

# Making advanced technologies pay off



George Pushev - from scientist to entrepreneur

**Scientist turned businessman, George Pushev and his team, have created a global player in a highly specialised field.**

The opening up of Eastern Europe following the fall of Soviet style communism in 1979 heralded a whole new era of opportunities for the West to do business with the peoples of the former communist block - and for the Easterners to exploit the sudden potential of the free market in the West and at home.

One who has put this to good use is Bulgarian George Pushev, the 63-year-old founder and president of the Toronto-based M&T 2001, which specialises in advanced



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machinery for, primarily, the automotive industry and its supply chain, including remanufacturers. In less than 10 years, Pushev has built up a substantial business in Canada and Bulgaria designing and manufacturing a line of machinery, of which many are patented by M&T 2001: automatic armature/rotor polishing machine, automatic shaft straightening machine, the Automatic Armature Commutator Removal Machine, Automatic armature spot welding machine, new armature welding technology

Armed with a Master's degree in Mechanical Engineering in 1970, George Pushev joined the Institute of Metal Science at Bulgaria's Academy of Science, the largest of its kind in South-East Europe. He embarked on a lengthy period as a scientist during which he performed pioneering work on plastic-zone metal deformation processes, applying an ultra-sound method for non-destructive determination of contact stress. The results of his research work were defined as unique and his very advanced method allowed the real contact stress level between two metal surfaces to be measured for the first time, which was described in his doctoral thesis.

Pushev achieved impressive results as an expert in complex metallurgy processes. In recognition of his work, Pushev attended scientific conferences across the world and was awarded a gold medal at the Leipzig Fair for inventing a machine for measuring contact stress. Offers for postings abroad, however, were refused by the Bulgarian authorities who did not want a valuable scientist like Pushev to leave the country.

A turning point came when, after the fall of communism, the Canadian company, Dixie, in 1991, offered him a job in Canada where, by then, Assistant Professor George Pushev was seen as the right man to design automatic lines for rebuilding armatures and rotors. In 1997, he and his partner, Christomir Christov, a Ph.D. engineer, decided to set up on their own, developing and designing high-tech machinery at the Toronto headquarters, and production and some design back in Sofia, Bulgaria. A production facility was later set up in the Czech Republic. Today, based on its technological skills, M&T 2001 is a supplier to some of the automotive industry's leading players as well as acting as engineering consultants to Delco (USA), Prestolite Electric (USA and the UK), Precision Bearing



*M&T 2001's development has been heavily influenced by the technical expertise of its staff. The photo shows (seated) Anelia Pushev, George Pushev's daughter and a key executive in the company, with a group of colleagues*

(Malaysia) and many others. The consulting services include project development related to production, automation, product quality improvement, product cost reduction, open-

ing of new or reorganisation of existing lines for tear down, rotor and/or armature manufacturing, impregnation, machining, final assembly, testing and many more.



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Merry Christmas  
and a Happy New Year.



The Benefits of Precision



Quality controls



George Pushev and daughter Anelia



Monitoring design

### Supplier to global corporations

An official supplier to global companies, including Delco, Bosch, Valeo and others, M&T 2001 has also been granted exclusive distribution and representation rights to the North American market by many producers of manufacturing equipment, including automatic and CNC lathes, Jetmag, milling machines, tooling etc.

M&T 2001's steady progress reflects two sides of the founder's personality: a strong recognition of the employees' skills and contribution - and a no less strong conviction of

the need to protect the global environment before it is too late.

"The company owes everything to its employees, the scientists, the designers and the production staff," he says. "It's them, not me, who have brought us to where we are today."

His view of the threats from modern life to the environment and its condition are no less forthright.

"Despite all the educational material in magazines, films and lectures, most people still don't realise the dangers that pollution and

waste of resources pose to the global environment," Pushev believes. "What's more, they fail to realise that these problems will soon be a matter of life and death. M&T 2001 being just a small company means that there are limits to what we can do on our own. However, we're convinced that we can make a difference by designing and making machines that reduce pollution and save on resources, thus setting an example for others."

As a logical consequence of his views, George Pushev believes that remanufacturing should be rated one of the world's most important industries.

Yet he is critical of what, to him, is a lack of understanding of the importance of automation in the reman industry.

"Remanufacturing today is mainly manual," he says. "That's why so many remanufacturers are fearful of what's happening in China. There's no doubt that a greater degree of automation could help some remanufacturers survive. I'm well aware that many companies reduce or eliminate pollution from their plants by moving dirty production to China, so they can say their plants are clean. This is completely wrong because the pollution will eventually return through the atmosphere. Again, making use of automated machinery which filters out the pollution before it's emitted is the solution.

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