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## TRUNINGER Ltda., Campinas, Brazil

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### Strengthening our activities in Brazil

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In recent years we have been able to support some interesting construction work in Brazil as well as realising a number of high-profile projects. A logical next step, in order to establish closer relations with our Brazilian customers, was to set up a TRUNINGER subsidiary in Brazil.



*Figure 1: Handling of 600°C, 45 t layers of Beam Blanks at Gerdau Açominas SA in Ouro Branco*

With Dirk Boysen, we have now found an experienced and competent partner for our Brazilian customers. During his 16 years of professional activity in Brazil, Mr. Boysen has gained extensive experience as project leader and business manager in the field of Brazilian mechanical and plant engineering. His activities in product sales were mainly in the foundry, steel and mining industries, sectors that include many potential customers for magnet lifting systems.

Among other assets are his German mother tongue combined with his excellent Portuguese and English language skills. Last but not least, his knowledge of both the European and South American (especially Brazilian) mentalities, allows him to bridge the two cultures.

The TRUNINGER office, situated in the Cambuí district of Campinas in the State of São Paulo, about 100km north of the city of São Paulo, was officially opened on the 10th of April 2013. Its central location allows cost-effective travel to the major industrial and commercial sites in Brazil.

Mr. Boysen's duties include supporting existing customers, advising new potential clients and also acting as middleman to optimise communication with the TRUNINGER head office in Switzerland.



*Figure 2: Dirk Boysen – new Sales Engineer in Brazil*

In addition to his advisory and sales roles he will also manage, for the time being, the after-sales business of existing customers. It is also planned in the near future for Brazilian technicians to perform maintenance and repair jobs on magnet systems. In this way, and with the local provision of spare parts, a faster, smoother maintenance and repair service for TRUNINGER products should be guaranteed.

Thanks to Mr. Boysen's direct connection to TRUNINGER's central data server, information flow and response time are not affected by distance or time difference between Brazil and Switzerland.

We wish Mr. Boysen all the best for a successful start-up in his activities in Brazil and we look forward to a close working relationship.