

# Brazilian News

## Hassmann Celebrates 70 Years

"Hassmann will officially celebrate its 70 years in the upcoming October. As a Brazilian fastener manufacturer, we are modernizing our process through artificial intelligence, industry 4.0 and internationalization", according to Augusto Hassmann, the 3rd generation of his family. He continued, "That is the 70th anniversary of one of the most solid and robust industries in Brazil that does not refer to screws and bolts, nuts and similar metal parts, hot and cold shaped (items provided, mainly to automotive and agriculture machines). Predominantly, we use cold forging process to produce and we also use complementary processes such as machining. Our activities are expanding and we have a subsidiary in the USA."



## Hassmann Among the DAF Best Provider

On April 2, 2025, the truck manufacturer DAF Trucks opened the doors of its headquarters in Eindhoven City, Netherlands, to celebrate and award its best suppliers participants in its Supplier Performance Management Program (SPM).

Hassmann, one of the Brazilian fastener manufacturers, was among the best companies due to its high level of performance during 2024. The award was received by director Peter Hassmann.



▲ Peter Hassmann (1)

## Brazilian Fastener Players Will be at IFE- USA

The next edition of International Fastener Expo (IFE), in Las Vegas, NV, USA, will be held with some Brazilian companies coming from the same sector. With the IFE scheduled on September 16-17, 2025, and as of the second week of June, the distributors Âncora and Walsywa, the fastener manufacturers Hassmann, Jomarca, MaxDel and Metaltork, Zingacem Martins (surface treatment services) and GPTech (Clinch fastener technology) have been confirmed as exhibitors.

With a subsidy guaranteed by ApexBrasil, this initiative not only promotes access to new markets, but also strengthens the visibility and reputation of Brazilian brands on the global stage.

Serving as trade promotion organization and investment promotion agency, ApexBrasil is a non-profit entity supervised by Brazil's Federal Government, created in 2003 during President Luiz Inácio Lula da Silva's first term.



## A New Surface Treatment Company is Born

The Super Coating has started its activities since March 2025. It is a new Brazilian service provider of surface treatments over metal. It is a company of the Super Plating Group, with its headquarters being located in Diadema City, SP, very near to the main highways around the São Paulo metropolitan region and mainly surrounded by automakers, auto parts industries and some of the main fastener industries in Brazil.

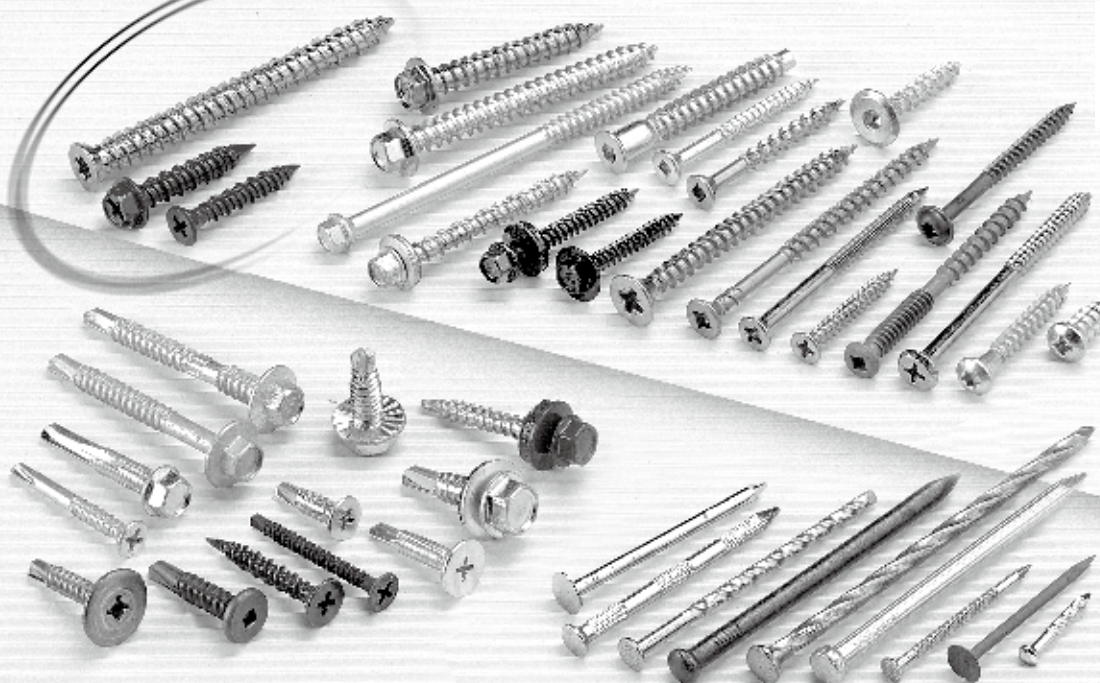
“Our headquarters occupies 1,350 square meters and our capacity orbits around 500 tons a month,” according to José de Assis, co-founder and director. Majored in chemistry and graduated from Universidade Presbiteriana Mackenzie, Assis has been the founder and director of Super Plating Tratamento de Superfície in the same city since 2012. The new company's co-founders and partners are Dr. Luis Palomino, who graduated from the University of São Paulo (USP) in electrochemistry and corrosion, and Tiago de Oliveira Silva, also a chemist from Mackenzie. Silva is in charge of the operations due to his experience of more than 25 years in zinc flake, zinc plating and phosphate. “We have state-of-the-art machines for Dip Spin/Spray processes and an automatic phosphating line, with zinc phosphate, zinc-calcium and manganese processes, and we are strongly active in segments involving metal components for automotive, agricultural, civil construction, wind energy and other markets. We operate in a solid partnership with NOF Metal Coating, thus aiming to serve the broad Brazilian market with high quality, high speed, and the know-how that these large industrial sectors demand,” added Assis. ■



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