

THE KEY

TO STEEL INDUSTRY SUPPLIERS
2017



GLAMA
performance
for high productivity

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STAHLEISEN

Stahl

The KEY to Steel Industry Suppliers 2018

The international supplier list of
the steel industrie – PRINT + ONLINE

STAHLEISEN

The KEY to Steel Industry Suppliers 2018

Additional distribution:

Metallurgy-Litmash, Tube Russia, 29 May - 1 June 2018, Moscow, Russia

EuroBLECH 2018, 23-26 October 2018, Hanover, Germany

Publication date:	April 30, 2018
Ad-closing date:	March 29, 2018
Print run:	5,500 copies
Frequency:	Print and online
Language:	English
Distribution:	International

„The Key to Steel Industry Suppliers“ is a directory of products and suppliers published in English and broken down according to subject areas.

5,500 copies will be printed and as of May 2018 be sent out free of charge to selected, named representatives of top and middle management in the steel producing and steel processing industries. Copies will also be distributed at international congresses and trade fairs.

The main regions of circulation are Asia, Africa, America, certain newly industrialized countries (see overleaf), and the member states of the European Union.

The exposure value of the advertisements and tailpieces may be regarded as extremely high, as the KEY is repeatedly referred to (until the next edition) and thus the ads retain their readership impact for a full year.

The KEY to Steel Industry Suppliers 2018

Ad rates and sizes

1 full page black/white	897.- €
1 full page 2 colors	1,087.- €
1 full page 3 colors	1,277.- €
1 full page 4 colors	1,467.- €
1 half page black/white	450.- €
1 half page 2 colors	640.- €
1 half page 3 colors	830.- €
1 half page 4 colors	1,020.- €

Company logo* black/white or 4 colour added to alphabetical index 75.- €/265.- €

Tailpiece** 225.- €

Bound-in insert (2/1) 1,037.- €

Loose insert 1,364.- €

Bookmark

if supplied complete with ribbon % 330.- €

Colour surcharge

For each of the Euroscale colours* red/blue/yellow and HKS 13 or HKS 47 190.- €
Special colour each 380.- €

** For tailpieces there is no extra charge for printing only one of the Euroscale colours.

Surcharges positions

For cover pages and other specifically insisted on and firmly agreed positions: 20% surcharge

Series discounts

2 advertisements 5%, 3 advertisements 10%

Agency commision: 15%

* Only possible in combination with a company entry

Technical details

Book format

148 mm width x 210 mm height

Type area

full page 120 mm width x 170 mm height

half page 120 mm width x 85 mm height

alternatively 60 mm width x 170 mm height

Tailpiece 120 mm width x 20 mm height

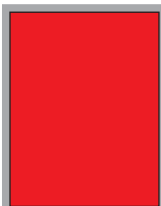
Bound-in insert 154 mm width x 216 mm height

Loose inserts 143 mm width x 205 mm height

Printing, printing material and binding

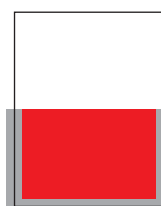
Offset, perfect binding. Digital data with proof. If requested the Publishers will produce or digitize your advertisement at cost prize.

1/1 Page



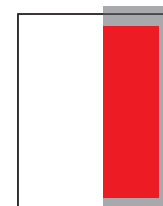
148 x 210 mm
154 x 216 mm

1/2 Page wide



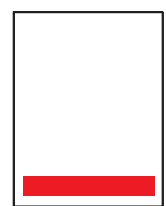
120 x 85 mm
154 x 108 mm

alternatively



60 x 170 mm
83 x 216 mm

Tailpiece



120 x 20 mm

■ Type area

■ Trimmed size*

* Formats incl. 3mm bleed

Circulation list

Branches		Receivers	Function		Receivers
Integral steel works		1.974	Management		2.388
Midi- & mini steel works		1.321	Group subsidiary management		541
Specialized firms with restricted ranges, e.g. cold rolling mills, tube mills wire manufacturers		773	Production planning		237
Ministries and Civil Servants		202	Planning and design		445
Universities & Research Institutes		456	Purchasing		116
		4.726 *	R & D		372
			Others		<u>627</u>
					4.726 *

