

# *Establishing and Managing an Austrian Industrial Enterprise in Russia*

## **Annual Conference of the Association for the Transfer of Technologies, Innovation and Industrial Information**

May 28<sup>th</sup>, Nizhny Novgorod Trade Fair, Academic Hall

by Gulya Rakhmatova, Plant Manager, OOO Collini NNovgorod

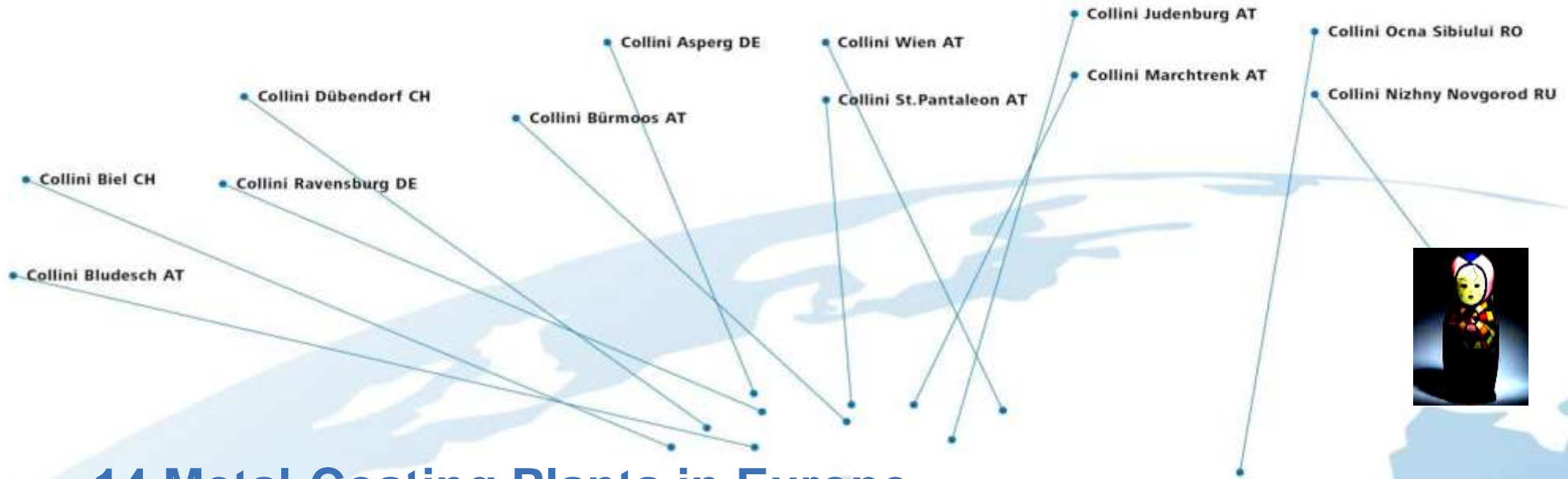


**Unternehmen Oberfläche**  
**Applied Surface Intelligence**

**...We Know How**

- \_ Leading in Galvanik & Metal Coating in Europe
- \_ 110 Years Innovation & Experience
- \_ Headquarter in Austria

# Collini = international



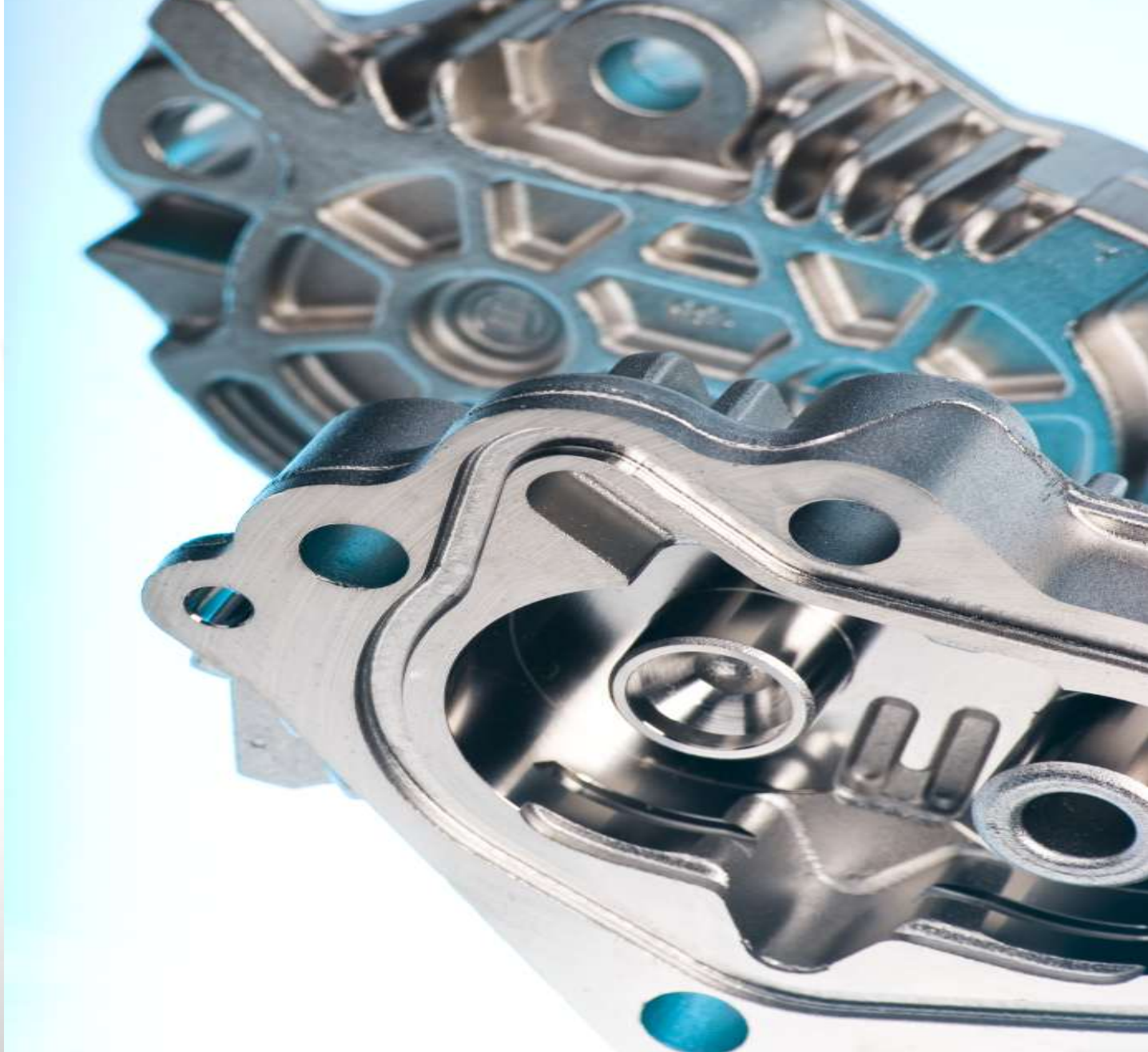
**14 Metal-Coating Plants in Europe**  
**100 Engineers & Materials Scientists**  
**300 Surface Engineers**  
**160 MM Euro Sales - 2010**  
**1500 Employees**



