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## Hitachi Tool Appoints New Director

Albert Sadowski, 41, has been appointed director of **Hitachi Tool Engineering Europe GmbH**.

Sadowski's primary goal for the future is to intensify the company's provision of individual application consultancy. Of key significance here is the Production50® concept, by which Hitachi Tool helps users make substantial reductions in production costs despite their having invested in high-technology tools.

Having worked in Hitachi Tool's sales division for five years, Sadowski became its manager as early as 1994. Under his management, the division coordinated, consolidated, and continued to expand its activities in all of the European countries. The company established a comprehensive dealer network in order to create a local presence, provide enhanced customer service, and ensure swift delivery. Additional offices were opened in southern Germany, Italy, England, and France.



Albert Sadowski.

Sadowski is keen to continue working with Hitachi Tool's winning strategy, namely that of supplying tools exclusively for tool and mould production. In this respect, the ongoing research into and development of new and improved substrates and tool coatings provides support for the company's European sales.

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