When the going gets 'really' tough, PIX has the solution...

Business and Industry Today is extremely proud to present PIX Europe Ltd with the highly prestigious Company of the Month feature. This is due to the immense development the company has experienced since its inception, the standard of care delivered by members of staff to ensure that all customers receive outstanding customer service.

Supplying a comprehensive range of mechanical and fluid power transmission products, PIX Europe Ltd was first founded in 1999 and is a joint venture between PIX Transmissions, India, and the Distag Group (the original distributor for PIX products in Europe). PIX Transmissions has been producing belts in India since 1969, and have subsidiaries in Brazil, China and UAE.

PIX Europe's Head Office is situated in Ipswich, with further locations in Cardiff, Belfast, and Paderborn in Germany. The principle mechanical products supplied by this dynamic company consist of Belts, Pulleys, Chain, Sprockets and Couplings; while the fluid power division offering includes Hydraulic Hose, End Fittings, Adaptors etc.

Boasting what is probably the widest range of belt products from a single manufacturer, PIX Europe has a broad appeal across all industry sectors. As well as the comprehensive range of standard industrial belts, PIX also produce and stock Agricultural, Lawn & Garden, Domestic Appliance, and Automotive Belts to name just a few.

The pioneering company has expanded rapidly since its formation just 10 years ago. From an initial headcount of three, PIX Europe Ltd now employs approximately 60 people located throughout the four locations. Over the last couple of years, PIX purchased its UK distributor for hose and fittings, and this has now been incorporated as a subsidiary company PIX Flexequip Hydraulics Ltd.

Offering numerous unique selling points, PIX Europe Ltd has enabled itself to develop and expand in spite of the difficult economic climate. The company's positioning in the market, with a compelling price/performance ratio, makes it an almost irresistible choice for buyers currently looking to review costs, while maintaining quality.

The PIX/Powerdrive products have been produced to compete in the premium quality sector. However, the highly experienced and highly skilled team of staff at PIX are able to offer great value for money. With a diverse and varied product portfolio, PIX is able to offer a 'one stop shop' to distribution customers; and a comprehensive 'outsourcing solution' to the OEM clients. Essentially, PIX's clients enjoy the added benefits of Asian sourcing, without the 'hassle' factor!

With extensive plans for the future, and operating a policy of

continuous improvement, PIX Europe Ltd is currently engaged in activities which include; new product introductions, such as the launch of the High Power belt range and the Multi Spiral hose etc. They have also embarked on an extensive programme of improvements to their facilities, such as a new 'workgroup' office layout, improvements to training facilities, and a complete new warehouse lighting system etc.

What becomes apparent, very quickly, when looking at a company such as PIX Europe Ltd is the incredible commitment, and team-spirit, of the dedicated staff. Extremely proud of the great team they have assembled, PIX Europe's has always strived to offer the kind of service where their clients really do 'notice the difference'! As Stewart Booth, Operations Director, commented; "Our business has always been driven by the requirements of, and feedback from, our customers. Whilst delivering the premium quality products they have come to expect, our aim is to offer a uniquely personal, efficient, and caring service."

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