasons to pursue this prospect	<p>The company is keen to find new sheet supplying options – however they are also interested in new options for lids, and brewery container bottom parts (about 200 t per annum). Note: According to EN standards, lids are standardised parts. Bottom parts are “non standardised”.</p> <p>There is also interest in fittings and valves supply.</p>
Challenges	South African suppliers once again have to compete with local companies in terms of quality, price and availability.

1.4 France

1.4.1 Charvet

Ranked	15
Company Profile	The French catering equipment manufacturer Charvet is known as a high-end producer of ovens and burners. The company produces only core products and purchases additional semi-finished and finished products. The final product is a unique integration of products combined through these strategies.

Key Figures	
Current Stainless Steel Consumption	400 t (sheet) – additional consumption hidden in semi-finished / finished products sourced from local suppliers (estimate: some 200 t).
BPSFC Usage / Requirement	deep drawing parts, stamping parts
Finished Products:	gastronorm containers, bain maries, fryers
Key Facts	
Core business	ovens, burners
Employees	100
General Interest / Prospects	Very Interested
Reasons to pursue this prospect	<p>The company is extremely interested in supply options from South Africa, particularly in sheet but also in components such as stamping parts, deep-drawing parts for sinks, tubes and finished products such as gastronorm containers, bain maries and fryers.</p> <p>The company is open for discussions if South Africa could supply at a “competitive” price.</p>
Challenges	Charvet orders small product volumes in high product variety, thus large volume supply is not likely.

1.4.2 SEB Group

Ranked	2
Company Profile	SEB is the biggest European manufacturer of small household goods. SEB's only remaining big competitors are Bosch Siemens and Philips, manufacturing most of their small household appliances at facilities in the Far East. Braun is substantially smaller than SEB and therefore not in the same league. SEB bought many famous brands during the last three decades: Tefal, Krups,

	<p>Moulinex, Rowenta, Arno and Calor. SEB's world market share in small household articles is over 35%, for some products over 50% (table barbecue grills for instance). SEB maintains 17 (!) factories in Europe and seven foreign factories. A sales subsidiary (not a factory) was opened in Johannesburg in 1998. A second product segment for SEB is pots and pans manufacturing at Tefal. In Tefal's view, stainless steel is not very important compared with aluminium / Teflon cookware. However, stainless steel cookware consumption is around 7,000 t per year making Tefal one of the major stainless steel consumers in Europe in this segment.</p>
Key Figures	
Current Stainless Steel Consumption	8,200 t in coil and blanks and another 1,800 t as components and finished products. Simple blanks are mainly used in cookware. Use by segments: cookware 7,000 t, small household appliances 3,000 t.
BPSFC Usage / Requirement	stamping parts, simple blanks, handles
Finished Products:	electrical appliances
Key Facts	
Core business	a) fryers, water kettles, toasters, barbecue grills, coffee machines, steam irons and b) cookware
Employees	16,000 (world-wide – majority in Europe)
General Interest / Prospects	Good
Reasons to pursue this prospect	<p>SEB has a lot of opportunities for external suppliers for products such as stamping parts (iron soles, kettle bodies) or handles (pots, pans).</p> <p>Coil and simple disk are of special interest because SEB always relies on the "make" or "buy" strategy.</p> <p>A third option would be the supply of finished household goods or cookware. SEB is organised as a conglomerate of profit centres – each profit centre can make decisions about outsourcing or finished product purchase.</p>

Challenges	<p>SEB has a long term relationship with Arcelor, TKS and European stamping part makers. SEB emphasised that they are in a strong position at stainless suppliers and expect special prices from manufacturers in each segment (raw material/components).</p> <p>SEB is under pressure at retailers and this impacts on their supplier agreements.</p>
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1.5 Switzerland

1.5.1 Forster

Ranked	10
Company Profile	<p>Forster belongs to the Swiss AFG Holding (Arbonia-Forster Group) with factories in Switzerland and Germany. Forster considers itself a niche expert for stainless steel products: major products include structural components for facade and window systems at buildings. A smaller division makes stainless steel household kitchens but products sales are limited to Switzerland at the moment. The reason for this is that it was difficult to position kitchens in the market because it has to be either a low cost alternative to normal kitchens or a “designer product“. In contrast to their kitchen business, the structural facade and window systems businesses are expanding.</p>
Key Figures	
Current Stainless Steel Consumption	2,000 t (sheet) – small volumes of components (key locks, door parts) and stamping parts additionally.
BPSFC Usage / Requirement	stamping parts
Finished Products:	key locks, door parts

Key Facts	
Core business	facade/window parts
Employees	2,700
General Interest / Prospects	<p>Good.</p> <p>AFG is interested in stamping parts used at facades and window frames. Forster is supplied with these parts from Eastern Europe but is not satisfied with the product quality.</p> <p>The company offered to send drawings to interested companies in South Africa. The source is irrelevant to AFG, as long as it is the most competitive option.</p>
Challenges	Mass volume is made in-house from sheet, stamping parts cover only a small portion of total stainless steel use.

