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## NORBAR ENTERS THE DRAGON'S DEN



Throughout its 64 year history, Norbar Torque Tools Ltd has always looked for new opportunities for growth. Now this most British of companies has turned its attention east by opening a sales office in one of the fastest developing markets on earth, Shanghai.

Norbar's expansion into China follows the success of its dedicated torque laboratory in Singapore, opened in 2004. With operations in the UK, Australia, USA, Singapore and now China, the company can truly claim to be a global operation. General Manager Ben Tzeng, who has worked with Norbar for 20 years, is setting up the office and a network of ten master distributorships in the main industrial regions of China. The master distributorships will each serve a further network of local distributors in the regions.

A Chinese language web site and catalogue are already available and the local facilities will be rapidly expanded to offer a full service capability for torque wrenches, multipliers and calibration equipment. Sales Director Philip Brodey says, "This new operation will enable us to make the most of all the exciting opportunities that exist in China today. The growth of manufacturing industry, nuclear power and the general infrastructure mean that there is a great need for our products and expertise. We are lucky to have someone with Ben Tzeng's experience and reputation to lead us on this journey."

Following the official opening ceremony, attended by several Norbar directors together with over 100 distributor personnel and key customers, Norbar's Shanghai office has embarked upon a hectic programme of exhibitions and marketing to promote the new office. With its impressive range of world-class torque controlled wrenches, multipliers and calibration equipment, Norbar's Shanghai office is already creating a stir across China.

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