*Gillette*  
**FUSION**™













**BOSCH**

# Steering „Tedrive“ – Integral Housing

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# Train pipe







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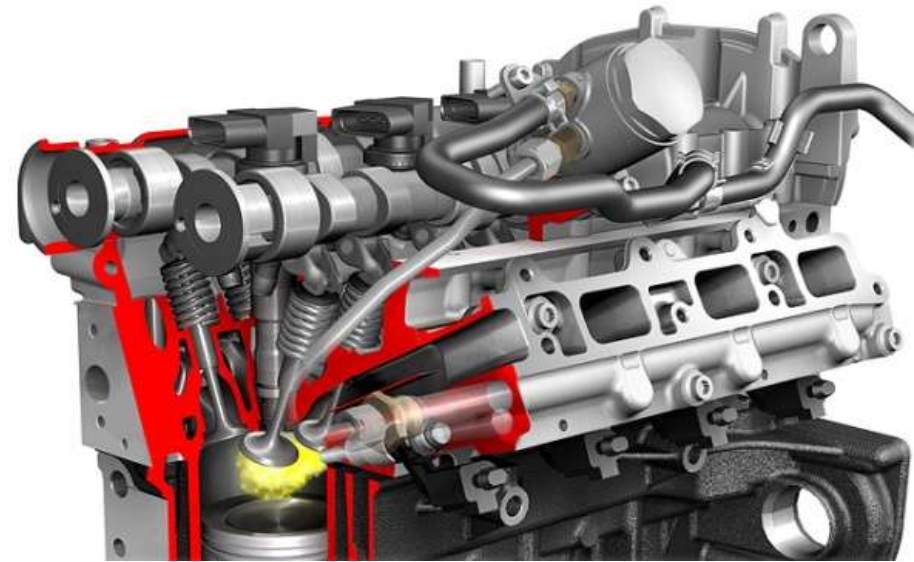
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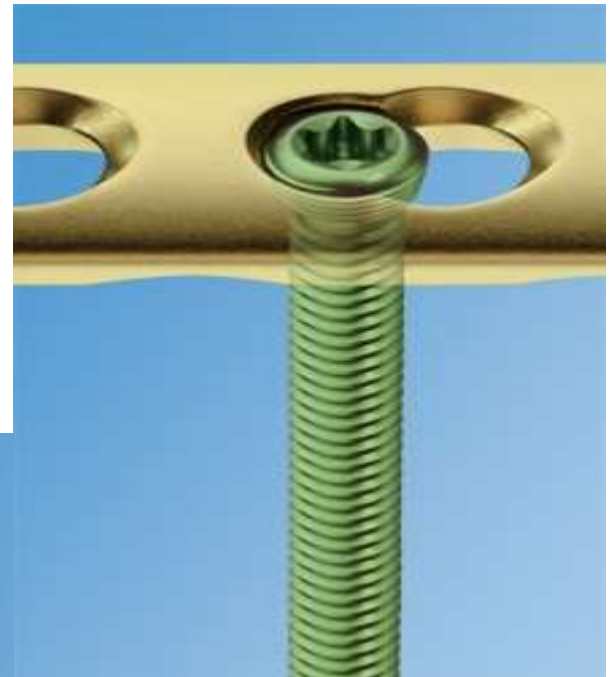
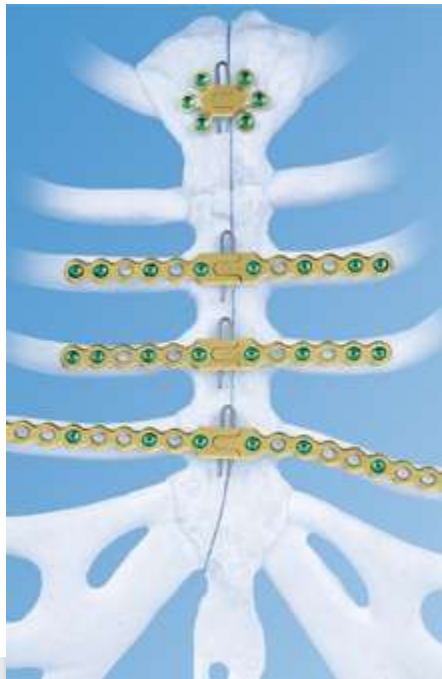


