

PRESS RELEASE

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## **VARGUS Establishes New Subsidiary in Brazil**

*VARGUS expands sales, distribution and technical support network in Brazil*

VARGUS Ltd., a world-leading manufacturer of high-quality cutting, grooving and hand-deburring tools for the metals and plastics industries, today announced the establishment of a new VARGUS subsidiary in Brazil.

"We are pleased to announce the establishment of our newest subsidiary, **VARGUS Brazil**," said **Harry Ehrenberg**, President, VARGUS Ltd. "While we have been active in the Brazilian market for many years, we recently decided to upgrade our presence in Brazil by establishing a new subsidiary so that we can expand our reach geographically and offer greater support and service to our end-users and channel partners."

**VARGUS Brazil** is based out of Jaraguá do Sul, in the northern Brazilian state of Santa Catarina. As the world's fifth largest country, Brazil is recognized as an international business hub with the 7<sup>th</sup> largest economy by nominal GDP. **VARGUS Brazil** plans to take advantage of the huge potential of this fast growing market by offering its leading threading and grooving solutions to customers in the automotive, aerospace, oil and gas, machine tools and general engineering industries.

**VARGUS Brazil** maintains a centralized warehouse facility with a large stock of VARGUS products as well as an established network of distributors and representative with specialized knowledge of the local cutting tools industry. The subsidiary in Brazil will be led by **Mr. Marciano Alves**, the newly appointed General Manager. A highly experienced professional in the cutting tools industry, Mr. Alves brings to **VARGUS Brazil** extensive experience in the design, production and sales of a wide range of different cutting tools for the Brazilian market. In his new role as General Manager, Mr. Alves will manage relationships with **VARGUS Brazil's** distributors and channel partners, implement Vargus Ltd. corporate policies and oversee day-to-day subsidiary operations.

**VARGUS Brazil** will deploy a team of technical support engineers with extensive knowledge in manufacturing and machining optimization. The application engineers will be responsible for providing technical support, testing and service to customers of Vargus' threading and grooving solutions throughout the country.

"While demand in the Brazilian market has always been strong, we have also noticed that Brazilian customers have become increasingly conscious of the price-performance ratio of our solutions in addition to quality and technical support issues. Therefore our efforts in Brazil will be concentrated on ensuring that our solutions deliver the best value for performance and provide our customers with the highest level of technical support and service country-wide," stated **David Wolfe**, Vice President Sales and Marketing, **VARGUS Ltd.**

**VARDEX | GROOVEX | SHAVIV**

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At the forefront of the tooling industry for over 50 years, VARGUS Ltd. is a member of the NEUMO Ehrenberg Group headquartered in Knittlingen, Germany, comprising 26 companies operating in more than 30 countries. Today VARGUS' flagship VARDEX line is universally recognized as the market leader in thread turning and thread milling applications. Vargus also recently launched GROOVEX, an innovative line of grooving tools for groove turning, groove milling and micro machining applications for industrial use. The SHAVIV line of leading hand-deburring tools rounds out the company's offerings with professional solutions for finishing metal and plastic components.

Issued on behalf of VARGUS Ltd.

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