

Fit for Partnership with Germany

Manager Training Programme of the German Federal Ministry for Economic Affairs and Energy

Best Practice



Name:
Ramasamy Kalaimani

Company:
Penguin Engineers,
Coimbatore, India

Sector:
Mechanical engineering

Position:
Director and owner

Training in Germany:
11.09.2010 – 09.10.2010

Training Centre:
Baden-Württemberg
International, Stuttgart

India

Quality and Service “Made for Germany”

Penguin Engineers manufactures systems for producing rubber hoses and industrial plastic wrapping sheets. The latter are used in a number of different industries, e.g. in food, cosmetics or furniture. Plastic packaging is part of daily life for consumers – it holds PET containers together or ensures that roll-up mattresses and rugs are ready for shipment.

The engineer Ramasamy Kalaimani founded Penguin in 1991 in Coimbatore, located in India's southernmost state. At first they produced only for the Indian market, but other countries gradually followed. In 2010 he decided to attend the Manager Training Programme in Germany: „As a producer of machines I had always been fascinated by the quality of German products. I wondered how they were able to produce machines of such consistently high quality.“

At that point Kalaimani already had two major customers in Germany – but he had never personally met them: Mayer Braidtech GmbH and Groz Beckert KG. „Going to the training helped me present the company in an entirely different way,“ says Kalaimani. The trust he was able to build paid off. The company Groz where his company had been purchasing needles for their machines, now buys from Kalaimani. In the same year the Baden-Württemberg-based company placed an order for a

machine. And Kalaimani developed a new winding machine for Mayer Braidtech after attending the Programme. Braidtech has now become his biggest customer in Germany. By mid-2014 the company had ordered machines from Penguin totaling about 750,000 euro.

Since 2010 Kalaimani has increased his customer base by 20 percent, including two new major customers in Germany. A recent order was a machine delivered in late 2013 to Josef Hölscher GmbH & Co. KG in North Rhine Westphalia.

Penguin now supplies customers in 36 countries, has 40 employees and produces an annual revenue of about one million euro. Many of Kalaimani's customers are based in Germany – and they value his standards of high quality and service. „We once received an emergency call from ContiTech. I sent one of our employees immediately, and the next morning he was in Waltershausen in Thuringia and had repaired the machine. That same week they ordered two more machines.“