1.5.2 Franke, Switzerland

Ranked	7
Company Profile	<p>Franke is the worldwide leader in stainless steel sanitary (i.e. sinks) and kitchen products and is represented in 67 countries. Franke manufactures in Switzerland, Germany, China, Canada, Poland, Italy, Austria, the United States and South Africa. Franke's headquarter is in Aarburg, Switzerland. However, Switzerland accounts only for one tenth of Franke's stainless steel consumption. Although Franke can do all production steps in-house, there is also some external supply of finished products. Within the group, there is also some cross supply of finished products.</p>
Key Figures	
Current Stainless Steel Consumption	40,000 t worldwide (most of it in coil – no further details available) – 4,000 t in Switzerland.

BPSFC Usage / Requirement	no interest
Finished Products:	all kinds of sanitary products (prison equipment and urinals are already made at Franke South Africa) – possibility to supply more products from South Africa or enlarge product portfolio in South Africa.
Key Facts Core business Employees	sinks, washroom/prison equipment/urinals, catering equipment and beer kegs 5,300
General Interest / Prospects	Very good Established supply from Franke’s South African subsidiary to other Franke companies will bridge the credibility gap more easily. South Africa could enlarge its production share within the Franke group. Other opportunities include supply of products (for instance kitchen sink tables which are now purchased from China) that are currently sourced from independent companies.
Challenges	South Africa can only succeed if suppliers offer a real price advantage to Franke.

1.5.3 Stöcklin

Ranked	17
Company Profile	Stöcklin is a manufacturer of transport systems (storage/transport systems for pallets/parcels), transport/storage containers (for hazardous goods) and material handling equipment (forklifts, stacker trucks, storage support and shelf systems). Stainless steel is mainly applied in the container production department, smaller volumes are used for stacker trucks. Stöcklin is equipped with welding, bending and pressing facilities but lacks laser cutting and shearing facilities. Containers are made in-house, additional components such as manhole lids and racks are purchased.

Key Figures	
Current Stainless Steel Consumption	1,000 t (sheet) – additional consumption in form of finished parts such as racks or manhole lids.
BPSFC Usage / Requirement	flanges
Finished Products:	manhole lids, rack legs
Key Facts	
Core business	Stainless: transport and storage containers for hazardous goods
Employees	493
General Interest / Prospects	Good.
Reasons to pursue this prospect	Stöcklin is interested in finished products such as manhole lids and rack legs. There is also some interest in flanges.
Challenges	Stöcklin is not interested in outsourcing of finished containers or in supply of semi-finished products. Stöcklin is already supplied with lids and other components from China and India. However co-operation with South African companies seems plausible.

1.6 United Kingdom

1.6.1 Alumask Grundy

Ranked	24
Company Profile	Alumask Grundy is a manufacturer of beer kegs and special beer casks. As a result of the trying times for the beer industry (stagnation, merges, lesser breweries), Alumask Grundy is experiencing difficulties (large scale

	retrenchments). This has forced the company to pursue new product developments to reduce dependency risks. They are also manufacturing aluminium parts for the automotive industry.
Key Figures	
Current Stainless Steel Consumption	300 t (blanks) – no coil or sheet / consumption went down from 1,800 t per year five years ago.
BPSFC Usage / Requirement	blanks
Finished Products:	currently no interest
Key Facts	
Core business	beer kegs
Employees	100 (down from 400)
General Interest / Prospects	Fair
Reasons to pursue this prospect	<p>Alumask Grundy is looking for new co-operation partners / product ideas apart from brewery industry supply. For beer kegs, they use blanks (discs) from TKS, Arcelor and Outokumpu Stainless because they are not equipped with coil processing equipment.</p> <p>They are interested in blanks supply from South Africa. However, South Africa is not interested in supplying simple blanks.</p>
Challenges	The time is not ripe for alternative product ideas and Alumask does not have precise ideas of component types or materials needed. Perhaps there is some hidden potential for South Africa, should Alumask Grundy embrace a new concept.

