

# CIMCORP

## Brand-new tire plant in Algeria to feature logistics automation from Cimcorp

*Cimcorp will supply robotic handling systems from its 'Dream Factory' solution for both upstream and downstream processes at a new tire factory for Saterex*

**Ulvila, Finland – June 27, 2017** – A major order has been received by [Cimcorp](#), manufacturer and integrator of turnkey robotic handling solutions, for automated logistics systems in a brand-new tire plant in Algeria. The factory is a new venture for the Algerian consumer electronics and household appliances group, Saterex. With huge growth in sales of products marketed under its leading 'Iris' brand, Saterex is diversifying into tire manufacture. The new plant is being built in Sétif, 300 km east of Algiers, and will be the first tire factory in Algeria since Michelin Group closed its plant in the capital in 2013.

Explaining the investment, Yacine Guidoum, Managing Director of Saterex, said, "The area around Sétif is undergoing significant economic growth across a number of sectors, including the automotive industry. The Algerian market consumes more than 7 million tires a year and the products currently imported are generally of poor quality. This represents a fantastic opportunity," continued Mr Guidoum, "to repeat our manufacturing success in another sector. As well as producing locally-branded tires to meet Algerian demand, we will be exporting about a third of our output to European and African markets."

The new facility – which will be the largest tire-manufacturing plant in Africa – will be operational by Spring 2018 and production of 1 million passenger car radial (PCR) tires is planned for the first year, followed by 2 million units of both PCR and truck and bus tires in the second year. "With this being a greenfield site," said Yacine Guidoum, "we had the opportunity to design the most efficient factory from scratch. This is why we have chosen robotic automation from Cimcorp; we wanted the best logistics technology currently available for our new plant."

Cimcorp will supply automated handling systems from its 'Dream Factory' solution for both upstream and downstream manufacturing processes at the Sétif plant. This means automated handling from the raw materials and compound warehouse to the mixing and compounding areas, as well as handling automation for green tires from tire building to curing, and finished tire handling in the testing and palletizing areas.

Kai Tuomisaari, Vice President, Sales for Cimcorp Oy, said: "We are delighted to be helping Saterex to develop this new tire plant in Algeria. The company's track record of success in fast-changing sectors demonstrates that it is very forward-looking; this vision has helped Saterex to see the many benefits that flow from investment in Cimcorp's Dream Factory solution."

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*A high-resolution version of the image below is available on request from*

[heidi@bridgeland-copyright.co.uk](mailto:heidi@bridgeland-copyright.co.uk); further press images are available in the [Media](#) area of the Cimcorp website



***Dream Factory.jpg***

*Cimcorp will supply automated handling systems from its 'Dream Factory' solution for Saterex*

**About Cimcorp**

Cimcorp Group – part of [Murata Machinery, Ltd. \(Muratec\)](#) – is a leading global supplier of turnkey automation for intralogistics, using advanced robotics and software technologies. As well as being a manufacturer and integrator of pioneering material handling systems for the tire industry, Cimcorp has developed unique robotic solutions for order fulfillment and storage that are being used in the food & beverage, retail, e-commerce, fast-moving consumer goods (FMCG) and postal services sectors. With locations in Finland, Canada and the United States, the group has around 400 employees and has delivered over 2,500 logistics automation solutions. Designed to reduce operating costs, ensure traceability and improve efficiency, these systems are used within manufacturing and distribution centers in 40 countries across five continents. For more information, visit [www.cimcorp.com](http://www.cimcorp.com).

**About Saterex**

Under its renowned 'Iris' brand, Saterex is a leading supplier of electronic, IT and household appliance products including TVs, satellite receivers, DVD/Blu Ray players, washing machines, fridges, freezers, microwave ovens, cookers, smartphones, tablets, computers, air conditioning units and heaters. The company currently employs almost 1,200 people across six production sites in Algeria. For more information, visit [www.iris-sat.dz](http://www.iris-sat.dz).

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