

nder Special:

# INDUSTRIAL — FINANCIAL — BUSINESS SERVICES GROWTH IN THE MID

## New investment at Krups a £4m. a year boost to Limerick

MOULINEX, which acquired the Krups Group in 1991, manufactures a range of domestic appliances including microwave ovens, coffee makers, food preparation equipment, toasters, etc. This new development, which has been agreed with the IDA, involves the installation of the latest technology for the production of motors and will ensure that Krups Engineering here in Limerick is self sufficient in its motors requirements. Moulinex has also commenced the reorganisation of existing manufacturing processes by introducing technology which will enable Krups Engineering to respond more rapidly to market changes and take advantage of significant opportunities to supply new

products to be marketed under the Krups and Moulinex brands.

Having been established here in Limerick in 1964 to manufacture food preparation appliances for the parent company, Krups of Solingen, West Germany, the Irish operation has made a significant contribution to the economy of the region over the past three decades and currently gives employment to 643 permanent staff and a further 100 on a seasonal basis.

The acquisition of the Krups Group by the fast growing Moulinex Group has brought key advantages to Krups Engineering and to Limerick. The company is

already gaining from the transfer of Moulinex technology, a wider distribution network and new products which are distributed under the "Krups", "Moulinex" and "Girmi" brands. The economy of the Limerick area benefits significantly from Krups Engineering which relies heavily on local companies for the supply of its component requirements. This new investment being announced today will result in increased spending in the Irish economy on wages, raw materials and services from the current annual level of £15 million to £19 million by 1994.

Moulinex was established in France in 1932 and manufactures a wide range of domestic

appliances. It is the market leader in microwave ovens and holds a dominant position in the small electrical appliances sector. The acquisition of the Krups Group strengthened the Moulinex market position in Germany and the US and introduced complementary products to its range.

The company currently employs 15,000 people in 24 facilities worldwide.

The small electrical appliances sector in Europe is highly competitive and with the advent of European integration is going through a period of rationalisation. The Moulinex acquisition of the Krups group, which is in line

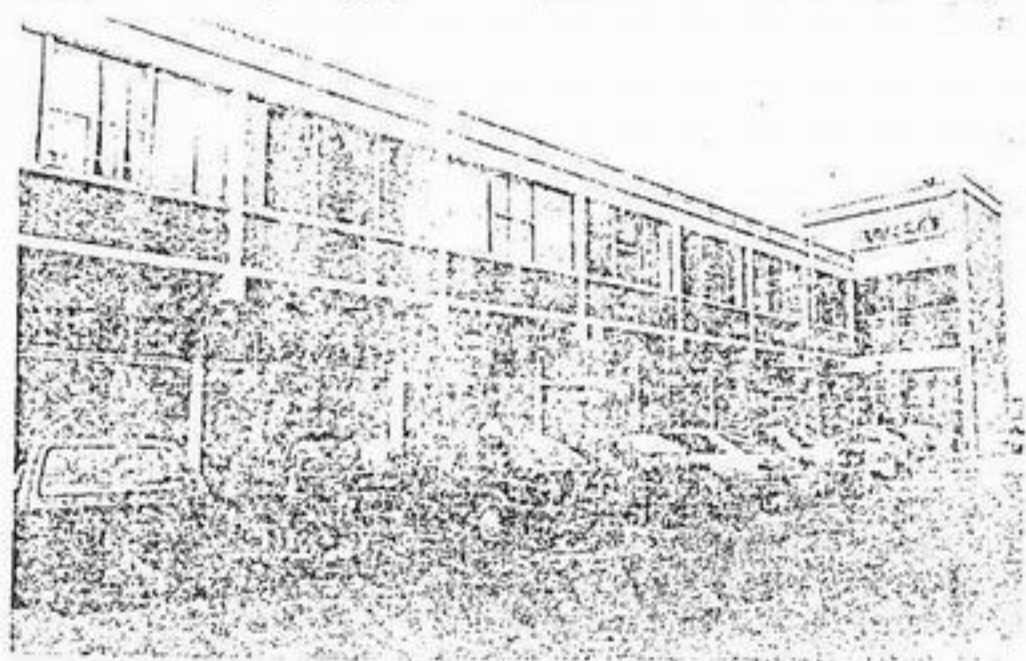
with this trend, increased the company's share of the £6 billion market from 11% to 15% and consolidates the company's position in the marketplace. The decision by Moulinex to make a major investment in Krups Engineering is to be welcomed as it will give the Limerick facility a strategic role in the sector and enable it to counteract growing competition from the Far East.

In addition to this investment at Krups Engineering I would like to comment on the progress of a number of other developments in Limerick and the surrounding area. Dell Computers, which started up its operations in early 1991

with the support of the IDA, continues to build up its business here in Limerick and now employs over 250 people. The company is also making an important contribution to the local and national economy with its sub-supply requirements and raw material purchases.

Cabletron Systems, whose £12 million, 540 job project I announced in February of this year, has just appointed a General Manager and Financial Controller and is currently advertising for the other senior management personnel. Recruitment of the general workforce will commence during the summer and the company will move into its facility at Plassey Technological Park next month.

The progress of a number of other investments which reached agreement with the IDA in the past 12 months is also encouraging. The successful start-up of the Giro Sport project at Newcastle West, announced in August 1991 and whose official opening I will be performing shortly, already has 30 of the planned 60 jobs in place. In addition construction is on schedule for Wyeth's new £33 million expansion in Askeaton and recruitment is ongoing at the £9.3 million expansion by Kostal of Abbeyfeale.



Wilo Pumps, Raheen

## BAT METALWORK LTD. Knocklong, Co. Limerick Tel. (062) 53244/53306. Fax (062) 53258

Established in October, 1980, Bat Metalwork in Knocklong, Co. Limerick, is now the main supplier of steel components to the Irish building trade. The company was taken over in 1988 by BRC McMahon, an Anglo-Irish consortium, made up of U.K. firm BRC and Limerick's James McMahon Ltd., who themselves have a long associa-

extensive product development programme coupled with field trials ensures that Bat components can fully withstand the rigours placed on them.

Expert advice is available to help customers select the most economical lintels to meet specific site requirements. Mike Flood prides himself on providing personalised service and quota-

ngoing new product developments.

Additional machinery will soon be installed to pave the way for a new line of steel lintels and the company is carrying out research into a modified joist hanger and new brickwork support system.

This positive, forward looking policy has been the