

# PRESS RELEASE



## 4B Group opens new subsidiary in China

*Changzhou, China* – The 4B Group, a world-leading supplier of bucket elevator and conveyor components, is delighted to announce that it has established an official presence in China. The new subsidiary, 4B China, located in Changzhou, was officially incorporated on Rm 513, 18 Xinya Road, Wujin High & New Technology Development Zone, Changzhou, Jiangsu Province, China and is now fully operational, under the leadership of Managing Director, Zhu Biwei, formerly sales director at WAM China.

The 4B Group Specializes in the design, manufacture and supply of components for the bulk material handling industry. The 4B product range includes elevator buckets, elevator bolts, elevator belting and belt fasteners, forged chain, level controls and hazard monitoring sensors and control systems that reduce the risk of explosions in hazardous areas and minimize downtime through predictive maintenance.

4B is part of the Braime Group, a British PLC listed on the London Stock Exchange. The company celebrates its 130th anniversary this year and has been a pioneer of the material handling industry, introducing the first pressed seamless steel elevator bucket back in 1909 and since then leading the field in elevator bucket design. The company has a wealth of engineering expertise and experience. 4B China is the latest subsidiary to open extending 4Bs ability to service its customers across the globe with other 4B subsidiaries located in S.E. Asia, Europe, North America, Australia and South Africa.

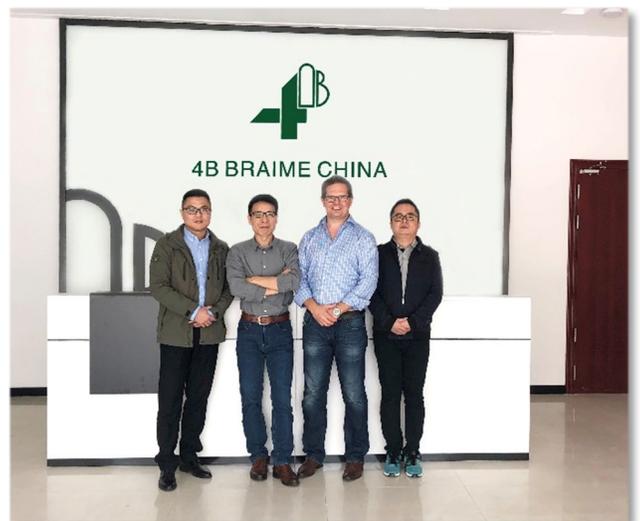
4Bs customer base in China has been growing and the company recognizes the huge importance of the Chinese market. With its local presence in China, the 4B Group is aiming to provide a first class technical support and after sales service to its local customer base, a service which 4B feel is vital, particularly for its electronics range.

Zhu Biwei has put together an experienced team for sales and marketing, after-sales support, and engineering advice. 4B has developed in-house engineering programs to help upgrade existing elevators and conveyors, make recommendations for new equipment and provide solutions. A large local warehouse stocking 4B product ensures fast delivery. 4B wants to support its customers in their development with 'value-added' products and through sharing its market knowledge, expertise and engineering services with its customers.

Zhu Biwei, managing director of 4B China, is looking forward to the challenges ahead; "we look forward to serving our Chinese customers even better in the future. The Chinese economy is continuously growing, but now with more focus on quality, efficiency and innovation. Chinese society is increasingly aware of the need to save energy and protect the environment and conscious of the importance of quality and safety. For this purpose, 4B's innovative hazard monitoring solutions will benefit more Chinese customers. 4B works closely with many internationally recognized equipment manufacturers and multi-national bulk material handling and processing facilities some of whom have an established presence in China. 4B is an internationally recognized and trusted supplier of material handling components and looks forward to strengthening existing relations and building new ones with customers in China".

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### 4B China Team

Left to right: Brave Song (Electrical Sales Engineer), Brian Zhu (Managing Director), Carl Braime (Group Sales Director) & Chen Zhilong (Warehouse & Logistics Manager)