



PRESS RELEASE – June 2008

Binsfeld Announces New Sales Representative in Turkey, INNOVA TEKS

Binsfeld Engineering Inc., manufacturer of rotary temperature transmitters for heated godet rolls, has recently formed a partnership with INNOVA TEKS Mumessillik Ic ve Dis Ticaret A.S. located in Istanbul to represent Binsfeld in Turkey and surrounding countries. INNOVA TEKS represents the manufacturers of various textile machines and auxiliary equipment.

"Having sold Rieter BCF machines in Turkey from 2000 to 2005, I have had the chance to see the needs of the market and was quite convinced that Binsfeld TempTrak® Rotary Temperature Transmitters were the right choice to meet BCF users' needs in terms of quality and reliability," remarked Burhan Tekkececi, CEO of INNOVA TEKS. "During our first visit to Turkish customers, the high level of interest proved that I was correct."

Michael Binsfeld, President of Binsfeld Engineering, and Mike Kawiecki, Vice President of Sales, travelled to Turkey in May to explore this opportunity with Mr. Tekkececi. Mr. Binsfeld was very encouraged by what they saw. "I had a sense that there was a potential market for our products in Turkey after the ITMA Show last year in Munich," he said. "We were not disappointed. There is a lot of opportunity for our drop-in replacement transmitters. Many plants were interested in running trials. The fiber industry is alive and well in Turkey, and we are confident that INNOVA TEKS will do a great job representing us there."



Mr. Tekkececi summed up the future outlook by saying, "I believe that we will have much success in the Turkish market and look forward to getting the results of the first trials."

Pictured from left to right are Mr. Binsfeld, Mr. Tekkececi, and Mr. Kawiecki in Gazientep, Turkey

Leading Technology in Rotary Torque and Temperature Transmitters