

THE SIDERFORGEROSSİ GROUP CONTINUES TO EXPAND

26 February 2018, ARSIERO - ITALY

It's all "go" for the new Siderforgerossi branch in Houston (TX) - USA

The opening of a new sales and support branch in the United States marks the latest step in the expansion of the Siderforgerossi sales network.



Broadening the clientele in the country is one of the group's strategic objectives and it has decided to pursue it by getting closer to its customers and potential business contacts in the North American market.

The newly opened branch will aim to boost loyalty among existing clients and introduce the Siderforgerossi group to potential new customers in the North American market (USA, Canada and Mexico).

The new sales offices have been in business since early February 2018. They are located at the heart of the international Oil & Gas industry, at the following address:

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USA
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The branch manager is Mr Aaron Bohra (aaron.bohra@siderforgerossi.com), who boasts vast, substantial experience in the forged products industry. The new manager will be supported by an Italy-based sales team that is dedicated to the North American market.

The new Siderforgerossi branch will be the main point of contact for all American customers and its prime objective is to increase satisfaction levels among the clientele.

We are confident that the new venture will lead to significant success and we are ready to take on and play our part in the fresh challenges that it will bring. We firmly believe that the ambitious goals will be achieved promptly and we wish the new member of our team every success!