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REDEX EQUIPMENT DIVISION ESTABLISHES U.S. PRESENCE

Swedesboro, NJ, February 18, 2016 – REDEX Group, a France-based designer and manufacturer of cold rolling mills, tension leveling lines, slitting lines and laser-closed flux-cored welding (FCW) lines used in metal strip and wire production, has created a new subsidiary called REDEX of America (RofA). RofA is located in Swedesboro, NJ, 25 miles from Philadelphia, and was formed to provide faster customer service, develop new business opportunities throughout the United States, Canada and Mexico, and strengthen partnerships with suppliers and sub-contractors.

“We want to offer more efficient service than ever to our North American customers. North America is a strong market for us and we believe in its outstanding potential,” says Gilles Ruffinoni, president of RofA and a member of REDEX’s board of directors. “Through RofA, we can begin to take advantage of opportunities to better serve our customers.”

About REDEX of America (RofA)

RofA focuses on the engineering and servicing of metals production finishing equipment and systems. The company employs technical sales and electrical and mechanical engineering professionals to serve customers and promote its equipment throughout North America. By establishing a U.S. presence, REDEX is enabling its customers to take advantage of the company’s breadth and depth of technical expertise, and of solutions to improve finishing line process operations.

REDEX has three manufacturing plants in France and Germany. From those facilities, the company exports more than 90 percent of its products. In 2012, REDEX acquired BUEHLER to strengthen its rolling mill capabilities. The company has subsidiaries in China, England, Germany, India, Italy, Spain and the United States. Founded in 1949, REDEX employs 300 people worldwide and is headquartered in Ferrières, France, near Paris.

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