

Belgian steering specialist moves into the German market

ERA Benelux, the Belgian supplier of remanufactured aircon compressors, steering pumps, drive shafts, brake calipers and more, has announced the opening of ERA Deutschland, a new subsidiary serving the German market.

"The move reflects our growing customer base in Germany. We need to be closer to our customers, not least because the market for our products is growing and because our German customers prefer service in their own language," explains Stefaan Vandenbussche, ERA Benelux Managing Director.

Under its new MD, 49 year-old Michael Finkenberg, ERA Deutschland handles core returns in addition to sales and service. Finkenberg earned his stripes at Nissan Motor Deutschland, Bosal and ZF Trading before joining the company. Dispatch of products

will continue to be centred on ERA Benelux's HQ in Gullegem in Belgium. "We do not believe in decentralised stocks," says Vandenbussche. "As before, we offer express deliveries within 24 hours."

Broader customer base

ERA Benelux reports that it has signed several new agreements with customers as a result of the new facility in Germany. "There is definitely a growing demand for the products we offer, not only in Germany and Austria but even in our home market Benelux," says Vandenbussche. "As ERA has focused on remanufacturing from the very beginning, we feel the hard work is beginning to pay off. It's also our opinion that the market in general has become more mature towards remanufactured products. The green parameter in the equation is starting to add some weight to it." ■



Michael Finkenberg, heading up ERA Benelux German operation