1.6.2 Counterline

Ranked	19
Company Profile	Counterline Ltd. is a specialist food display equipment manufacturer. Counterline offers standardised products as well as customer specific display units. Counterline's products are found at hotels, restaurants and canteens in the United Kingdom. The share between standard and special products is 50:50. Most of the products are made in-house. There are still some products made in-house which are not considered as core business any more (i.e. stabilisation tubes).
Key Figures	
Current Stainless Steel Consumption	500 t supplied directly by Outokumpu Stainless (formerly known as AvestaPolarit) in the United Kingdom.
BPSFC Usage / Requirement	perforated tubes as "stabilisation tubes"
Finished Products:	.
Key Facts	
Core business	food display equipment
Employees	140
General Interest / Prospects	Limited
Reasons to pursue this prospect	Counterline uses so-called stabilisation tubes with punched holes for fixing display sheets. Counterline makes them in-house but they would like to find a supplier (total volume is up to 3,000 units per year).
Challenges	Counterline is reluctant to give core business to other companies.

1.6.3 Pland Stainless

Ranked	14
Company Profile	<p>Pland is the number three in sanitary ware manufacturing in the United Kingdom. (The other two local suppliers are WG Sissons and Santric. Both expressed “no interest” in supply from external companies). Pland manufactures urinals and wash room equipment. Products are similar to the Franke South Africa product line. Pland is equipped with laser cutting, punching, bending, welding, grinding, polishing and deep drawing equipment. Pland is supplied with raw material by Outokumpu Stainless.</p>
Key Figures	
Current Stainless Steel Consumption	300 t (coil / sheet and pressing parts) – thereof: sheet 150 t, coil 100 t and 50 t as pressed parts (bowls).
BPSFC Usage / Requirement	bowls (deep drawn parts)
Finished Products:	urinals, tubes
Key Facts	
Core business	sanitary ware (urinals, wash basins, bowls), sinks and catering equipment
Employees	200 (estimate)
General Interest / Prospects	n.a.
Reasons to pursue this prospect	<p>Pland Stainless is interested in supply of finished goods. One opportunity is to outsource urinal production to a supplier in South Africa</p> <p>Another idea is to purchase catering bowls as component (deep drawn parts) – currently sourced from Italy.</p> <p>A third option is to buy tubing parts. In general, Pland Stainless is open for discussion about finished and semi-finished products supply from South Africa.</p>
Challenges	Production volume is limited.

2. North America

2.1 United States

The report indicated that US companies were interested in supply of BPSFCs in many cases. South African supply compete with Mexican, Chinese and other Asian countries' supply of BPSFCs. Unfortunately, most of the companies visited need only small lots of standardised parts. Products they are interested in are for instance doors and cabinets for catering and fast food equipment products.

Under "ranked" the rank of a company in our list of prospective companies in North America applies.

2.1.1 American Metal Fab's

Ranked	13
Company Profile	American Metal Fab's is a metal fabrication company specialising in customer designed equipment. The company is potential consumer and competitor to South African BPSFCs
Key Figures	
Current Stainless Steel Consumption	around 500 t.
BPSFC Usage / Requirement	100 t (pressings)

Key Facts	
Core business	Metal Goods Production
General Interest / Prospects	American Metal Fab's buys pressings from other companies
Reasons to pursue this prospect	Company is a user of pressing parts which are an interesting part of BPSFC supply
Challenges	Production volume of the company is limited. American Metal Fab is a potential competitor to South African companies Low grade of standardised products

2.1.2 Autofry

Ranked	7
Company Profile	Autofry manufactures fully automated deep fryers for the fast food industry. Fryers are also sold via franchises and chains such as Wal-Mart. Autofry also assembles products sourced from other companies. Autofry has some problems to export fryers because of the high production cost in the United States which make it difficult to compete with other producers outside the United States.
Key Figures	
Current Stainless Steel Consumption	around 150 (as components).
BPSFC Usage / Requirement	150 t – of which approx. 20 t for doors (pressings)
Finished Products:	

Key Facts	
Core business	Automated Deep-Fryers
Employees	100 (estimate)
General Interest / Prospects	Good Prospects, Autofry is interested in a long term BPSFC relationship for BPSFC supply if the pricing is competitive to Asian companies.
Reasons to pursue this prospect	As assembling company, Autofry is interested in new opportunities for supply of doors or fryer shells. The company fits well to the profiles of potential BPSFC consumers.
Challenges	Production volume of the company is limited. Price is Autofry's major concern – South Africa is in price competition to other BPSFC suppliers

