

Javier Pérez;

“Alju Çözüm Üretir”

“Alju Gives Solution”

Javier Pérez / Alju S.L.
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İspanya'nın büyük kumlama makinesi üreticisi Alju'nun Genel Müdürü Javier Pérez ve Uluslararası Pazarlama Sorumlusu Sergio Abiuso ile yüzey hazırlama sektörü üzerine konuştuk.

Alju firmasından ve çalışmalarından bahsedebilir misiniz?

Alju firması, iki aile tarafından 1959 yılında İspanya'da kurulmuştur. Döküm, otomotiv, dövme metal, doğal taş, granit ve mermer sektörleri başta olmak üzere çok farklı sanayi dallarına kumlama makineleri üretmektedir. Alju'nun başarı anahtarı; değişen pazar ihtiyaçlarına hızlı cevap verebilmesidir. Aynı zamanda biz müşterilerimizle satış öncesi ve sonrası yakından ilgilenerek, müşteri ihtiyaçlarını en iyi şekilde

parça ve teknik servis konularında en büyük referansımız; yılların getirmiş olduğu tecrübe ve dünyanın birçok ülkesinde kullanılan kumlama sistemlerimizdir.

Makine bakımı konusunda müşterimizin çalışma şartlarına göre; üretim devam ederken veya üretimin durdurulduğu bir zaman diliminde gerçekleştiriyoruz.

Ar-Ge çalışmalarınız hakkında bizi bilgilendirebilir misiniz?

Kumlama sektörü hem dünyada hem de Türkiye'de oldukça büyük bir pazara sahip. Bu büyük pazara paralel olarak kumlama makineleri sürekli geliştiriliyor. Biz de Ar-Ge'ye önemli bir bütçe ayırıyoruz. Geri dönüşüm, daha fazla verim, daha az hacim ve yeni uygulama teknikleri üzerinde

Javier Pérez



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belirleyip üretim ve satış stratejimizi ona göre şekillendirmekteyiz. Ayrıca üretim mühendislerimiz de kalite ve uygun fiyat dengesi ile en iyi modelleri geliştirmektedir. Müşterilerimizin bizi tercih nedenlerinden biri de; makinelerimizin en az bakıma ihtiyaç duymasıdır.

Satış Sonrası Hizmetleriniz nelerdir?

Uzman mühendislerimiz, bölge temsilcilerimizin personellerine eğitimler vermektedir. Bu sayede dünyanın herhangi bir yerinde karşılaşılabilecek bir problemde hızlı çözümler üretebilmekteyiz. Yedek

sürekli çalışıyoruz. Bu konuyla ilgili olarak patentli çalışmalarımız var. Bunun yanında üretimlerimizde sadece yüksek kaliteli malzeme kullanıyoruz. Böylece kullanıcı makine ile çalıştığı süre içerisinde çeşitli sürprizlerle karşılaşmaz. Ayrıca başta döküm sektörü olmak üzere hizmet verdiğimiz sektörün sorunlarına özel çözümler de üretmekteyiz. Örneğin; kumlama sistemlerinde manyetik ayırıcı ve titreşimli elek kullanımı konusunda öncü bir firmayız.

Alju olarak farklı sektörlerde özel çözümler üretebilmekteyiz.

May we learn more about you and ALJU?

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ALJU is a family company, established in 1959 with a strategic location among the industrial area of Bilbao. It is a point of reference in the manufacturing of shot blasting machines for any kind of surface finishing. Market leader in Spain, also supplies machinery worldwide.

What is ALJU's success key in all worldwide Markets?

ALJU is a medium sized company, ready to adapt to market changes quickly. We have always worked in close cooperation with our

develops our product. Indeed we have some patents for special applications in several industrial sectors. We only use high quality materials because of the high wears generally experienced in blasting-finishing processes.

What is your marketing strategy in the future? Domestic & International Area.

We will continue focusing on some important markets. Rather than being present all over the world, we prefer to concentrate on quality, more than quantity.

What do you think about marketing in Turkey?

Turkey is a very big and important country. Companies and people generally work very hard. The country is growing a lot. That is why we think Turkey is a strategic market.

Can you tell us about your after sales technical support?

We do have specialised engineers in our company and also usually give training to the



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customers to respond to their needs. Thanks to our engineering department we have been developing our models to reach the best balance between quality and price. Indeed our customers choose ALJU brand because they need reliable and robust machines that can work for decades with just a minimum maintenance.

Can you tell us about your R&D and your product's quality?

Our engineering department constantly

staff of our agents to give quick and professional service in Spain and abroad. Customers must receive assistance whenever they need.

Please explain what is your new technology of shot blasting machines?

We are constantly studying new solutions for the manipulation of the parts to allow customers to connect the processes before and after the blasting.

Of course you know many machine

manufacturers are in Europe so why user prefer your company. Shortly what is your important advantage?

ALJU gives the solution. We are able to manufacture customized models, with the best quality price. Customers prefer our brand because they need reliable, robust and low maintenance shotblast machines. They want to be sure to work well for decades, without surprises during the life of the machine. Thanks to our experience we offer also additional services to our customers.

What services do you offer to your customers?

We offer not only a robust and lustful machine, but also a free service of consulting to reach the best solution free of charge for our customers. In addition, once gained their trust we offer an after-sale service that goes beyond the mere commercial relationship and it is based on friendship and trust.

Do you offer installation service?

Of course we do offer installation, supervision and training of personnel.

What kind of maintenance can you provide?

We offer maintenance on-line through our hot line and maintenance in deep or periodic refurbishment during the stops of production of our customers.

Which industrial area generally prefer your

products? i.e. foundry, automotive, peening
Foundry, automotive and forging. Generally not only metal sector, but also different sectors like surface treatment of stone.

Addition to that how can you solve the problems in this area?

Our experience in this sector helps us to give ingenious solutions that benefit the user who, because of sand and high temperature, may have lots of problems. We are pioneers in the use of the magnetic separators and vibrating sieves for the cleaning of the shot and we have helped the sector of foundry (and not only) a lot.

What do you think about the growing potential for shot blasting machine?

The field of shot blasting machines is big, but every day it surprises us with a new application. Thanks to the research, to which we dedicate part of our profit, we have been developing new solutions through the mechanical attack, that go beyond the cleaning and surface preparation and solve esthetical problems, recycling, etc.

What do you think about future of shot blasting sector?

It is a bright future, because it is in constant expansion. Many times it is requested to substitute a difficult chemical finishing process with a more simple blasting-finishing process.

We'd like to thank to Javier Pérez and Sergio Abiuso for this very informative interview.

