

# NETSHAPE

Hatebur magazine for horizontal cold and hot forming – 1/2013



From left to right: Ricardo Fey Neto (Production Manager), Adolfo Fey (Co-Founder and Financial Director), Fernando Fey (Financial Manager), Luciano Fey (Industrial Director)

# CEO'S VOICE

Dear Business Friends,

2012 was a successful business year for Hatebur AG, despite the continuing financial crisis in Europe. For the Swiss export industry, it is still as important as ever to maintain a competitive position, in spite of the strong Swiss franc. This is an ongoing challenge – for our company as well.

In the title story, this edition will introduce you to an exciting and successful company based in the center of Brazil. The company is a new Hotmatic AMP 30 customer, who supplies the automotive industry, amongst others. Metalúrgica Fey Ltda. is a family-owned business, just like our company.

Our After Sales Service tells the story of comprehensive overhaul work performed on the first Hotmatic AMP 70 built by Hatebur. This machine, with serial number 47001, went into operation in Schweinfurt at the former Kugelfischer AG company in 1964 and has been running like clockwork for 49 years! During this time, the machine has produced more than 600 million forgings. The present owners, Schaeffler, commissioned our After Sales Service with the entire project of this comprehensive major overhaul, which included on-site re-machining. A quite unique story! (Incidentally, the 81st AMP 70 is currently being built.)

Since 1 March 2013, we have taken full control of assembling a part of our range of hot and coldformers in our newly established subsidiary HATEBUR SWISS PRECISION AG in the Swiss town of Brugg.

More fascinating news from the "World of Hatebur" can also be found in this edition.

Dear Customers, I would like to express my warmest thanks for your trust in our products and services, and take this opportunity to wish you a successful business year.

Best regards,



Urs Tschudin



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The management team at Metalúrgica Fey Ltda., Brazil

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## BEST SUPPLIER 2012 – COLLABORATION IS TOPS

Arcade Engineering AG was presented with the Hatebur Supplier Award 2012 for its excellent achievements, and long-standing partnership and collaboration.



Representatives from Supply Chain Management, Quality and Technology used Hatebur's standardized supplier assessment to evaluate their most important suppliers. The award was handed over in March 2013 at the Arcade assembly site in Pulversheim, France. In particular, Hatebur has been collaborating with Arcade in switchgear construction and mechanical engineering.

## 5 YEARS OF HATEBUR SHANGHAI TECHNOLOGY CO. LTD. – CLOSE TO THE MARKET

Having already had a presence and been active in China through commercial agencies for more than thirty years, Hatebur took the decision in 2007 to establish their own sales and service company. Together with Klaus Helfer and Yu Zhenghua, a team which had operated well together for many years made every necessary and preparatory effort to open the office in Shanghai in 2008. Initially, there were three employees, but others have since joined the team which, under the leadership of Yu Zhenghua and Reinhard Bühner, now

numbers nine. And so, on 23 November 2011, the team from our subsidiary in China celebrated not only the end of the business year, but also the company's five years of existence. With a delegation visiting from the parent company in Switzerland and some friends, who have always helped and supported the Shanghai company over the last few years, the celebration, which included bowling, good food and karaoke, proceeded amid much laughter, accompanied by stories recounting all kinds of past experiences.



## INVESTING IN AN AMP 30 S – PREPARING THE COMPANY FOR THE NEXT GENERATION

 Fey family, Christine Steiner  Fey family, Hatebur

**Thanks to the excellent reputation Hatebur enjoys in South America, the role model company Metalúrgica Fey Ltda. decided to invest in a Hotmatic AMP 30 S to increase its capacity for complex parts. Since growth is predicted for the automotive industry, Fey is preparing the way for the next generation by working with Hatebur.**

Brazil is a member of the BRIC countries and plays an important role in the South American market. The biggest country in South America and the Latin American region, it is also the world's fifth largest country, in terms of both geographical area and population, with more than 193 million people. It is expected that the

***“We were totally satisfied with the training, books and prints we received. We are sure the Hatebur machine will function perfectly when it is installed at Fey.”***

*Luciano Fey, Industrial Director*

Brazilian economy will become one of the five largest in the world, and the GDP per capita is growing. Last year, 3.6 million cars were sold on the Brazilian market and the automotive industry is aiming to make that 5 million by the end of the decade.