# VOLKSWAGEN

AKTIENGESELLSCHAFT

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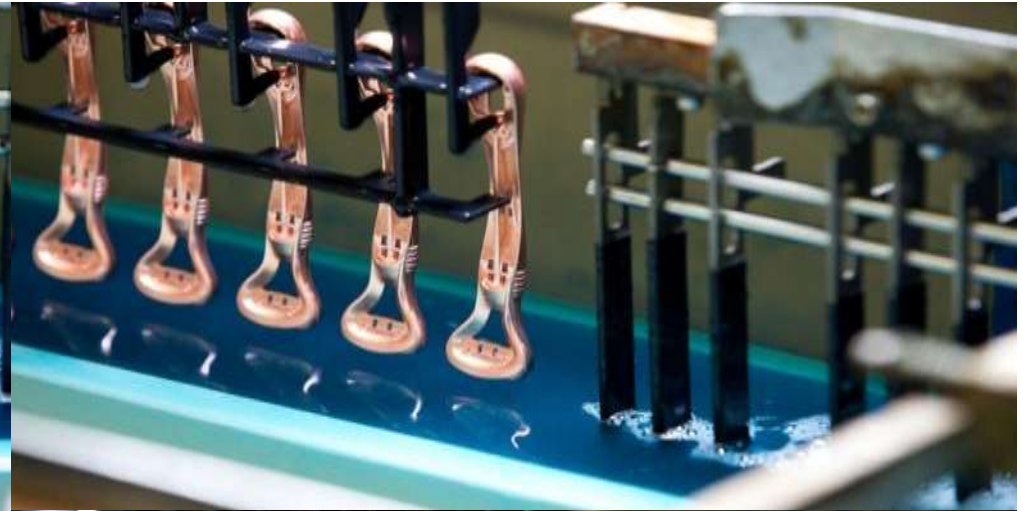
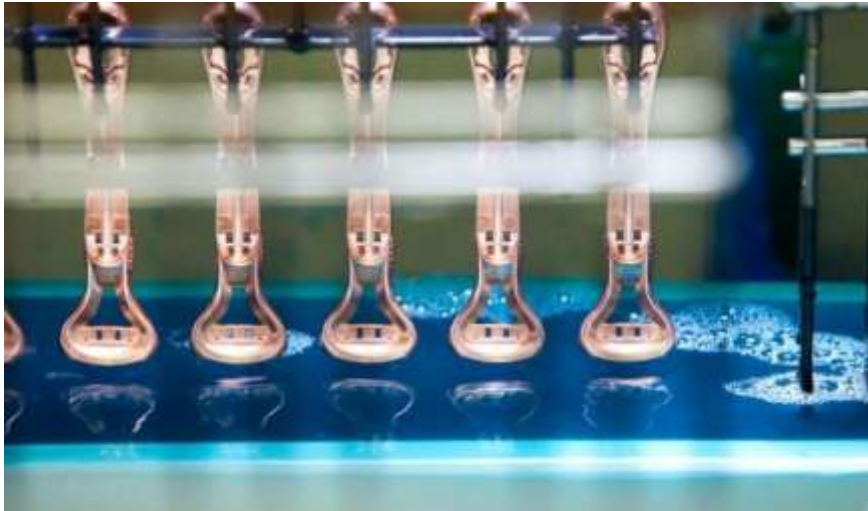


# Collini Innovation: Unique Automated Rack Line Continuous Motion Line. 4 - Metal Layer System 60 Million Parts per Year Razor Handles Zink Cast

**Collini**

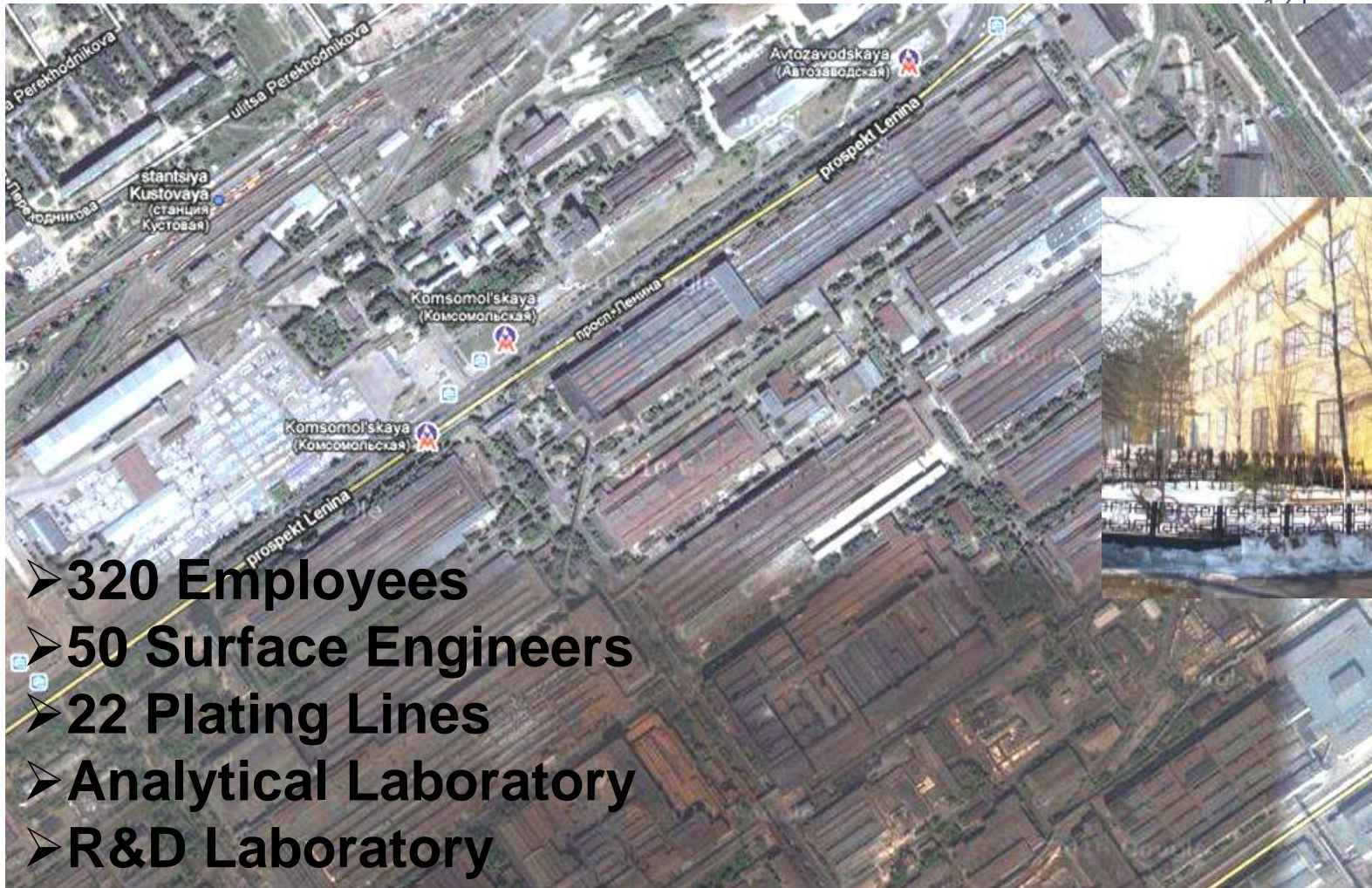
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# 1.10.2008 Nizhny Novgorod, GAZ Area: SOP First Galvanic Plant „State of the Art“ – in Russia



- **320 Employees**
- **50 Surface Engineers**
- **22 Plating Lines**
- **Analytical Laboratory**
- **R&D Laboratory**

# Why Collini established Galvanik in Russia? And why starting in Nizhniy Novgorod?

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Carlos Ghosn, Renault Nissan chief executive  
touring Renault's Moscow plant on Monday, March 1<sup>st</sup>2010