Country	Receivers	Country	Receivers	Country	Receivers	Country	Receivers
Africa		Asia		Europe		Canada/USA	
Algeria	5	Bangladesh	16	Austria	35	Canada	168
Egypt	10	Hongkong	3	Belgium	40	USA	<u>654</u>
Ghana	12	India	478	Bulgaria	4		822 *
Kenya	9	Indonesia	77	Czech Republic	28	Latin America	
Morocco	6	Iran	158	Federal Rep. of Germany	429	Argentina	183
Nigeria	39	Israel	29	Finland	29	Bolivia	28
Rep. of South Africa	24	Japan	18	France	92	Brasil	243
Tanzania	5	Jordan	1	Greece	1	Chile	51
Tunisia	1	Korea	24	Italy	115	Dominican Rep.	7
Zimbabwe	7	Korea	24	Luxembourg	15	Ecuador	31
	118 *	Malaysia	70	Poland	27	El Salvador	5
Australia/Oceania		Myanmar	11	Portugal	6	El Salvador	5
Australia	61	Pakistan	38	Romania	15	Guatemala	3
New Zealand	2	People's Rep. of China	325	Russia	37	Kolumbia	41
	63 *	Philippines	71	Slovak Republic	1	Cuba	45
		Qatar	14	Slovenia	2	Mexico	140
		Saudi-Arabia	22	Spain	81	Panama	7
		Singapore	4	Sweden	38	Paraguay	7
		Sri Lanka	15	Switzerland	18	Peru	63
		Syria	27	The Netherlands	11	Trinidad and Tobago	11
		Taiwan	75	Turkey	123	Uruguay	12
		Thailand	41	United Kingdom	<u>130</u>	Venezuela	40
		United Arab. Emirates	12		1.277 *		917 *
			1.529 *				

* As on August 30, 2012

The KEY to Steel Industry Suppliers 2018

Bound-in inserts: Before acceptance and confirmation of the order by the publisher, a compulsory sample must be furnished. Also a blank sample, with indication of size and weight, will be accepted, if no other material is available. Bound-in inserts must be clearly discernible as advertisement, must not be mistaken for an editorial part of the journal and must only cover the products of an advertiser. Placement of bound-in inserts may be limited by the technical feasible. For any bound-in insert made of a material other than paper the publishers will first obtain approval from the postal company.

Format: 154 mm width x 216 mm height (incl. bleed)

Technical details: Bound-in inserts must be delivered with untrimmed edges. Multi-sheet inserts must be delivered properly folded. The cover page of the insert must be indicated. Inserts must be delivered in such a way that no additional cutting, folding or reworking is necessary. Extras and additional folding or gluing work will be charged separately. Multi-sheet inserts must be folded on the side of the binding. If these preconditions are not met, an extra charge will have to be paid.

Send to: Prepaid delivery to:
Kraft Premium GmbH
Industriestraße 5-9
76275 Ettlingen, Germany
Indicate as reference: For „The KEY to Steel Industry Suppliers 2018“

Inserts: Before acceptance and confirmation of the order by the publisher, a compulsory sample must be furnished. Also a blank sample, with indication of size and weight, will be accepted, if no other material is available. Inserts may only refer to the advertiser's products. They must be designed in such a way that they are clearly discernible as advertising. Placement options as technically feasible.

Reference to insert: Reference to the insert will be included in the advertisers' index free of charge.

Deadline for delivery: Not later than 10 days after ad closing date.

Format: 143 mm width x 205 mm height

Send to: Prepaid delivery to:
Kraft Premium GmbH
Industriestraße 5-9
76275 Ettlingen, Germany
Indicate as reference: For „The KEY to Steel Industry Suppliers 2018“

Technical details: As the material is inserted loose, i.e. without fixture of any kind, it must be a single piece. The inserted material must be delivered in such a condition that no additional handling or processing is required. Any extra work (e.g. folding) will be separately charged. Inserts printed on a material other than paper will not be accepted unless a compulsory sample has been furnished before, for checking its suitability for processing and shipping. Inserts consisting of several sheets must close up towards the binding, i.e. towards the inserting direction.

The KEY to Steel Industry Suppliers 2018

Company entry in the product guide

Entry under one key word incl. identical entry in the alphabetic company index and link to your homepage (free of charge).

Sample entry:

Mustermann GmbH & Co. KG
P.O.Box 105164
40042 Düsseldorf, Germany
Phone +49 211/6707-0 Fax +49 211/6707-517

} 40.– € (2 lines)
} + 9.– € (add. line)
} + 9.– € (add. line)
= 58.– € (each headword no.)

