

On Brink of a New Era

KRUPS Engineering Ltd., of Limerick, now stands on the brink of a new era, with a record of unbroken success since it started production seven years ago.

Indeed, it has become an example to a whole nation of what can be achieved by a moderate-sized factory, which enters the highly competitive arena of light engineering.

As with many highly successful ventures, the firm started small, with a payroll of a mere 100.

Yet to-day, it is one of the great industrial showpieces, not only of Limerick, but of the region as a whole.

One would expect a factory which now employs over 550, to manufacture a fairly small range of products.

In fact a very wide variety of products are turned out with the familiar name of Krups a veritable hallmark of reliability and value for money.

The Limerick firm, which is but one of a chain in the Krups combine, has already widely diversified with the latest addition to its range of products, being the Charly kitchen liquidiser, already highly successful.

Another addition is the high quality electric razor, the Krups 80, which should make an excellent gift for "him" next Christmas.

These two products have resulted in the employment of an additional 100, with expanded opportunities for men as well as women.

Quite apart from the devoted labour of the Limerick staff, the firm's success story can be ascribed partly to the technology of the group, of which it is a part. The fac-

tory is a subsidiary of the West German company, Robert Krups, of Solingen, which is near Dusseldorf.

The Continental parent company was established as far back as 1846 as a manufacturer of scales.

And it was with scales and food mixers that the Limerick subsidiary began its story: the kitchen and bathroom scales, which have acquired a reputation for reliability, are to be found in homes all over the Continent, including places like Sweden, as well as in Ireland.

One of the most encouraging aspects of the export record of the Limerick complex, is the fact that their products are already highly competitive in the E.E.C., despite the tariff barriers against them as products from outside.

Outside the Common Market, the Limerick products find markets in places like Britain, Austria, Greece, Spain, Portugal, Finland, and as far away as Australia.

This record of competitive selling in so many countries, combined with the long-standing reputation of Krups as manufacturers for over 100 years makes the Limerick subsidiary a monument of stability and success.

Training schemes for staff, which were once operated in Germany, are now carried out in Limerick.

Precision instruments and equipment for the complete housewife are turned out by Krups, from mixers, slicers, potato peelers, toasters, coffee-mills, coffeemakers, clocks and timers to hairdriers, curlers, and a wide range of accessories.

Prices, too, have contributed to the Krups success story.

The new Krups 80 shaver, for example, goes for £9.55, and is complete with scarlet-lined, safety-padded, snap-locking case, built-in mirror, six-foot chord and an extra foil and cleaning brush.

The liquidiser, with a safety switch, prepares baby and invalid foods as well as fruit drinks, and can crush nuts, almonds, and other fruits.

This sells for a mere £7.37.

The success story of Krups is likely to remain one of continual expansion, both in the field of exports and in the variety of products manufactured—and this in turn leads to more jobs for Limerick people, a sizeable proportion of whom are men.

£37 for penny

A 1940 Irish penny, submitted by the Friendly Coin Collectors' Club of Cork, was sold for £37