*“The only issue  
that concerns us  
is suppliers,”  
Ghosn said.*

„The noble Link in your Component Supply Chain“. **We know how...**



Steel Producer

**Collini**

Manufacturing

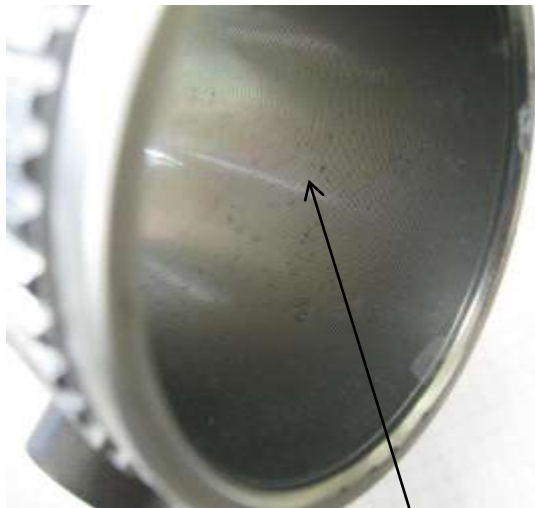
- \_ Stamping
- \_ Casting
- \_ Turnery

Power Drive Systems  
**Collini Skintech®TNZ**  
Multifunctional Composite Layer

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**1. Corrosion resistance  
720 hours**



