

## Mesa Parts Debuts with Own Stand at Hannover Messe

**M**esa Parts, a leading manufacturer of high-precision turned parts and component assemblies, is back from the company's first solo appearance at Hannover Messe 2008. Mesa made the move to its own exhibition stand after previously exhibiting at Hannover as part of a joint exhibit. These joint exhibits have been featuring innovative high-

tech companies from the German state of Baden-Württemberg. "The positive response from fairgoers in 2007 convinced us to launch our own stand in 2008," said Uwe Kreuz, who manages Mesa Parts' customer service operation.

Founded in 1896 and still family-owned in its fourth generation, Mesa Parts has

won a much-deserved reputation as a leading production partner of sophisticated turned components for the automotive, medical and industrial sectors. The company's core competence lies in

its ability to provide customer-specific products that leverage the company's expertise in a wide range of production technologies. Mesa Parts employs some 640 workers in its manufacturing facilities in Lenzkirch (Germany) and Nachod (Czech Republic) on an annual turnover of 65 million EUR.

Mesa's decision to launch its own stand in Hannover met with noticeable acclaim. It helped to positively distinguish the company among some 5,100 other exhibitors from more than 60 countries. Besides exhibiting a variety of highly complex turned parts and parts assemblies, the company made a lasting impression on the international automotive industry with a new solution for eliminating the clearance in steering control

shafts. By optimizing the turning process used to produce the new part, Mesa is now able to produce it much more cost efficiently.

According to Kreuz, Mesa Parts connected with visitors and exhibitors alike on another key front: the training of Germany's next generation of skilled tradesmen and tradeswomen. The company is particularly proud of the fact that some forty-one apprenticed tradesmen and women, are currently enrolled in company training programs targeting six different occupational groups.

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