No wonder Hatebur is proud to serve so many customers in this country. The range of hotformers from Hatebur in Brazil starts at the AMP 20 S and goes right up to the large AMP 70. Today, we would like to focus on one specific customer.

### GERMAN ANCESTORS

Metalúrgica Fey Ltda. is a role-model enterprise when it comes to organization, buildings and machines. A member of the Global Fastener Alliance, which was founded in 1998, it has an annual turnover of EUR 65 million. Fey generates 60% of its sales in industry (automotive, agriculture, electrical) and 40% in the aftermarket (orders from its catalogue).



*From left to right: Luciano Fey (Industrial Director), Gilberto Alves (Tool Designer), José Marcio (Machine Operator), Fabio Virtuoso (Team Leader), Adolfo Fey (Co-founder and Financial Director)*



*The Metalúrgica Fey Ltda. plant in Indaial offers the advantage of plenty of space for further expansion yet is very close to the motorway.*

Metalúrgica Fey Ltda. was founded in 1966 by Ricardo Fey and his sons Adolfo and Bertoldo. Even today the company is 100% family owned, now by the third generation.

#### **FOCUS ON LEAN MANUFACTURING**

About 500 employees work in two shifts at the company's headquarters and production site where it has constructed several large production buildings on the more than 800,000 m<sup>2</sup> of land it owns. The site is near Blumenau in the south of Brazil (founded in 1850 by Germans and still one of the three main German centers in Santa Catarina), between Sao Paulo and Rio Grande do Sul. The Fey family has been in the hot and cold forging business from the beginning and the company is ISO 16949, ISO 1401 and CQI-9 certified with a keen focus on continuous improvement and lean manufacturing.

Fey produces high-quality forging parts including general nuts, washers, wheel bolts and nuts, bolts, U-bolts, and special parts for hot and cold forging. These parts go to the automotive markets, mainly for truck wheels (for brands such as Mercedes, Volvo and Scania – although these are not direct customers). The vertical range of manufacture is deep so that ready-to-install fastening elements can be supplied.

#### **STRENGTHENING THE HOTFORMING RANGE**

Fey supplies 95% of its products to the Brazilian internal market and the remaining 5% to the market in South America, mainly to Argentina, Chile, Paraguay, Uruguay and Colombia. It operates 45 metal-forming machines, 42 of which are cold formers. So far only two hot forming machines are in use.





*Fey is a market leader in fasteners for the heavy goods vehicle market*

Fey is almost a complete manufacturing company: all operations including tapping, machining, heat treating, calibrating and surface coating are done in house and they also have an in-house tool shop. The hot-forging materials processed are mainly SAE 1045 and DIN 34CrMo4. A production run consists of between 10,000 and 1 million parts, depending on the requirements of the parts and the customers, so almost every day there is a changeover to the production of a different part.

#### **HATEBUR'S EXCELLENT REPUTATION IN BRAZIL**

As markets grow constantly, Fey decided to buy a new hot forging machine to update its machinery, to reach other markets with more complex parts and to provide greater capacity when the old machines are op-

rating to full capacity. When looking for an appropriate supplier in 2011, the board of directors considered a hotformer from Hatebur, which has made a name for itself on the Brazilian market as a reliable, traditional company with an excellent reputation throughout South America.

The directors contacted a company that already had a Hatebur machine to find out more and went to see it in operation. The main reasons they eventually decided to buy the Hatebur machine were the reputation of the Swiss machines for good quality and the company's excellent references and strong sense of tradition. A further, very important, reason was that an experienced Hatebur service engineer based in Brazil provides service and support.





