

# Providing High-quality Service Exploiting Chinese Market

—Interviewing Mr. Steve Mills, international sales manager of Fibercore Onsite Paper Services

## EDITOR'S NOTE:

Fibercore Onsite Paper Services (Fibercore OPS) from USA, develops and manufactures unique technology that converts reels of any type paper to a new width without rewinding. It was the first time for Fibercore OPS to participate paper show in China. During 2013 China International Paper Technology Exhibition and Conference (CIPTE), Fibercore OPS's booth attracted lots of attention. *China Paper Newsletters* interviewed Mr. Steve Mills, who is the international sales manager of Fibercore OPS.



*China Paper Newsletters:* As it was the first time for Fibercore OPS to participate paper show in China, would you please introduce your company and your products briefly?

**Steve Mills:** Fibercore OPS has been servicing the paper/printing industries, and providing mobile roll converting, wrapping and salvaging services, develops and manufactures unique technology that converts reels of any type paper to an new width without rewinding, leaving a smooth edge and

original web tension and quality.

The advantage of our service is the equipment can be moved easily to ports, warehouses. In North America and Europe the equipment is used as a service since it can be easily moved but we are learning what is good for China.

*China Paper Newsletters:* In recent years, China's paper industry has been developing quickly, and has attracted more attention of foreign enterprises.



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**How do you think about Chinese market?**

**Steve Mills:** The Chinese market has great potential for us, but it will be a big learning curve for us because business is conducted so differently.

**China Paper Newsletters:** Do you have plans to expand your business in China?

**Steve Mills:** We certainly look forward to



developing our business concept but we think it will be through Chinese investment rather than trying to do it by ourselves.

**China Paper Newsletters:** What achievements do you gain during 2013 CIPTE?

**Steve Mills:** CIPTE was a great experience and had quality attendance from our perspective. Our technology is new so it created a lot of interest. Compared to North American shows we have exhibited at over the years this show produced at least four times as many high quality leads.

**China Paper Newsletters:** In 2013 CIPTE, what publicity effects do you want to achieve? Are you satisfied with the exhibition results?

**Steve Mills:** We are very satisfied with how CIPTE was conducted and the concern everyone showed in trying to make our experience smooth. Their help in translating and designing our advertisement was excellent and helped us bring many to our booth.

**China Paper Newsletters:** What's your overall feeling about 2013 CIPTE?

**Steve Mills:** CIPTE was reasonable with their fees. Considering all the other expenses we had coming to this show, we truly appreciate their effort to make it affordable. 