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USER REPORT

Fushima, Spain

Top-quality toothbrushes – produced with machines from WITTMANN BATTENFELD

Fushima, a well-known maker of toothbrushes located on the north coast of Spain, has been relying for many years on injection molding machines from WITTMANN BATTENFELD to manufacture its products.

Fushima, based in Guarnizo, Cantabria, has made a name for itself as a manufacturer of tooth- and hairbrushes far beyond the national borders. The company, founded by Laureano Salcines Gómez in 1945, has more than 100 employees and realizes 11 million € in annual sales today. On a 13,000 m² production floor, 72 million products are manufactured, apart from toothbrushes and hairbrushes also dental care products such as floss and interdental brushes, as well as cosmetic brushes, make-up mirrors, manicure utensils, barrettes and more. As already mentioned, Fushima's main product line is toothbrushes, in particular manual toothbrushes. About 40% of its sales are realized outside of Spain. Fushima toothbrushes can be found in 55 countries worldwide.

Fushima's success is based on high quality standards and innovation. The DIN ISO 9001- certified company regards outstanding achievements in research and development as one of its main strengths. "A lot has changed in the toothbrush sector over the last decades", says Raúl Cimiano, Managing Director of Fushima. "While toothbrushes were made of just one material in the past, today's high-quality toothbrushes consist of several different materials. This equally applies to other types of brushes." According to Cimiano, it is also a special challenge to create a product which distinguishes itself from others on the market and is simultaneously profitable. To this end, Fushima has several departments engaged in testing new materials, creating new processes, etc. A great variety of materials are used in toothbrush production, for instance polypropylene, TPE, polyethylene, polystyrene and ABS.

Fushima relies on WITTMANN BATTENFELD

To live up to its philosophy of offering its customers top-class service and the best possible products to end customers, Fushima also needs the best possible production equipment. In the area of injection molding, Fushima has relied on BATTENFELD machines for many years. “BATTENFELD machines are reliable. We have hardly any downtimes or production faults”, says Raúl Cimiano. What is more, WITTMANN BATTENFELD’s excellent customer service and after-sales support is also appreciated here. A total of 14 BATTENFELD machines are currently installed at Fushima, with clamping forces ranging from 50 to 180 tons. Until most recently, the company used mainly hydraulic machines.

In 2014, Fushima invested in two machines from the all-electric *EcoPower* series, each with 180 tons clamping force, and an *EcoPower* 110. Raúl Cimiano is impressed by the energy efficiency, cleanness and low sound level of these machines: “We have measured energy savings of up to 40% compared to conventional machines.”



Fig. 1: f.l.t.r: Daniel Lopez Virto, Fushima, Ignacio Puyuelo and Damian Hernandez, Wittmann Battenfeld Spain, Raúl Cimiano, Managing Director of Fushima, Loic Rolin, Wittmann Battenfeld and Georg Tinschert, Managing Director of Wittmann Battenfeld at the Equiplast in Barcelona, standing in front of the *EcoPower* 110



Fig. 2: Fushima has 14 BATTENFELD machines installed on its production floor (photo courtesy of Fushima)



Fig. 3, 4: Dental products from Fushima (photo courtesy of Fushima)



Fig. 5: Fushima brushes (photo courtesy of Fushima)

The WITTMANN Group

The WITTMANN Group is a worldwide leader in the manufacturing of injection molding machines, robots and peripheral equipment for the plastics industry. Headquartered in Vienna/Austria, the WITTMANN Group consists of two main divisions, WITTMANN BATTENFELD and WITTMANN, which operate 10 production facilities in 7 countries, including 30 direct subsidiary offices located in all major plastics markets around the world.

WITTMANN BATTENFELD focuses on the independent market growth in the manufacturing of state-of-the-art injection molding machines and process technology, providing a modern and comprehensive range of machinery in a modular design that meets the actual and future requirements of the plastic injection molding market.

WITTMANN's product range includes robots and automation systems, material handling systems, dryers, gravimetric and volumetric blenders, granulators, mold temperature controllers and chillers. With this comprehensive range of peripheral equipment, WITTMANN can provide plastics processors with solutions that cover all production requirements, ranging from autonomous work cells to integrated plant-wide systems.

The syndication of the WITTMANN Group has led to connectivity between all product lines, providing the advantage plastics processors have been looking for in terms of a seamless integration of injection molding machines, automation and auxiliary equipment – all occurring at a progressive rate.

In Spain, the WITTMANN group is represented successfully by WITTMANN BATTENFELD Spain headed by Jordi Farrés.

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