**2. Fretting resistance  
of tooth wheel**





**Gorki (Nizhny Novgorod?)  
already 80 years ago**

**„Goes International“  
The US Carmaker „Ford“  
cooperated with „GAZ“  
starting in 1932**

**The famous US Architect Albert  
Khan gave the GAZ Area  
„Innovative Architecture“**

**A concept of „Fabric-Buildings“  
which even till our days  
impresses International Architects**

# Technology Strategies

## Innovation, Performance & Productivity

### Competitiveness

Collini focus new Surface Technologies, Product & Market development

GAZ focus on Core Business Automotive Engineering & Marketing

Establish Galvanic „State of the Art“ for Subcontracting“

Former Domestic Technologies

End of Life-Cycle

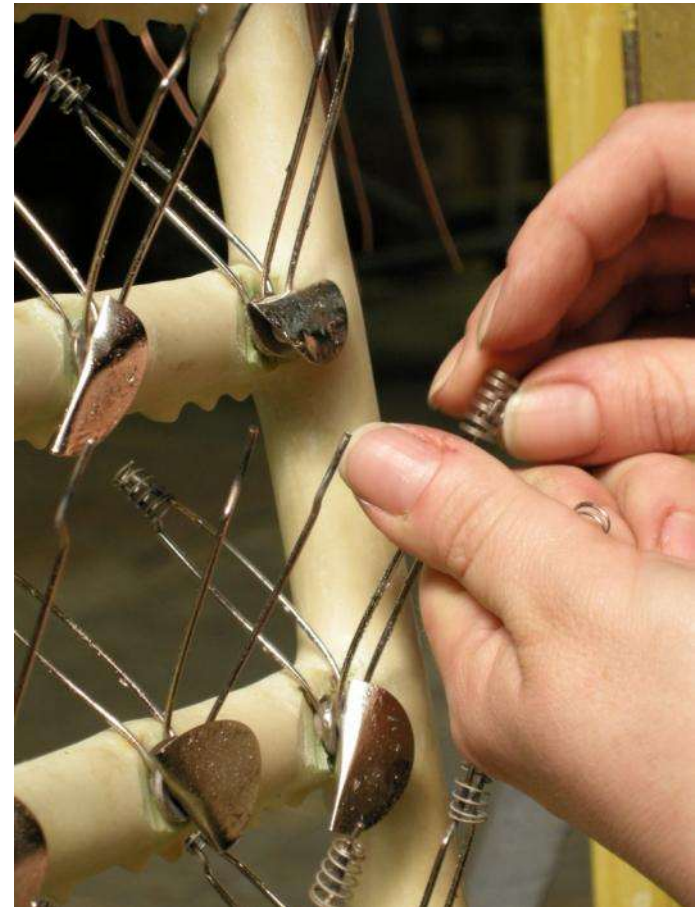
Corporate Structure: „Kombinat“

# What Collini found – when we came here Traditional Technology in Metal Threatment.

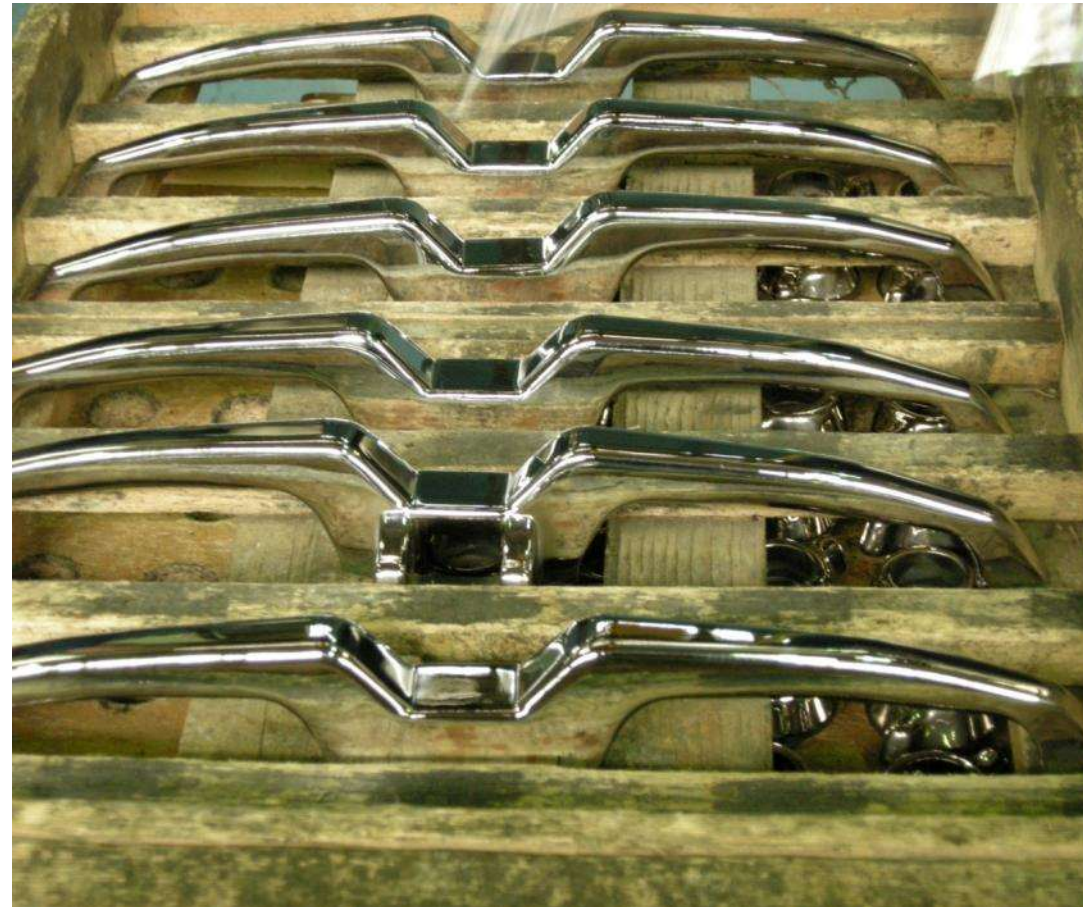




# Plating Lines working since 1936 without further investments



# Gazelle & Volga Parts polished & decorative Chrom plated





And many Employees **Collini**  
– **ready to change**

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320 Employees

- 50 Surface Engineers
- 22 Plating Lines
- Analytical Laboratory
- R&D Laboratory

