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Simufact-Americas joins Forging Industry Association in North America

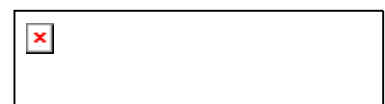
Successful Forge Fair in Cincinnati, Ohio proved high interest of attendees in new forming simulation technologies

Hamburg, Germany, July 7th, 2010 – Simufact Engineering GmbH, a leading provider of software and services in the area of bulk metal forming, today announced the membership of its affiliate Simufact-Americas in the American Forging Industry Association (FIA). The FIA is a corporate membership association comprised of some 110 North American forging producers operating over 150 plants. The cooperation was established at the end of April this year and will extend the activities of Simufact and its affiliate Simufact Americas in the North American market. As a member of the FIA, Simufact-Americas will benefit from a direct access to valuable information and trends in the North American markets and is able to better get in touch with potential future customers. Simufact on the other hand will offer all members of FIA an easier and more cost efficient access to the forming simulation environment Simufact.forming. With Simufact.forming, North American forming companies will be able use the latest simulation technologies to optimize their development and manufacturing processes.

In addition to the new membership of Simufact-Americas in the association, the company also attended the North American Forge Fair, which took place from April 20-22, 2010 in Cincinnati, Ohio. The Forge Fair is organized once every 3 years, and is the main FIA event. This trade show is unique in its structure and scheduling; more than 100 providers showed their solutions in the technical showcase of the event. The show attracted more than 600 attendees from companies of the forging market. The Forge Fair provides great opportunities for exhibitors to highlight their latest products and news and gives its attendees the chance to receive in-depth information about the technologies from many different companies, among them Simufact with its flagship product Simufact.forming.

"We joined the Forging Industry Association to be able to serve the North American forging industry at the best possible way," said Arjaan Buijk, managing director, Simufact-Americas. "By being a member of the FIA, we are able to learn more about the common challenges of our North American customers and prospects within the forging industry. We are looking forward to working with industry partners on resolving these challenges by applying our forging simulation technology."

After joining the FIA, Simufact-Americas plans to participate pro-actively in advanced research activities, under the FIERF program (Forging Foundation for education, technical development and research), working together with the leading Universities and Academic institutes in North America.



About FIA (Forging Industry Association)

Forging Industry Association (FIA) is a corporate membership association comprised of some 110 North American forging producers operating over 150 plants. Membership also includes more than 80 suppliers to the forging industry including companies engaged in the manufacturing, processing or distribution of steel or other forging stock, die stock, machine tools, equipment or providing consulting and engineering services and supplies commonly used in the industry. For more information please visit www.forging.org.

About Simufact-Americas LLC

Simufact-Americas LLC, located in Plymouth, MI, was started on February 1st, 2008. Managing director is the long time business partner of Simufact Engineering GmbH, Arjaan Buijk. With the foundation, Simufact Engineering GmbH meets the demand for the company's growing international presence and strengthens both, the local customer contact and support of the northern and southern American customers. In addition, Simufact-Americas employees considerably contribute with their valuable software development know-how to the future development of the Simufact product family.

For more information, please visit www.simufact-americas.com.

About Simufact Engineering GmbH

The Hamburg, Germany based Simufact Engineering GmbH supports its customers as a solution provider for production technology, offering optimization and production process design by process simulation. In addition, Simufact Engineering GmbH provides optimization of formed parts through structural analysis. With Simufact.forming, Simufact Engineering GmbH generates and markets a global industry solution for metal forming. The company also specializes in service, offering individual solutions to customers' production problems using state-of-the-art CAE tools. Training and technical support for software use complete Simufact's offerings. Simufact customers come from all areas of bulk metal forming technology: forging, cold massive forming, rolling, sheet metal forming and mechanical joining.

For more information, please visit www.simufact.com.

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