

BRAUDE attends SF Expo 2011 in Guangzhou, China

E. Braude (London) Ltd. undertook a visit to China in May 2011 to attend and exhibit at SF Expo 2011 in the southern city of Guang Zhou. Braude is a specialist manufacturer of heating equipment for highly corrosive liquids found in Metal Finishing industry in processes such as electroplating and polishing

Visitors to the exhibition showed considerable interest in Braude equipment. David Snoxhill, the Managing Director said, "This was the company's first visit to China and as such was a fact finding exercise as much as a sales promotion. We have certainly achieved the first objective and confirmed that there is a keen demand for products of the quality produced by Braude, in particular the Polaris Popular and Modular electric immersion heaters."



A visitor to the show examines a Braude heater with help from John Griffiths, Braude Sales Manager and Vera Chang the local interpreter.

Visitors to the show demonstrated a keen interest in the products and Braude were also able to visit local companies as a result of meetings at the exhibition. David Snoxhill added “we are now in discussion with interested parties with a view to establishing a permanent presence in China in order to serve the market better.”

The performance at the show was so successful that Braude are considering a return before the end of the year.

Braude products are manufactured in the UK and have been used worldwide for many years providing efficient service in arduous processes in many leading companies from aerospace to steel processing.

Braude has always maintained a commitment to produce products and service of the highest quality. Braude's quality systems are accredited by UKAS and approved to ISO 9001:2008.

[Contact Braude](#) for more information.

E. Braude (London) Ltd

Liberta House

Sandhurst

Berkshire

Gu47 8JR

Tel: +44 (0)1252 876123

sales@braude.co.uk