The charge for publishing the above two 4-line sample entry amount to 58.– € per entry. This is calculated as follows: the first lines minimum entry 40.– €, each additional line 9.– €. This multiplied by the number of entries (headword numbers) = total amount.

Each line has a max. of 36 characters

Please take into account: our symbol for ☎ = Phone numbers as 4 characters.

Surface Treatment 39

11 Surface Treatment

5970 Engineering and Technical Assistance

SMS group GmbH
Strip Processing Lines
Eduard-Schloemann-Str. 4
40237 Düsseldorf, Germany
☎ +49 211 881-0
Fax +49 211 881-4841
communications@sms-group.com
www.sms-group.com

5980 Descaling of Sheet Parts

Chemische Fabrik Budenheim
Rheinstr. 27, 55257 Budenheim, Germany
www.budenheim.com

11.01 Descaling Plants

5990 Descaling by Bending of Strip

BWG Bergwerk- und Walzwerk-
Maschinenbau GmbH
47051 Duisburg, Germany
www.bwg-online.com

6018 Descaling Systems using High Pressure Water

EVERTZ Hydrotechnik GmbH & Co. KG
Gewerbepark 4
57518 Betzdorf, Germany
☎ +49 2741 93 289 0
Fax +49 2741 93 289 10
hydrotechnik@evertz-group.com
www.evertz-group.com/hydrotechnik

Hauhincos Maschinenfabrik GmbH & Co.KG
Beisenbruchstr.10, 45549 Sprackhövel,
Germany
☎ +49 2324 705-0, Fax -119
info@hauhincos.de
www.hauhincos.de

HYDROWATT AG
Freistrasse 2
8200 Schaffhausen/Switzerland
☎ +41 52 624 5322 Fax +41 52 625 6211
info@hydrowatt.com
www.hydrowatt.com

SGGT Hydraulik GmbH
Sinnerthaler Weg 7
96538 Neunkirchen, Germany
☎ +49 6821 92083-0 Fax -50
info@sggt-wr.de
www.sggt-wr.de

11.02 Pickling Plants

6090 Pickling Plants, in general

POLIGRAT GmbH
Valentin-Linhof-Str. 19
81829 München, Germany
www.poligrat.de

SMS group GmbH
Strip Processing Lines
Eduard-Schloemann-Str. 4
40237 Düsseldorf, Germany
☎ +49 211 881-0
Fax +49 211 881-4841
communications@sms-group.com
www.sms-group.com

6100 Pickling Lines for Strip and Wire

BWG Bergwerk- und Walzwerk-
Maschinenbau GmbH
47051 Duisburg, Germany
www.bwg-online.com

6130 Pickling Agents

DfE Chemie GmbH, Germany
www.dfe-chemie.com

Keller & Bohacsek GmbH & Co. KG
Liliencronestr. 64, 40472 Düsseldorf, Germany
☎ +49 211 9653-0, Fax +49 211 6552 02
info@kebo.de, www.kebo.de

The KEY to Steel Industry Suppliers 2018

Alphabetical index to companies

Product guide

XXVI

Alphabetical Index to Companies

SMS MEVAC GmbH
Barnier Str. 3 A, D-45141 Essen, Germany
☎ +49 201 6323-0 Fax 6323-200
www.sms-mevac.com
Pages: 13, 14, 15, 18, 19, 20, 21, 22, 24, 63, 74, 91



Spraying Systems
Spraying Systems Deutschland GmbH
Großmoorklehre 1, 21079 Hamburg, Germany
☎ +49 40 766001-0 Fax -233
info@spray.de
www.spray.de
Pages: 27, 28, 31, 32, 43, 69

STEIN

INJECTION TECHNOLOGY
STEIN INJECTION TECHNOLOGY GmbH
Hagener Str. 20-24, 58285 Gevelsberg, Germany
☎ +49 2332 75742-0 Fax -40
stein@st-gmbh.net - www.st-gmbh.net
Pages: 13, 15, 18, 19, 20, 67, 70, 89, 90

Studiengesellschaft für
Eisenanzaufbereitung GmbH & Co. KG
Grabenstr. 5, 38704 Liebenburg, Germany
☎ +49 5346 9901-0 Fax +49 5346 9901-20
sga@sga-liebenburg.de
www.sga-liebenburg.de
Pages: 97

Sudamin Rohstoff GmbH
Sonnenwall 20
47051 Duisburg, Germany
☎ +49 203 318660 Fax +49 203 3186600
www.sudamin-rohstoff.com
Pages: 89, 90

