



Larox Strengthens its Operations in Russia

- New Subsidiary Offers Local Service and Customer Support

Larox has established a subsidiary in Russia (OOO Larox) to further strengthen its foothold in the growing Russian market. The new subsidiary will benefit Larox's customers in Russia and permit Larox to develop both new filter and aftermarket sales locally.

Doing business in Russia is not new for Larox. "We have been supplying filters, filtration solutions and aftermarket services to Russian customers for decades," explained Mr. **Topi Karppanen**, President and CEO of Larox Corporation, "Russia is a very important market for us, and we believe there is great potential for Larox's products and services. Demand for efficient solid-liquid separation solutions is continuously growing as process industry companies look for ways to reduce their operating costs and environmental impact."

"Larox's strategy is to grow globally by developing a local presence and offering local customer services. Our unique customer service is one of our company's cornerstones. It includes a

wide portfolio of products, solutions and services, in addition to our capability to service our customers locally i.e. in their own country and in their own languages. It is extremely important for Larox to be able to operate close to our customers," Mr. Karppanen continued, "Thanks to this approach, we have been able to build excellent customer relationships with major players both in the Mining, Metallurgy and Chemical Process Industries worldwide, and today we look forward to strengthening this local presence in Russia."

Operating through a subsidiary will be a major advantage that will improve Larox's local customer service and benefit Larox's customers in Russia and other CIS countries. Both Mining and Chemical Industry sectors are

expected to develop rapidly in Russia in the coming years.

"There are large reserves of natural resources in Russia and its mining sector will continue to grow," said Mr. Topi Karppanen, "Russia is also a huge market for products manufactured by the Chemical Process Industries, many of which are produced locally."

Introducing New Service Programs

OOO Larox, located in Moscow, will offer and support the entire Larox product, solution and service portfolio, as well as serve all customer segments. "Larox focuses 100% on the solid-liquid separation technology, and we are recognized



According to Mr. Topi Karppanen, President & CEO, Russia is a very important market for Larox.

as the technology leader in several filter types," said Mr. Karppanen. In addition to Larox's own brand name, the product range includes other well-known brands such as Hoesch, Pannevis, Ceramec, Scheibler and Scanmec. Larox aftermarket services support all of these filters.

Mr. Kauko Tanninen, Managing Director and Service Manager for OOO Larox, added, "We will establish our own spare parts and component stock in Russia, and with the help of reliable global logistics partners will handle all imports ourselves. This is a clear improvement in our level of service to Russian customers. We will be able to better support their operations by offering continuous local service, as well as shorter delivery and response times."

To ensure the "Performance for Life" of Larox filters, Larox has developed and packaged a whole range of services that are currently offered to customers worldwide.



Mr. Kauko Tanninen is appointed Managing Director and Service Manager for OOO Larox.

"There are several service packages and programs that will definitely interest our customers in Russia. We do not limit our services to only spare parts or maintenance," Mr. Tanninen explained. "Our extensive service products aim at maximizing the availability of our customers' filtration solution, minimizing their operating costs and optimizing their process results."

Larox's subsidiary in Russia is strategically located in Moscow, taking full advantage of the well established infrastructure in the area.

"Russia is an enormous country, and many of our customers' production sites are located far from Moscow. However, since Larox headquarters is located in Lappeenranta, Finland, which is only 40 km from the Russian border, it makes it easy for our Russian customers to come and visit our headquarters, as well as our testing and production premises in Finland," said Mr. Kauko Tanninen.

MEET LAROX AT MINING WORLD RUSSIA

Larox will participate in the Mining World Russia Exhibition in Moscow, April 15 – 17, 2009. **Visit us in Pavilion 1, Hall 2, Stand A 24.**

The entire range of Larox's filters, filtration solutions and aftermarket services will be exhibited. This major mining event is an excellent occasion to meet and get to know the management of OOO Larox as well as learn how Larox can help with your solid-liquid separation needs.

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