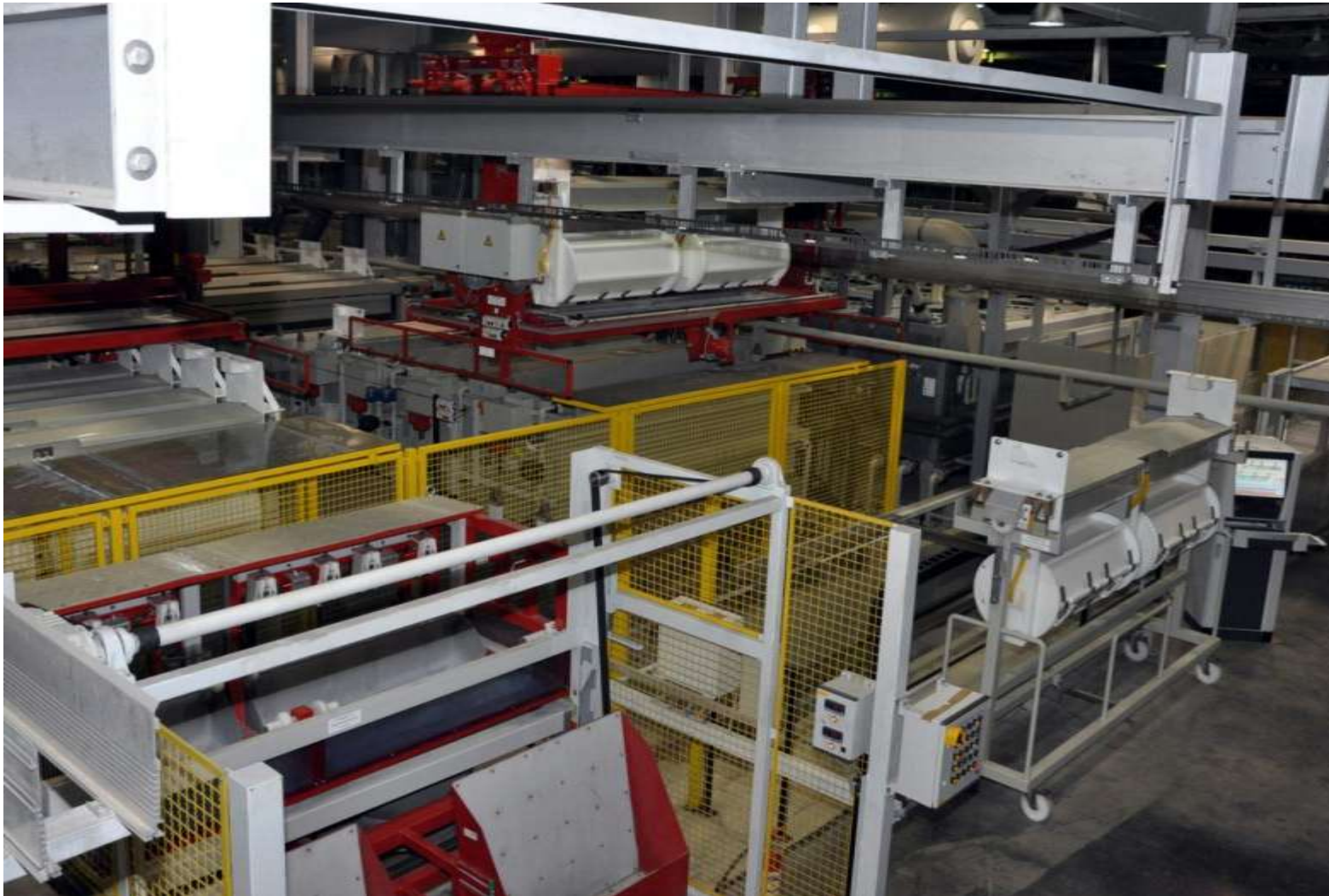


# Zink Layer Barrel Line 10.000 Tons/Year

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## Change Management

– ready to change

320 Employees

➤ 50 Surface Engineers



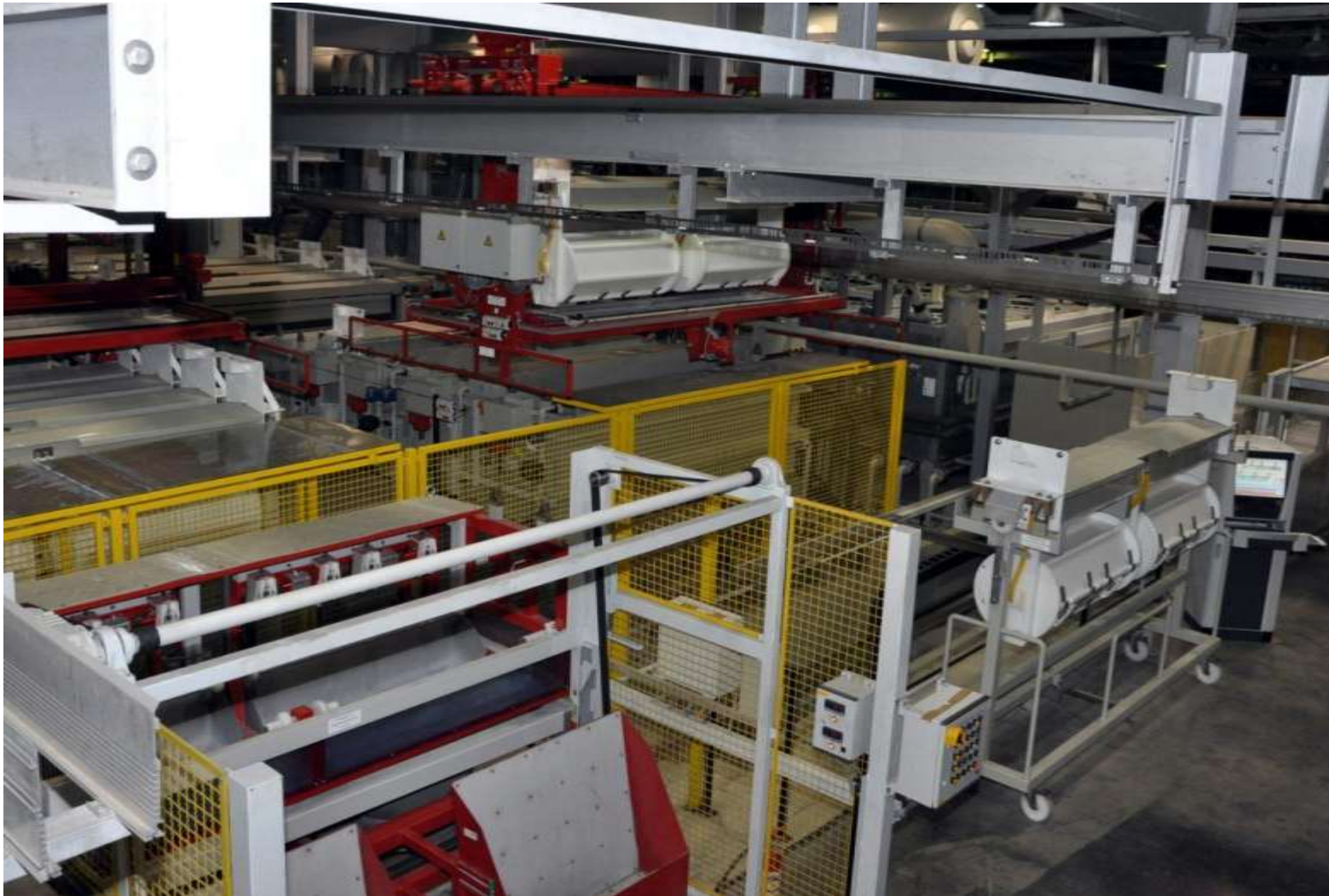
# Best available Technique: Now in Russia

## Zink Layer Barrel Line: 10.000 Tons/Year

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# Collini

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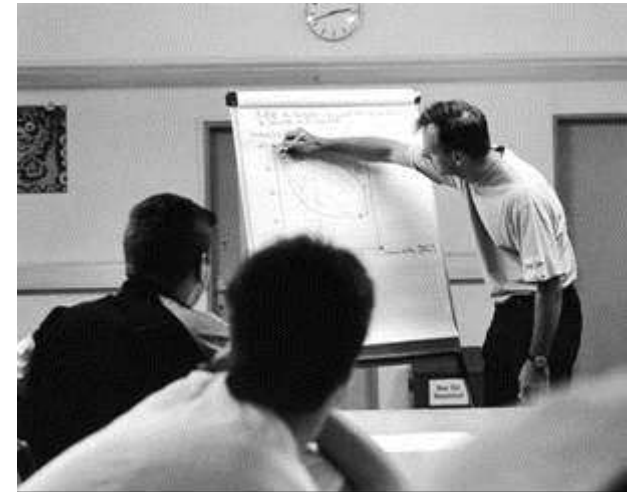


# Business Process to International Standards SAP, Environmental- and Safety Management



## Added value for all stakeholders

- \_ Integrated Management Systems
  - \_ Quality System
  - \_ Environmental Protection
  - \_ Business Processes implemented with SAP
  
- \_ Highest Productivity
  - \_ Automation and Rationalization
  - \_ Continuous Improvement
  
- \_ HR Policy
  - \_ Fostering Self-responsibility
  - \_ Knowledge and Experience through targeted training
  - \_ Interdisciplinary Teams



# Best Available Technique

## Analytical Laboratory; R&D Laboratory

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## Top Product Quality

Corrosion Protection – International Standard

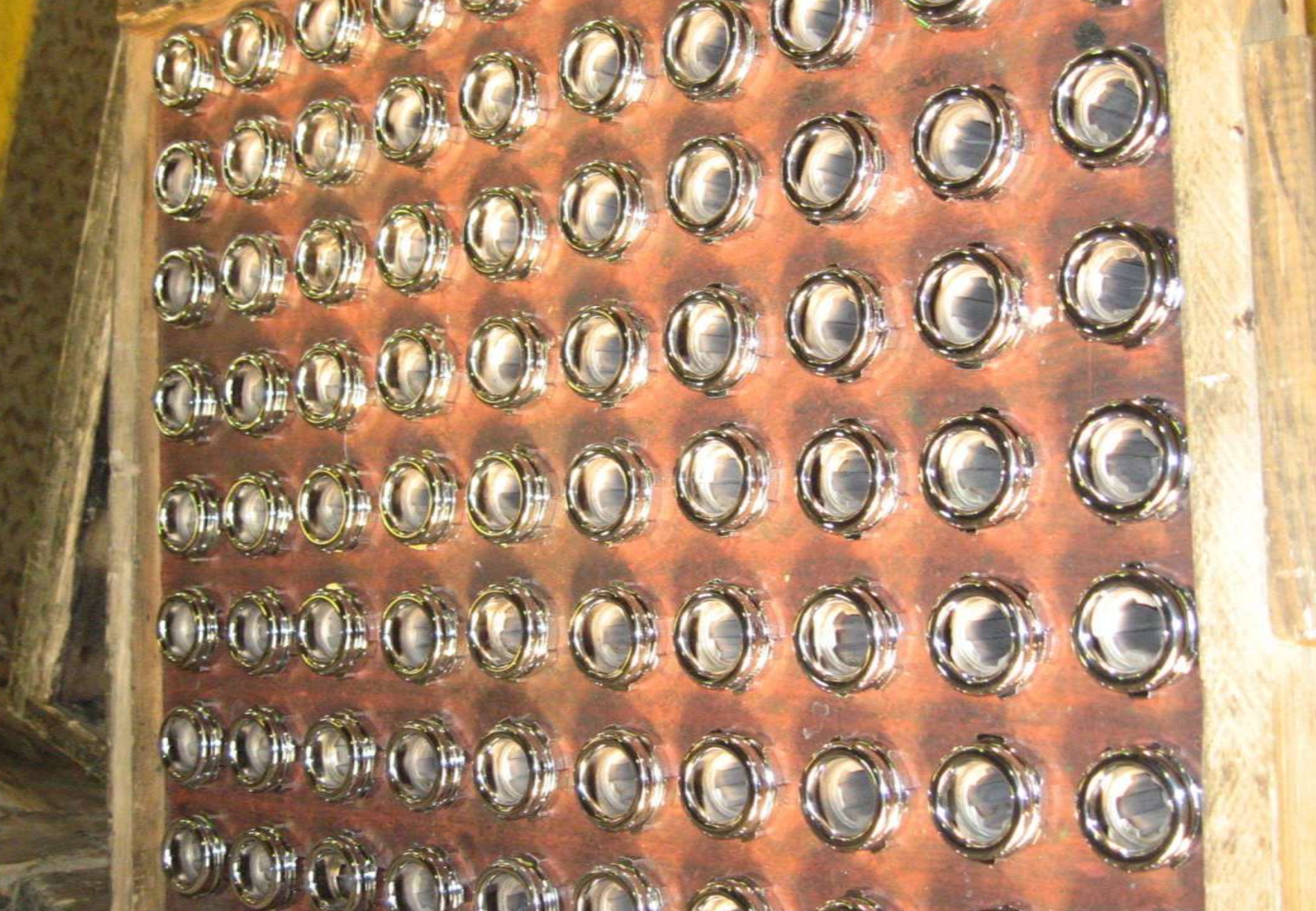
Alkaline Zinc Systems – **the Collinox series**



