

## CemeCon goes Argentina

Big country, high mountains, endless sky – Argentina is a country with immense potential. To establish itself there, an enterprise needs good ideas and strong partners.

Coating.tech is the name of the brand new company based near Córdoba, Argentina, offering job coating services to the Argentinian market from last April. It was born from the collaboration between Argentinian company Tantal and the Spanish company Flubetech.

“It’s a little like the tango” says Christoph Schiffers, Product Manager Coating Technology at CemeCon, of his experiences with the southernmost country of Latin America. It is a great advantage to have an experienced partner like Flubetech in Barcelona at your side; fluent in the language and well-versed in the Argentine market. Schiffers has great respect for CemeCon’s Spanish partner: “These are really good people. They have managed to establish themselves well in the Spanish market since implementing our PVD technology.”

## The very first CemeCon plant in South America



Production Manager Verónica Taglioretti of Tantal is pleased: The first CemeCon plant recently started successfully at Coating.tech.

Coating.tech works above all for its mother enterprise Tantal which is managed by José Taglioretti, a manufacturer of cutting inserts for advanced threading solutions for the oil and gas industry, that exports more than 50% of its production. “Thanks to CemeCon coatings, our machining tools now have a real market advantage with regard to service life and manufacturing accuracy,” Production Manager Verónica Taglioretti of Tantal is pleased to announce. Other well-known companies such as big car manufacturers operating in Argentina were quickly convinced of CemeCon premium quality at Coating.tech.



Coating.tech is offering job coating services in Argentina from last April.

Tantal and Flubetech made this work: In Argentina, the first CemeCon plant recently started successfully at the commercial coating company Coating.tech. “CemeCon supported us in establishing our PVD technology on the Iberian peninsula and was ready to move with us to Argentina,” says Carles Colominas, CEO of Flubetech.

## The idea behind everything: Networking

Top technology is a decisive factor in establishing oneself internationally, but it is not the only one. For Schiffers, successful networking is just as important, as the Argentine example shows: “To begin: Flubetech in Spain was an ideal springboard,” he asserts. „Thanks to the long trade tradition between the two countries, merchandise trade is much simpler than from Germany to Argentina.” He continues: “We want to keep on expanding internationally in the long term, including across Latin America. And always together with our partners, like Tantal and Flubetech.” CemeCon has made a big step forward with the plant in Argentina, the next step is Mexico.

Job coating service ■ Argentina ■ Spain ■ Cutting inserts ■ Threading tools ■ Long tool life  
■ Manufacturing accuracy ■ HiPIMS ■ PVD ■