

## REIME NORIS opened its own branch in China

In recent years, REIME NORIS GmbH Threading Technology, Feucht in Germany, has continuously expanded its activities on the Chinese market. In order to be able to expand its market presence in an even more targeted manner, the activities for China have been bundled in a separate sales branch. „With this new foundation, the growing demand for threading tools for internal thread machining on the Chinese market is taken into account. Especially in this important production step, quality tools „Made in Germany“ make a significant contribution to reliable machining processes“, says Mr. Martin Bieber, Managing Director of REIME NORIS GmbH.

The company is based in Shanghai, the commercial center of China with excellent logistical connections.

Sales Director of REIME NORIS Threading Tools (Shanghai) Co., Ltd. is Mr. Kevin Tong, who has extensive knowledge in the machining industry. He has many years of tool experience in various industry segments and in future his team will quickly and competently advise and support local customers and sales partners in the selection and application of tools.

REIME NORIS products are distributed to customers from the branch office via a selected network of specialist dealers. In order to meet customer requirements quickly, the branch also has an extensive warehouse. In addition, specific applications that arise on site can be processed more quickly and in a more targeted manner.



### Picture caption:

Kevin Tong (left), Sales Director REIME NORIS Threading Tools (Shanghai) Co., Ltd. with Martin Bieber (right), Managing Director REIME NORIS GmbH

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**About the company:**

The REIME NORIS GmbH, Feucht b. Nuremberg, was founded in 1915 and today concentrates on the production, development, application technology and sales of precision threading tools such as taps, thread formers and thread mills. In addition to the name REIME, the NORIS brand is also well known in the professional world. Today REIME is represented in more than 40 countries by subsidiaries and specialized dealers.