

Dornach, July 11, 2008

Avins USA, Inc. celebrates 50 years of existence

The 50th anniversary of Avins USA Inc. (formerly Avins Industrial Products Corp.), Warren/New Jersey, was celebrated in New York in fitting style last weekend by its employees, customers and suppliers in the presence of the founding family. Jules Avins, the founder of the company and a motivated visionary, set up the successful American company of Avins in New York in 1958.

The present Avins USA, Inc. has long stood out and distinguished itself from the competition thanks to its active, individual search for solutions on behalf of the customer, its impressive customer service, its customer-orientated advice and its just-in-time delivery of the most varied special products from all over the world.

Even before the takeover by the Swissmetal Group both companies maintained intensive business relationships in the field of high-quality metal products, having done so for over 40 years. Since January 2007 Avins has been part of the Swissmetal Group. Swissmetal intends to replicate the successful Avins business model all over the world and install it in other country-specific trading companies in Swissmetal's seven core markets. Avins Switzerland Ltd and Avins Germany GmbH are already operating together with the 50-year-old Avins USA, Inc. under the umbrella of Avins International Ltd.

<p>Swissmetal produces and sells worldwide high-quality special products made of copper and copper alloys which are mainly used in the electronics, telecommunications, air travel, petroleum, automobile, stationery and watch/clock industries and in the architectural sector. In financial year 2007, Swissmetal achieved turnover of CHF 407.0 million. As at end of June 2008, the company had 637 full time-employees. Swissmetal, with its registered office in Dornach (Switzerland) is quoted on the SWX Swiss Exchange as Swissmetal Holding AG.</p>

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