## INVESTMENT BRINGS NEW OPPORTUNITIES

Over the last 30 years, the management only invested in cold forming. This, the third hot forming machine, represents a major investment in a new technology, bringing with it both challenges and new possibilities. Fey has plans to continue investing significantly in hot forging.

The project to acquire the AMP 30 S started in mid-2011 and the contract was signed in October 2011. By August 2012, Fey specialists were able to carry out a pre-acceptance inspection of the machine frame at the assembly plant in Italy. After a five-week voyage to the southern hemisphere, the AMP 30 S arrived safely in Brazil. In December 2012, it was put on the new foundation at Metalúrgica Fey S/A.

## GOOD TIMING

Setting up the machine involved exemplary teamwork. The cooperation between a Hatebur service engineer and Fey's local commissioning team was very successful. In almost no time the machine was perfectly leveled, all the pipes and cables were connected and the noise abatement cabin and operator platform were assembled. After a successful function check, the AMP 30 S went into the test run five weeks after commissioning and the first hot bar was sheared immediately. During the subsequent tool test, one forging station after another was loaded and optimized until the first finished forging parts emerged smoothly and quickly from the machine.

***"We do not want to be the biggest, but one of the best."***

*Adolfo Fey, Co-founder of Metalúrgica Fey S/A*



### TWO SHIFTS PER DAY

Further investments became necessary after it was decided to buy the new hot former. Fey therefore invested in shot-blasting and tapping machines and changed the processes in the building to suit the way the machine operates.

to invest in special markets to prepare the company for the future. With the automotive industry set to grow, Fey has its new production line in place and is on track to a successful future with a strong partner by its side in the form of Hatebur Metalforming Equipment Ltd.

### READY FOR A BRIGHT FUTURE

The directors intend to promote the new capacity for complex parts, mainly to new automotive customers, and are continuing

*Pre-acceptance inspection at the assembly plant in August 2012 (from left to right): Fabio Virtuoso (Hot-Forging Team Leader, Fey), Hans Peter Jaggi (Precimag Ltda.), Rolf Hagin (Service Engineer, Hatebur), Luciano Fey (Industrial Director, Fey) and Joao Palmiro (Maintenance Manager, Fey).*



*Machine set on foundation, December 2012 at Metalúrgica Fey Ltda.*





# INSPECTION CONTRACT – WIN-WIN SITUATION FOR THE CUSTOMER AND FOR HATEBUR

 Hansjörg Gebhard and Christine Steiner  Hatebur

**With an inspection contract, Hatebur can help customers to increase machine availability and thereby save on costs, achieve a higher level of productivity, improve process reliability and maintain machine value over the long term.**

Inspection contracts are also being newly concluded for Hatebur machines. Above all, these provide the customer with support for planning, preparation, implementation and decision-making. Hatebur helps customers to be aware of when an annual inspection is due and to plan for it accordingly, and also provides the bases for decision-making required for further action in a written report.

Experience shows that machine availability increases significantly if inspections and maintenance operations are carried out regularly and systematically. Hatebur customers have confirmed this higher level of machine availability and, consequently, an increase in competitiveness. Regular maintenance is associated with overall cost savings, higher productivity, improved process reliability and conservation of machine value. Staff also benefit from the practical contact with Hatebur specialists. Those responsible at the customer's location, however, still make the decisions on all measures which are to be taken.

Every year, Hatebur informs the customer about the date of the planned inspection eight weeks in advance at the latest. The customer also receives important information concerning the duration of the work and the preparations that are necessary.

Once agreed, the inspection is carried out by Hatebur service technicians with professional competence and diligence. The in-

spection is limited to the assessment of the forming machine delivered by Hatebur, without heating unit, bar stock or other additional equipment.

The incidents and observations reported by the customer on the occasion of the inspection provide an important contribution for a comprehensive assessment of the condition of the machine. The result of the inspection is recorded in a log and, within just a few weeks, the customer receives a summary of the findings in the form of a report, which includes recommendations derived from the inspection results.