2.1.3 Beverage Air

Ranked	5
Company Profile	Beverage Air is a specialist equipment manufacturer of commercial refrigeration equipment to the foodservice and beverage industries. The products are marketed under the Beverage-Air Marketeer®, Maxi Marketeer®, and Breeze® brand names. Wells / Bloomfield belong now (2004) to the same company group as Beverage-Air, namely the Carrier Group (world leaders in Airconditioning systems).
Key Figures	
Current Stainless Steel Consumption	4,000 t (3,200 t of sheet and 800 t of coil).
BPSFC Usage / Requirement	not used yet but could be an option in future:
Finished Products:	-

Key Facts	
Core business	cooling equipment in food / beverage service
Employees	1,000 (estimate)
General Interest / Prospects	Beverage-Air could buy doors or door cut-outs as BPSFCs. They are made now internally but Beverage-Air showed some interest to find suppliers for it.
Reasons to pursue this prospect	Beverage-Air is a market leader in their business. Doors / Cut outs could be a good starting point for a relationship between Beverage-Air and South Africa. There are also other companies in the same group that could be of interest in future (Wells/Carrier Air-conditioning).
Challenges	Beverage-Air has own facilities for in-house production. South Africans have to be price competitive towards in-house production and imports from Asia or Mexico.

2.1.4 Bon Chef

Ranked	6
Company Profile	Bon Chef manufactures and distributes food service products such as chafing dishes, buffet stations or food pans to the high end market at restaurants or hotels. Bon Chef started to import finished products (chafers for instance) and flatware from China and South Korea a few years ago.
Key Figures	
Current Stainless Steel Consumption	approx. 100 t including around 40 t in sheet and 60 t in finished products
BPSFC Usage / Requirement	-
Finished Products:	flatware, chafing dishes

Key Facts	
Core business	Food service Equipment
Employees	100 (estimate)
General Interest / Prospects	Good Prospects, Bon Chef is interested in supply of finished products from South Africa. The company is prepared to send drawings or samples.
Reasons to pursue this prospect	A large portion of Bon Chef's products is already outsourced. Bon Chef is familiar in this business and may think of complete outsourcing for some product groups such as chafing dishes.
Challenges	<p>Production volume of the company is limited.</p> <p>Finding the right partners for them in South Africa – products need some hand polishing.</p> <p>Supply of finished products from Asia already at Bon Chef.</p>

2.1.5 Bunn-O-Matic

Ranked	11
Company Profile	Bunn-O-Matic produces commercial and domestic coffee making equipment such as coffee machines and grinders.
Key Figures	
Current Stainless Steel Consumption	approx. 550 t (of which 450 t as coil and sheet)
BPSFC Usage / Requirement	blanks, laser blanks (together approx. 100 t)

Key Facts	
Core business	Coffee Machines / Other Beverage Preparation
Employees	n.a.
General Interest / Prospects	company uses already BPSFC from external sources. However, Bunn-O-Matic was not interested in a personal discussion about BPSFC supply from South Africa.
Reasons to pursue this prospect	South African suppliers could replace other BPSFC suppliers. It is planned to increase the share of BPSFCs at Bunn-O-Matic.
Challenges	Production volume of the company is limited. Competition to BPSFC supplier with a long term relationship with Bunn-O-Matic.

2.1.6 CDC

Ranked	2
Company Profile	CDC makes tanks and vessels for the wine industry, beer breweries, dairies, chemical and pharmaceutical companies. Apart from own production of special tanks and vessels they are supplied by the French Maisonneuve company and others with IBC containers and beer kegs.
Key Figures	
Current Stainless Steel Consumption	150 t of stainless steel per annum
BPSFC Usage / Requirement	-
Finished Products:	IBC containers, beer kegs

Key Facts	
Core business	Containers, Vessels and Tanks
Employees	100 (estimate)
General Interest / Prospects	Good Prospects for the supply of IBC containers from South Africa. CDC is not interested in own production but could easily sell imported IBC containers in the United States.
Reasons to pursue this prospect	IBC containers is already a strength of the South African stainless steel industry, CDC could work as distributor for South African companies in the United States .
Challenges	Manufacturing and shipping cost have to be competitive