SUPERIOR GRAPHITE EUROPE LTD.
Box 13 000
65013 Sundsvall, Sweden
☎ +46 80 134 118
Fax +46 60 134 129
Pages: 4, 23, 24



Surplex GmbH
Wahlerstr. 4, 40472 Düsseldorf, Germany
☎ +49 211 422737-0
Fax +49 211 422737-17
info@surplex.com
www.surplex.com
Page: 62



TML Technik GmbH
Daimlerstr. 14-16, 40789 Mörheim, Germany
☎ +49 2173 9575100 Fax -400
info@tml-technik.com - www.tml-technik.com
Pages: 19, 20, 22, 60, 61, 69



TMT Tapping-Measuring-Technology GmbH
A joint company of Diergo & Dierenthal
and Paul Wurth
Hagener Str. 103, 57072 Siegen, Germany
☎ +49 271 4010 Fax +49 271 401210
32, rue D'Alsace, 1122 Luxembourg, Luxembourg
☎ +352 61920-0 Fax +352 261920-2779
contact@tmt.com
www.tmt.com
Pages: 10, 11, 12, 22, 78, 84

Continuous Casting

27

3220 Single-Component Nozzles for Continuous-Casting Cooling

Lechler GmbH
Precision Nozzles - Nozzle Systems
Ulmer Str. 128
72555 Metzingen/Germany
☎ +49 7123 962-0
Fax +49 7123 962-333
info@lechler.de
www.lechler.de

Spraying Systems Deutschland GmbH
- Precision Nozzles & Nozzle Systems
Großmoorklehre 1, 21079 Hamburg,
Germany
☎ +49 40 766001-0 Fax -233
info@spray.de - www.spray.de

3233 Deburring Grinding Machines

BRAUN Maschinenfabrik Ges.m.b.H.
Gmundnerstr. 76, 4840 Vöcklabruck, Austria
☎ +43 7672 724 63 12, 724 63 46
Fax +43 7672 756 52
office@braun.at www.braun-steel.com

3265 Hydraulic Castles for Continuous-Casting Cooling

Lechler GmbH
Precision Nozzles - Nozzle Systems
Ulmer Str. 128
72555 Metzingen/Germany
☎ +49 7123 962-0
Fax +49 7123 962-333
info@lechler.de
www.lechler.de

Spraying Systems Deutschland GmbH
- Precision Nozzles & Nozzle Systems
Großmoorklehre 1, 21079 Hamburg,
Germany
☎ +49 40 766001-0 Fax -233
info@spray.de - www.spray.de

3285 Chains and Sprockets

KettenWulf Betriebs GmbH
Zum Hohenstein 15
59889 Eslohe-Kückelheim, Germany
☎ +49 2973 801-0 Fax -228
www.kettenwulf.com

3292 Billet Grinders

BRAUN Maschinenfabrik Ges.m.b.H.
Gmundnerstr. 76, 4840 Vöcklabruck, Austria
☎ +43 7672 724 63 12, 724 63 46
Fax +43 7672 756 52
office@braun.at www.braun-steel.com

3300 Billet Working Machines

BRAUN Maschinenfabrik Ges.m.b.H.
Gmundnerstr. 76, 4840 Vöcklabruck, Austria
☎ +43 7672 724 63 12, 724 63 46
Fax +43 7672 756 52
office@braun.at www.braun-steel.com

3310 Billet Sawing Machines

BRAUN Maschinenfabrik Ges.m.b.H.
Gmundnerstr. 76, 4840 Vöcklabruck, Austria
☎ +43 7672 724 63 12, 724 63 46
Fax +43 7672 756 52
office@braun.at www.braun-steel.com

3320 Grinding Machines for Billets and Slabs

BRAUN Maschinenfabrik Ges.m.b.H.
Gmundnerstr. 76, 4840 Vöcklabruck, Austria
☎ +43 7672 724 63 12, 724 63 46
Fax +43 7672 756 52
office@braun.at www.braun-steel.com

3333 Mould Plates

KME Germany GmbH & Co. KG - www.kme.com
P.O.Box 33 20, 49023 Osnabrück, Germany

Your TOP Supplier of
Nozzles & Spray Technology
for the Steel Industry



Spraying Systems Co.
Experts in Spray Technology

+49 40 766 001-0 | www.spray.com

The KEY to Steel Industry Suppliers 2018

General terms and conditions of business for advertising and insert supplements in newspapers and periodicals

Section 1 The “advertising order” – as it is intended in the following general terms and conditions of business – is the contract for publication of one or more advertisements by an advertiser in a publication for the purpose of distribution.