The customer also receives a price advantage on items which should be replaced on the basis of the inspection contract. A typical win-win situation for the customer and for Hatebur, in order that both parties can then undertake long-term planning.

*Would you be interested in an inspection contract? Give us a call and we will explain to you the options based on your situation. Tel. +41 61 716 21 11, Fax +41 61 716 21 31 [hatebur@hatebur.ch](mailto:hatebur@hatebur.ch)*



# THE SUCCESS STORY OF A “WORKHORSE” FROM HATEBUR – HOTMATIC AMP 70 WITH SERIAL NUMBER 1

📄 Hansjörg Gebhard 📷 Jean-Luc Bass

**Incredible but true: After 49 years of producing bearing races and an average output of 12 million parts per year, the Hotmatic AMP 70 with machine number 1 will not be retired from service for a long time to come. This was the decision taken by the Schaeffler company in Schweinfurt in favor of the first and long-serving AMP 70 from Hatebur.**

Schaeffler is a long-standing customer of Hatebur. There are eleven machines from Switzerland in the various Schaeffler factories. The globally operational corporate group (with over 180 locations in more than

50 countries) develops and manufactures precision products for anything that moves in machines, plants, motor vehicles and aerospace. Schaeffler is a leading global manufacturer of roller bearings and a



*The many shearing operations have left their marks, so that the bearing system of the shear lever has to be post-worked.*



well-respected supplier to the automotive industry. With around 76,000 employees worldwide, the group achieves an annual turnover of more than 10 billion euros. The Schaeffler brands INA, LuK and FAG are well known in specialist circles.

#### 50TH ANNIVERSARY OF NUMBER 1 COMING SOON

The machine with the number 470001 was put into operation way back in 1964. Schaeffler produces roller bearing races on the AMP 70. Approximately 12 million parts are manufactured per year. Consequently, the machine is retooled five times a day. The roller bearing races are used in ball bearings, for example. The production material used is roller bearing steel. More than 600 million parts have already been manufactured on the machine. After production on the Hatebur machine, the parts are re-machined, followed by heat treatment and then finishing and assembly.



*First-time re-machining of the crankshaft bore.*



*The crankshaft can then be refitted with a new bearing.*



*The heart of the machine – the pressram – is scraped in order to guarantee the high demands placed on the machine parts.*

### CAREFUL PROJECT PLANNING NECESSARY

Long before the overhaul was started, the work and repairs which were necessary and advisable had already been discussed in a project team led by Schaeffler and in collaboration with Hatebur. At the technical design stage, and with the help of state-of-the-art technology and a lot of experience, Hatebur works out repair options on the machine frame and then carefully makes these ready.



In view of the work to be performed and considering the time available, the whole project was under great pressure from the start and only had a chance of being successful if the operation was optimally prepared and organized. It was possible to meet this expectation, not least because of the trust Schaeffler had placed in Hatebur. And so, Hatebur took control of supervising the work on-site with two experienced senior fitters, working in two shifts.

### MOBILE MACHINING WAS AN IMPORTANT CORNERSTONE OF THE PROJECT

In addition, Hatebur Lumag Services AG deployed six highly qualified employees all around the machine for mobile machining duties (who also worked in two to three shifts). During the operation, all bearing points of the crankshaft, driveshafts, shearing slide, die-side ejector, the pressure plate contact surface and pressram were machined, and the conversion to the reinforced intermediate gear support as well as the repair solution in the area of the flywheel shaft were implemented.

### AMPLE PROVISION OF SERVICE TECHNICIANS

A further two employees from Lumag were at the work site, responsible for scraping the pressram and scraping it into the

*Top:  
Repair work on the  
machine frame.*

*Bottom:  
Intermediate shaft  
bearing points are  
respindled.*



machine frame. In total, up to forty people were involved in the overhaul, which clearly indicates the extent of the operations.