2.1.7 Lambertson Industries

Ranked	1
Company Profile	Lambertson is the third largest producer / distributor of stainless steel sanitary ware in the United States behind Elkay and Advance Tabco. Products distributed are sinks, working tables, kitchen hoods, hand basins, cabinets, shelves and dish tables. The aim of the company is to become the dominant US supplier in this segment. To achieve this aim, the company plans to increase the share of products sourced from other producers. One major distribution outlet for Lambertson are sales via Internet.
Key Figures	
Current Stainless Steel Consumption	4,000 t of which 2,400 are supplied as sheet and 1,600 t as finished products
BPSFC Usage / Requirement	-
Finished Products:	1,600 t of finished sanitary ware products
Key Facts	

Core business	Stainless Steel Sanitary Ware
Employees	n.a.
General Interest / Prospects	Lambertson is interested in importing sanitary ware products from South Africa. Besides products offered already in their portfolio, Lambertson is also willing to test other South African products in the US market. Options could be cookware and flatware for instance.
Reasons to pursue this prospect	An important factor for the company is distribution of products manufactured overseas. Therefore, everything produced in the South African food service industry could be of interest for Lambertson.
Challenges	Lambertson has already a long term relationship to suppliers from South Korea and China. South Africa has to compete with them. Overcome logistical problems (delivery in time)

2.1.8 Marlo Manufacturing

Ranked	3
Company Profile	Marlo Manufacturing is a food service equipment manufacturer. The produce over 1,000 different stainless steel items including sinks, work tables, counters, refrigeration equipment and pot racks.
Key Figures	
Current Stainless Steel Consumption	1,000 t (coil and sheet)
BPSFC Usage / Requirement	sink bowls (imported from South Korea)

Key Facts	
Core business	Core Business: Stainless Steel Food Service Equipment
Employees	Employees: n.a.
General Interest / Prospects	Marlo is looking for sink bowl, drawers, shelves and trolleys suppliers. Among these products, bowls are already supplied from external sources. Marlo is considering to close down their Weldon Factory. In this case the number of outsourced products would strongly increase.
Reasons to pursue this prospect	The company is willing to think about supply from South Africa. If the companies will close down a factory, South Africa could be prepared to fill this gap with BPSFC supply.
Challenges	<p>Only a small part of products is outsourced already (sink bowls from South Korea).</p> <p>South Africa in competition to South Korea – the price, quality and delivery must be met from South Africa</p> <p>A wide product range of South African products could be offered in the case of factory close down at Marlo.</p>

2.1.9 Millard Manufacturing

Ranked	14
Company Profile	Millard Manufacturing Corp. is a stainless steel fabricator, specializing in custom food processing machinery and equipment for large volume industrial food processing plants. Millard designs and fabricates equipment for dairy, meat and grain processing canning and filling equipment.

Key Figures	
Current Stainless Steel Consumption	1,000 t (coil, sheet and others) – of which BPSFCs 50 t
BPSFC Usage / Requirement	pressings and stampings (current demand: 50 t – future demand: 80 t)
Key Facts	
Core business	Food Processing Equipment
Employees	
General Interest / Prospects	Millard is interested in pressings and stampings for food processing equipment. The prospects are limited because the grade of standardisation is low at Millard.
Reasons to pursue this prospect	The company is willing to discuss supply with interested companies in South Africa.
Challenges	Market size limited for BPSFCs Grade of Standardisation is also limited

2.1.10 Moyer Diebel / Champion

Ranked	10
Company Profile	Moyer Diebel / Champion manufactures automatic glass washers and undercounter bar dish washers and door type dishwashers for commercial use. The company belongs to the Italian ALI group, which is known for aggressive market policy in Europe. ALI policy is to take over and close down factories using only brand names for marketing purposes. Most of the products are made according to customer specifications. Only two products offered can be considered as standard washers.

Key Figures	
Current Stainless Steel Consumption	2,300 t (coil, sheet and others) – of which 50% is sheet
BPSFC Usage / Requirement	booster drums
Finished Products:	
Key Facts	
Core business	Dish and Glass Washers
Employees	
General Interest / Prospects	Moyer Diebel is interested in booster drums. However, Moyer uses a large volume of stainless steel for in-house made doors and cabinets which could also be supplied from external sources
Reasons to pursue this prospect	The company is looking for new suppliers (booster drums) – doors and cabinets could be a future demand option to develop. At the moment they are only interested in booster drums.
Challenges	Company is equipped with machinery for in-house production (doors / cabinets) Grade of Standardisation is limited