Section 2 In case of doubt, advertisements shall be requisitioned for publication within one year after the publishing agreement is concluded. If the right to requisition individual advertisements is granted under the terms of an agreement, the order must be carried out within one year after publication of the first advertisement, insofar as the first advertisement is requisitioned and published within the time period designated in Section 1.

Section 3 With the closing of agreements, the Ordering Party is also entitled to requisition other advertisements, in addition to the number of advertisements named in the order within the time period agreed upon, or that which is cited in Section 2.

Section 4 If an order is not filled for reasons that are not the fault of the publisher, the Ordering Party, notwithstanding additional legal obligations, shall pay the publisher the difference between the promised discount and the discount corresponding to the actual purchase. This payment is not required, if the non-fulfillment is due to force majeure within the risk area of the publisher.

Section 5 Orders for advertisements and inserts, which are expressly to be published exclusively in specific numbers, issues or in specific places of the publication, must be received by the Publisher in sufficient time, so that the Ordering Party can be informed prior to completion of the advertisement, in the event that the order cannot be executed in this manner. Categorized advertisements shall be printed in their respective categories, without requiring this to be expressly agreed upon.

Section 6 The Publisher reserves the right to refuse advertising orders – as well as individual requisitions within the terms of a contract – and insert orders based on the content, the source or the technical form according to uniform, fact-based principles established by the Publisher, if their content violates applicable laws or official regulations or if their publication is unreasonable for the Publisher. This also applies to orders placed by agencies, receiving agents or representatives. Insert orders are only binding for the Publisher after presentation and approval of a sample of the insert. Inserts having a design or presentation that create the impression for the reader that they are part of the publication, or which contain third-party advertisements, shall not be accepted. The Ordering Party will be informed immediately regarding the refusal of an order.

Section 7 The Customer is responsible for the punctual delivery of the advertisement copy and error-free print documents or inserts. For recognizably unsuitable or dam-

Section 11 In the event that the Ordering Party does not pay in advance, the invoice shall be sent immediately, if possible, however, fourteen days after publication of the advertisement. The invoice shall be paid within the period as indicated in the price list, unless a different payment period or prepayment has been agreed upon in individual cases. Possible discounts for early payments are granted according to the price list.

Section 12 In the case of delayed payments, or those allowed an extended time for payment, interest and collection fees will be charged. In case of delayed payment, the Publisher can hold back further execution of the current order until payment has been made, and can demand prepayment for the reMaying advertisements. In case of reasonable doubt of the Ordering Party's ability to pay, the Publisher shall be entitled to make the appearance of further advertisements dependent on prepayment of the amount and the settlement of any open invoice amounts, even within the duration of an advertisement contract, regardless of the terms of payment that were originally agreed upon.

Section 13 Upon request, the Publisher shall deliver a specimen of the advertisement along with the invoice. Depending upon the type and scope of the advertising order, the specimens shall be delivered as clippings, entire pages or entire issues. If a specimen can no longer be obtained, the Publisher shall provide instead a legally binding certification of the publication and distribution of the advertisement.

Section 14 The Ordering Party shall bear the costs for the production of ordered printing documents and drawings, as well as for the considerable modification of previously agreed upon versions, which the Ordering Party has requested or for which he is responsible.

Section 15 In case of a contract for multiple advertisements, a claim to reduction in price may result from a reduction in circulation, if the average circulation for the insertion year, beginning with the first advertisement, is below the average circulation stated in the price list or otherwise, or – if no circulation quantity is stated – is less than the average circulation sold (for trade journals, this can also be the average number actually distributed) in the previous calendar year. A drop in circulation only grants the right to price reduction when – for circulations of up to 50,000 – it amounts to 20%. Furthermore, claims to price reduction are excluded, if the Publisher has informed the Ordering Party in due time of the drop in circulation, allowing time for withdrawing from the contract prior to publication.

Section 16 In the case of keyed advertisements, the Publisher shall take as much care in handling and punctually passing on the offers as would a responsible businessman. Registered and express Mayl responses to keyed advertisements shall only be forwarded by conventional post. Responses to keyed advertising shall be kept for

aged print documents, the Publisher shall request a replacement immediately. The Publisher guarantees the printing quality customary for the designated publication, within the limits set by the printing documents.

