



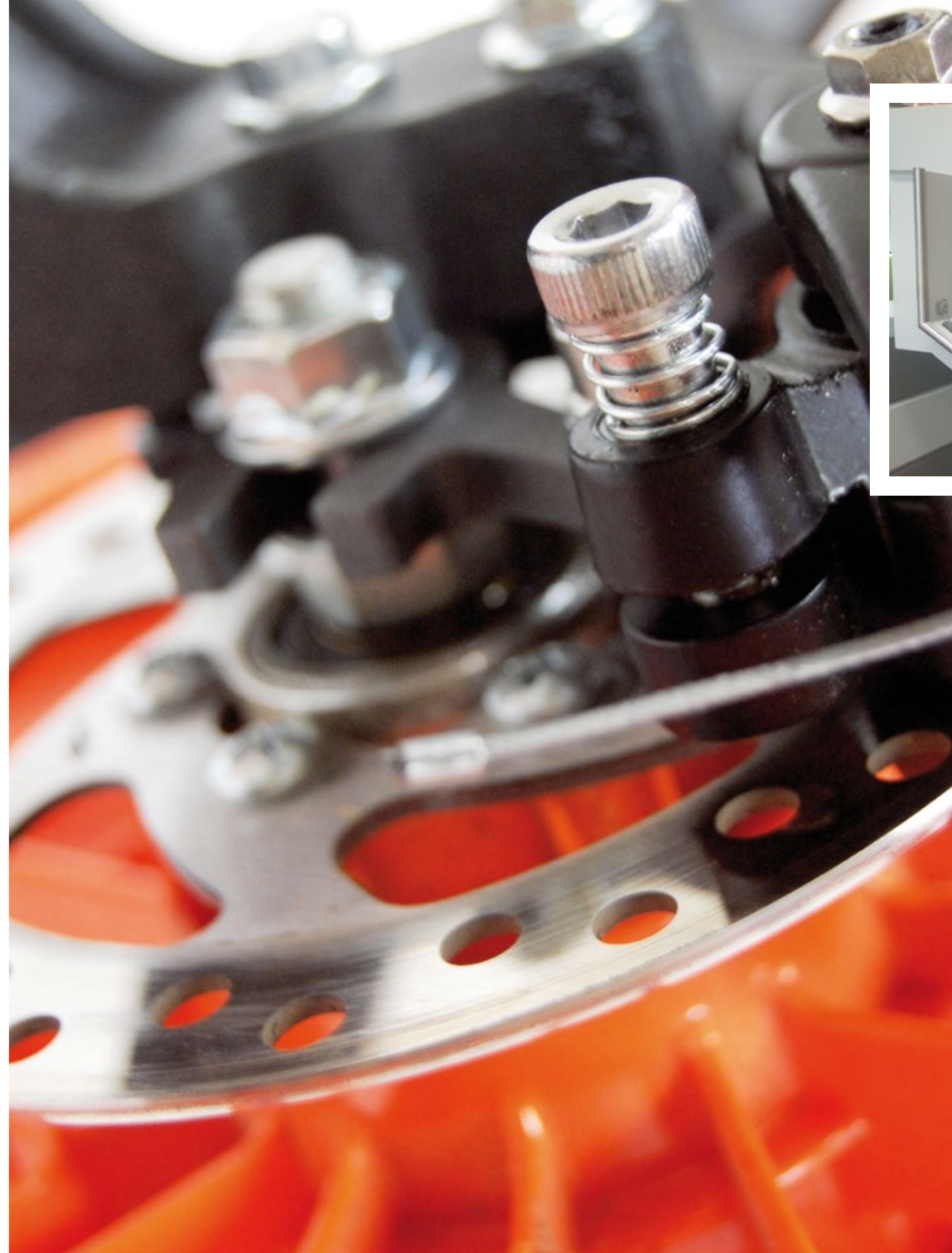
BICYCLE

BREAKING YOUR OWN RECORDS - DAY AFTER DAY

NATHOR INDÚSTRIA DE BICICLETAS

Specialized in the production of tricycles and bicycles for children of the age group from eighteen months to eight years, Nathor Industria de Bicicletas had started off as an accessory manufacturer. Now it is a major supplier to other brands, also has a brand of its own and is the biggest manufacturer of children's bicycles in South America.

Antonio Nicolas Vergos is the sole owner of Nathor Industria de Bicicletas, a Brazilian family-run business which manufactures children's bicycles. Antonio is assisted by his 26 years old daughter Natacha (Human Resources Manager) and his son Igor (22), who joined the company two years ago and is in-charge of production.



The company was established in 1985 by Vergos himself. "After finishing university at the age of 23, I won a scholarship to go to Japan where I learnt about a special type of plastic. On return, I started a company in São Paulo to manufacture and sell plastic automotive components". As a result of the recession, in 1989 Vergos decided to change sector and started focusing on supply of plastic components to several major children's bicycle manufacturers, like Caloi and Monark. Finally, in 2004 family and company moved to Blumenau, a Brazilian city which owes its German-sounding name to the founding immigrants.

SUCCESS IN NUMBERS

"Over the time I become the largest supplier of bicycle spare parts and that was when I started manufacturing bicycles myself, initially low volumes of 20-30 a day but always with the intention of expanding volumes in the future", Mr. Vergos explained. Today, the 14,000 m² Blumenau plant has 260 employees and manufactures nearly 5,000 bicycles a day. This corresponds to about one million bicycles a year. The manufacturing process is highly automated. Three-quarters of the production is exported in the Mercosul area (the South American common market). Mr. Vergos feels that this market still has growth potential. "Beating myself, not my competitors, day after day" is Antonio Nicolas Vergos' motto and possibly the secret to his success.

BLM AS PARTNER

Mr. Vargas told us about his experience with BLM GROUP: “A representative first mentioned the Lasertube systems to me twelve years ago. At that time, we were too small for such an investment, but when we started growing we purchased the first machine (it was an LT5) and then a second, followed by a SMART tube bender and a TC720 sawing machine. And I do not think we have finished yet!”

Antonio Nicolas Vargas probably is unaware that cutting tubes for bicycles was the first application for the Lasertube systems when ADIGE invented them and confirms once again that this area of application is extremely advantageous. “The LT5 laser cutting system is versatile and allows us to produce many bicycle models rapidly and accurately without needing to use expensive tools and dies. I am aware that it is not the fastest ADIGE Lasertube system but in terms of absolute quality and versatility, it is certainly an excellent system”.

The SMART tube bender with CARM7 loader was purchased for bending handlebars and it is perfect for both steel and aluminum tubes. It is accurate and produces high-quality parts.

“When you buy a BLM machine, you buy much more than just a machine. In addition to high quality products, you get efficient and effective allied services, like sales and customer care. How you managed to do this is a pleasant surprise because other machine manufacturers always encounter difficulties in one area or another. This efficiency is why BLM is always at the top of our list for our future investments”, he concluded.

5,000
bicycles a day