# Corrosion Protection – International Standard

## The „Green“ Alternative. the Collinox series





Bright & Decorative & more







## ... and more Coatings

Type of coating	Details
Phosphating	
Chemical oxidising of Al	For further painting
Steel oxidising	hot oxidizing, black coating
Hard Chromium	9-18 $\mu\text{m}$
Nickel	Cu 3-5 $\mu\text{m}$ , bright Ni 18 $\mu\text{m}$
Copper-Nickel-Chromium	
Nickel-Chromium	Cu (cyanide) 3-5 $\mu\text{m}$ , bright Ni 18 $\mu\text{m}$ , Bright Cr 0,5 $\mu\text{m}$
Copper	Cu acidic 30 $\mu\text{m}$ - spark protection
Anodising	corrosion protection
Black Oxidising	

# Management Systems

## Quality Management

Collini

ISO 9001-2000

OOO Collini - 2012

additionally TS 16949 (automotive)

## Environmental Management Systems

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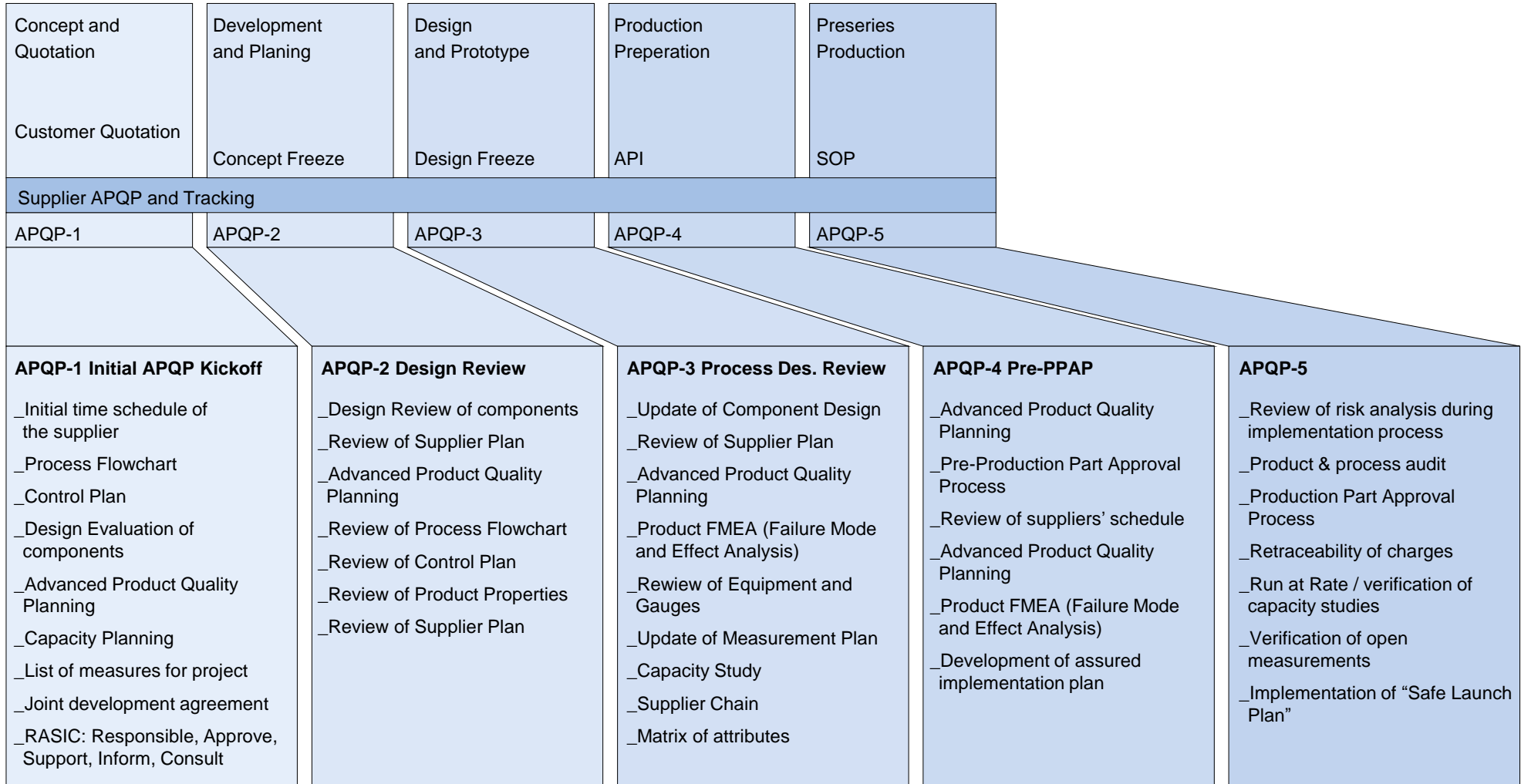
ISO 14001