Section 8 In case of illegible, incorrect or incomplete printing of the advertisement, in whole or in part, the Ordering Party is entitled to a reduction in payment or to a correct substitute advertisement, but only to the extent that the purpose of the advertisement has been impaired. If the Publisher should exceed a reasonable time period set for the publication of the substitute advertisement, or if the substitute advertisement again contains errors, the Ordering Party has the right to reduction in payment or a cancellation of the order. Indemnity claims arising from positive breach of obligation, negligence in contracting and mishandling are excluded – including orders placed by telephone; indemnity claims due to impossibility of performance and delay are limited to the replacement of foreseeable damages and, in the monetary amount, to the compensation to be paid for the affected advertisement or insert. This does not apply to intentional and gross negligence of the Publisher, its legal representatives and agents. The liability of the Publisher for damages due to lack of guaranteed qualities shall remain unaffected. Furthermore, the Publisher is not responsible for the gross negligence of its agents in commercial transactions; in all other cases, the liability for gross negligence with respect to businesspersons is limited in its extent to the foreseeable damages up to the amount of the cost of the affected advertisement. With the exception of defects that are not obvious, complaints must be put forward within 4 weeks of receiving the invoice and receipt.

Section 9 Proofs are provided only when expressly requested. The Ordering Party bears responsibility for the correctness of returned proofs. The Publisher shall take into account all error corrections which are communicated to it within the period set at the time of forwarding the proofs.

Section 10 If no specific size has been stipulated, the actual print size customary for the type of advertising shall be the basis for invoicing.

four weeks. Responses not collected within this time period will be destroyed. The Publisher will return valuable documents without being obligated to do so. The Publisher reserves the right, in the interest of the Ordering Party and for the protection of same, to open incoming offers for inspection purposes, so that the misuse of keyed advertising services is prevented. The Publisher is not bound to forward business recommendations or offers to act as agents.

Section 17 Print documents are returned to the Ordering Party on express request. The obligation of retention shall end after a period of one year.

Supplementary terms and conditions of business of the Publisher

- a) In regard to changes in advertising prices, reduction in prices for current orders take effect immediately and price increases take effect following a waiting period set by the publisher. Reference to the corresponding valid price list may be found in the Imprint.
- b) The exclusion of competing companies can only be agreed upon for two pages lying opposite of one another. Excluding the competition cannot be guaranteed, when a specific advertisement has been bindingly accepted and confirmed.
- c) Verbal acceptance (such as for placement) first becomes binding with written confirmation by the Publisher.
- d) Advertising agencies and other advertisers are obliged to adhere to the price list of the Publisher in their offers, contracts and invoices in respect of advertisers.

In case of changes the actual version of these General Terms are to be found at the internet site www.stahleisen.de

01. September 2007

The World of Steel



stahl und eisen

is the leading - internationally widely read - German-language technical journal covering the complete production and processing stages of iron and steel.

www.stahlundeisen.de



MPT International

is the leading English language technical journal for the global iron & steel industry. MPT International covers all aspects of metallurgy. Editorial contents include major articles on plant and equipment and many short news items.

Country editions

In addition to the international English language magazine special issues are published in Chinese and Russian language.

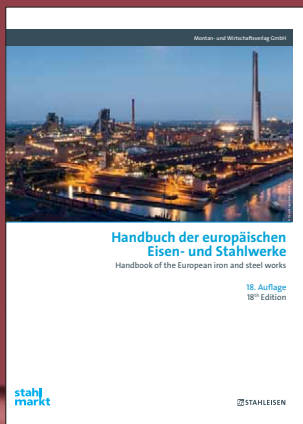
www.mpt-international.com



stahlmarkt

is the leading German language medium for the steel distribution industry with a unique mix of economic and technological topics from the steel sector.

www.stahlmarkt-magazin.de



Handbook of the European Iron and Steel Works

Handbuch der Europäischen Eisen- und Stahlwerke

Bilingual: English/German

18th Edition 2016 • 210 mm wide x 297 mm high
776 pages + 5 Bound-in inserts
Book edition and PDF file

ISBN 978-3-87552-171-9
79.00 €

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E-mail: henning.schneider@stahleisen.de

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40239 Düsseldorf, Germany

Phone: +49 211 6707-0

Fax: +49 211 6707-517

e-mail: stahleisen@stahleisen.de

Web: www.stahleisen.de