

verope / Kiswire Ltd. – New JV structure for China and North America

verope AG, CH-6300 Zug, announced today that Mr. Pierre Verreet, founder and majority shareholder of verope AG, verope USA and LTI (China) signed a new agreement with Kiswire Ltd. for the marketing & sales of their innovative special wire ropes for leading crane manufacturers and distributors in the relevant countries.

The new JV structure reflects the needs to increase the presence in China and the US market with high quality wire rope systems supported with competent services.

Pierre Verreet, CEO of verope AG commented: During the past 16 years, verope and Kiswire developed the most innovative special wire ropes for leading crane manufacturers world-wide in their JV companies and together build up infrastructure to ensure high quality support for their distributors and OEM customers with product availability and technical services in strategic locations.

Within the new JV structure in the North America, verope USA takes on the exclusivity for special wire ropes for crane applications, Pierre Verreet will remain majority shareholder of verope USA.

In China, Pierre Verreet and Kiswire join forces in LTI to exclusively market verope special wire ropes.

verope / Kiswire will continue their successful journey with strategic investments to provide cost efficient high quality products and competent services.

More information can be provided by viewing www.verope.com