# Quality International Standard. We know how ...

to use the tools and deal with the requirements of TS 16949



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# Our customers current partners in West-Europe Our Potential Customer in Russia

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# Automotive Plating Standards

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## **TL 217 Zinküberzüge**

Oberflächenschutzanforderungen

PSA PEUGEOT CITROËN

## **NORME VEHICULES B15 4101**

ELECTROLYTIC ZINC DEPOSITS  
AND ASSOCIATED FINISHES



## **Standard N°: 5J0105**

ELECTROLYTIC ZINC PLATING +  
REINFORCED PASSIVATING



**TOYOTA**

## **ENGINEERING STANDARD**

### **TSH6524G**

ELECTROPLATED ZINC COATING  
(HEXAVALENT CHROME FREE)



**Autoliv**

## **Design Requirement E108192**

Corrosion Preventive Coating on Zinc alloy

## Forgings

Presses with power of up to 4000

Presses with power of 6300 ton-force

Stamping lines for large parts with power of 12500 ton-force (crankshafts, beams)

Hot-forging automatic machines

Automatic lines for manufacture of flat parts of connecting rod type

## Castings from non-ferrous alloys





# OOO Flaig+Hommel Zheleznodorozhnaya Nizhny Novgorod

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Mit Sicherheit  
eine starke  
Verbindung!

Kaltfließ-  
pressteile



Dreh- und  
Frästeile

# Supply Chain Success Story

## Russian Steel, Russian Manufacturing

### Russian Plating

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**Zink-Layer Rack-Line**

**12.000 Ton/Year**



**Roto DE**

**Top-Level  
Management visits  
Collini at Nizhniy  
Novgorod plant**



# Best available – International Standards Products Now in Russia



# Our Mindset is „24 Hours“-thinking

Russia is Great. The distances are good. Galvanic-Investment is huge Money. Volumes are still small. Customer needs On-Schedule Reliability. Collini is powerfull enough for this Challenge.

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**Collini**

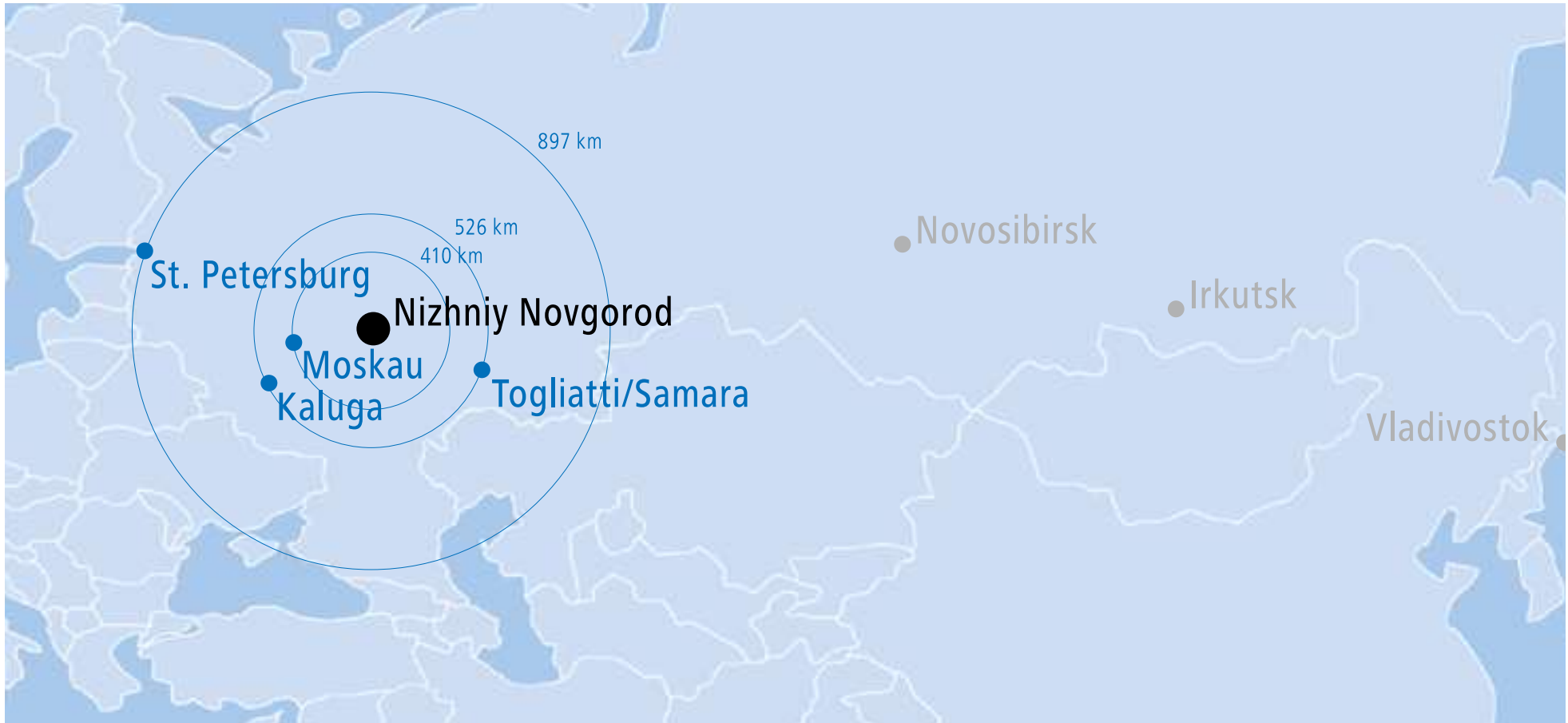
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# Collini Growth in Russia

2008 Nizhniy Novgorod Plant – SOP October 2008

## 2015 “x” more Collini Plants. What, where & when ... it’s market demand



- prospective locations

Collini Vision: First - Nizhny Novgorod; Than – all Russia

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Area (Покрытие площади)

Vladivostok

∫

Galvanic (x) = Collini

Kaliningrad



# The changing rules of the game of business

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	<i>given</i>	<i>to play</i>	<i>to win</i>
70's	Right Product	Right Cost	Quality
80's	Right Cost (Value)	Quality	Time
90's	Right Cost (Value) Quality	Time	Total Customer Service
2000	<b>Right Cost (Value) Quality/ Time</b>	<b>Total Customer Service</b>	<b>Innovation</b>