

COMPAC SIGNS UP ITALY IN FIRST INTERNATIONAL JOINT VENTURE

A joint venture between Compac Sorting Equipment and a large Italian company will crack open new and lucrative European markets for the New Zealand fruit sorting technology specialists.

The deal is the culmination of year long negotiations with Sorma Group and the new JV company, Compac Sorma Europe SpA, has just opened its new factory and offices at Cesena, in the Emilia Romagna, Italy.

Compac International Sales director, Mr Dave Buys, says the international joint venture is a first for Compac and marks the next phase in the company's growth, which has seen it expand from providing sorting and packing solutions for NZ kiwifruit packhouses 20 years ago, to a world leader in the highly specialised fruit and vegetable sorting and packing sector.

Dave Buys says the new joint venture means the company can supply complete turnkey projects to fruit and vegetable packhouses throughout Europe, with improved manufacturing times and service.

"By manufacturing locally we expect to make significant inroads on the present delivery times that have been a barrier to Compac being a competitive operator in Europe."

"Italy is a very efficient place for us to do business and we are confident that it will provide a platform for expansion into other key areas, such as Spain."

Compac, which is widely accepted in North American and Australian packhouses, used its in-house R&D team to develop the technology and software in New Zealand.