

Heading for success in Russia with BMA centrifugals



Old...



...and new

In 2011, BMA again achieved excellent sales results with centrifugals in the Russian market. Between March and September 2011, a total of 46 centrifugals were delivered for installation and commissioning in 18 sugar factories in Russia. These shipments consisted of 12 B1750 and four B1300 machines for white sugar service, and 29 K2300 machines and one machine of the new K3300 type for raw sugar and low raw service. More than half of these centrifugals were installed in factories of the Razgulyay Group, a leading sugar producer in the Russian market.

In the course of the past 10 years, more than 250 BMA centrifugals of the new series have been put into service in 46 factories in Russia, Belarus and Kyrgyzstan, where they operate to our customers' complete satisfaction. About 50 percent of these machines are batch centrifugals of the types B1300 and B1750. The others are continuous machines, and we are particularly proud to say that 21 continuous machines of the new K3300 type are already in operation in this part of the world, making BMA the most successful supplier of centrifugal machines to the Russian Federation.

With a new generation of centrifugals, the factories were able to achieve substantial savings, in particular in terms of power consumption, but also

in maintenance and servicing. At the same time, the new technical standard gives the factories a very high safety standard, and what has been hard physical work until very recently has been replaced by simple control and monitoring functions. It goes without saying that BMA's centrifugals have a considerable influence on sugar quality.

To react to its customers' requirements for optimum assistance, proximity and fast reaction times, BMA established a subsidiary, BMA Russia in Voronezh, some 500 km south of Moscow, in September 2011 and is now able to offer Russian factories a broad range of services (consulting, personnel and spare parts).

The Russian Federation is very successfully transforming from a sugar importer to a producer for the home market and exporter of sugar that is produced from domestically grown sugar beet.

At the moment the material and technical standards in the different sugar factories still vary greatly. There are noticeable differences in processing capacity, technical equipment, staffing levels, and production costs, and these have a major influence on the standing that individual sugar producers have in the market. However, investment strategies as an important development factor are gaining significance.

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