2.1.11 Polar Ware

Ranked	12
Company Profile	Polar Ware is a traditional producer of deep drawn parts for food service, health care and micro breweries. As specialist in this segment, Polar Ware is equipped with all necessary deep drawing production facilities.
Key Figures	
Current Stainless Steel Consumption	4,000 t of coil and sheet
BPSFC Usage / Requirement	-
Key Facts	
Core business	Food Service Equipment
Employees	
General Interest / Prospects	Although Polar Ware is equipped with in-house machinery, they are also interested in standardised BPSFC parts such as gastronorm containers. For Polar Ware, it is a decision to reduce cost. However, there was some resistance towards outsourcing.
Reasons to pursue this prospect	Gastronorm and other standardised products would be the first product group to supply with BPSFC products. Polar Ware is the major consumer for these products in the United States.
Challenges	Company is equipped with machinery for in-house production Price competition to other BPSFC suppliers

2.1.12 Vollrath Company LLC

Ranked	8
Company Profile	Vollrath offers a wide range of products for the food service industry such as buffet and tabletop service, trolleys, cookware, steam table pans and insets, cooking utensils, displays, ware washers and food warmers. Most of the products are made in-house, however, there are some outsourced products at Vollrath such as food pans, drop ins, bowls and insets.
Key Figures	
Current Stainless Steel Consumption	3,500 t of coil and sheet (of which only 175 t are sheet)
BPSFC Usage / Requirement	-
Finished Products:	insets (for food warming)
Key Facts	
Core business	Food Service Equipment
Employees	
General Interest / Prospects	Vollrath is interested in supply of insets from South Africa, It is not quite clear if they would also buy other products from South Africa. It may be expected that other products could be supplied as well if insets could be delivered successfully from South Africa.
Reasons to pursue this prospect	Vollrath is interested in standardised products which is probably the easiest applicable type of finished products for South African companies. Other supply options could be developed with Vollrath as well in future.

Challenges	<p>Vollrath is supplied with in-house equipment for most products offered (stamping, deep drawing) and BPSFC production</p> <p>Expert knowledge about BPSFCs at Vollrath (own component engineering and design)</p> <p>Competition to Chinese Mirro company which is the current inset supplier to Vollrath</p>
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2.1.13 Wells / Bloomfield Industries

Ranked	4
Company Profile	Wells / Bloomfield is a commercial cooking equipment supplier including production of fryers, food warmers, convection ovens, broilers, coffee brewers, beverage dispensers and iced tea brewers. Wells / Bloomfield belong to Carrier. Also the visited company Beverage Air belongs to Carrier.
Key Figures	
Current Stainless Steel Consumption	3,500 t of coil and sheet (of which only 350 t is sheet)
BPSFC Usage / Requirement	-
Key Facts	
Core business	Food Service Equipment
Employees	
General Interest / Prospects	Wells / Bloomfield is working on a global sourcing strategy. The company plans to start outsourcing components / finished products from overseas. Wells / Bloomfield is willing to supply sample drawings, specifications, benchmark prices if necessary.
Reasons to pursue	The volumes consumed as coil and sheet could partly be replaced by BPSFCs.

this prospect	There could also be synergies with Beverage Air's interest of supply. As mentioned above, both companies belong to Carrier.
Challenges	<p>Wells / Bloomfield invested in equipment for BPSFC production – external supply advantage should be massive (otherwise they will fill own capacities)</p> <p>Wells / Bloomfield started sourcing globally via Internet – strong competition between potential BPSFC suppliers</p> <p>Ties with long time reliable suppliers would have to be cut off</p>

2.1.14 White Consolidated

Ranked	9
Company Profile	White Consolidated is owned by the global white goods manufacturer Electrolux (Sweden). White manufactures white goods such as washing machines, dryers and dish washers and distributes Electrolux products in the United States. The company Frigidaire belongs to White Consolidated as well.
Key Figures	
Current Stainless Steel Consumption	7,500 t of coil and sheet including blanks
BPSFC Usage / Requirement	simple blanks (500 t)
Key Facts	
Core business	Domestic Appliances
Employees	
General Interest / Prospects	White Consolidated is equipped with fully automatic production processes. Simple blanks are supplied for drum production. Besides simple blanks there might be also other opportunities in future such as supply of components for doors or parts for inside boxes (dryers, dish washers). White Consolidated was not interested in a personal meeting.

<i>Reasons to pursue this prospect</i>	White Consolidated is one of the big stainless steel consumers in the United States. It is possible to develop supply opportunities with White.
<i>Challenges</i>	White is fully equipped with production lines Simple blanks are not considered as major target of the BPSFC project SA would compete with other overseas BPSFC suppliers