The very experienced employees from Schaeffler carried out the disassembly and also part of the reassembly of individual components, and were responsible for additional tasks.

### **ON-TIME COMPLETION OF THE OVERHAUL**

Regular adjustment of the project status within the team and rapid decisions for necessary measures played their part in contributing to achieving success and, consequently, the objective of the exercise. There is now nothing standing in the way of continued production with number 1, which could last for another few decades.



*The ejector shaft area with multiple upper and lower bearing points is machined in one setting.*





# 50 YEARS OF COLLABORATION BETWEEN ANDRITZ HYDRO AND HATEBUR – THE BIG CELEBRATION

📄 Christian Becker 📷 Ivo Ludwig

On 9 November 2012, the employees at Andritz Hydro (Kriens) and their contact partners at Hatebur celebrated their 50-year long successful collaboration. The common theme of “machines” was taken up in a fun way with a visit to the Tinguely Museum in Basel and, after lunch together, enlarged upon during a trip to our test center in Reinach.



*The employees of Andritz Hydro and Hatebur rarely see each other, so all the more fascinating were the joint visit to the Tinguely Museum in Basel and the shop talk about the completely different types of machine they had seen there.*

In the 50 years of collaboration so far, a lot has been moved, built, assembled, manufactured and dispatched all around the world. With a crew of approximately 15 employees, our machines are built from

scratch. The work involved requires up to 8000 man-hours for large-scale machines. Believe it or not, that called for the processing of approximately 12,000 tons of steel.



## 288 MACHINES

Hotmatic range	Coldmatic range	Boltmatic range
144 AMP 30	9 AKP 5-5	48 BKA 3
7 AMP 40		11 BKA 4
26 AMP 50		1 BKA 5
6 AMP 70		29 PKE 16
7 HM 75		

### ALTOGETHER, THESE COMPLEX PROJECTS INVOLVE THE FOLLOWING STEPS:

- Quality Assurance: Goods-in check of individual components
- Scraping the frame and scraping in the pressram
- Pipe fitter work for lubrication, hydraulics and pneumatics
- Alignment of driveshafts, adjustment of tooth contact patterns and bevel gear backlash (also mechanical work)
- Adjustment of all cam roller play
- Pre-assembly of individual assemblies (e.g. pressram, transfer unit, clamps and shears, etc.)
- All electrical installations
- Fitting individual assemblies into the machine
- Adjustment of timing, including functional checks of processes, as well as lubrication, hydraulics and pneumatics
- 50-hour test run
- Disassembly, packing (also for overseas) and loading of the machine

In our 50 years of collaboration, a valuable partnership has developed. Andritz stands for impeccable quality and also supports Hatebur, in order that they can react appropriately to market conditions.

Hatebur employees are proud to be able to look back on so long and successful a partnership, which also offers excellent prospects for the future.



*Urs Tschudin, the Hatebur CEO, receives a keepsake from Andritz as a token of thanks for the many years of collaboration.*

## FORGING EQUIPMENT SOLUTIONS — NEW REPRESENTATIVE FOR NORTH AMERICA

 +  Jeff Jones

**Since the beginning of 2013, our representation in North America has taken on a new look. Girard Associates, our representative since the mid-1950s, has been sold and a new company called Forging Equipment Solutions formed. Hatebur knows that true quality comes from a balance of experience, know-how, and innovation. The story of building the Forging Equipment Solutions team uniquely illustrates these principles.**

As Vice-President of Girard, Jeff Jones faithfully served Hatebur's interests in the North American market for 25 years. Jeff's close relationships with Hatebur and their customers in the market were invaluable. It would have been a disservice to Hatebur's customer base to let all those years of hard work and experience slip away. The sale of Hatebur's long-time representation jeopardized all the hard work that went into creating a superior agency. Customers in the North American market would lose the chance to get spare parts or technical support from an organization in their own country and their own time zone. Having service and support available from a first-class organization that understands your business culture is an invaluable asset.

The management of Hatebur understands the importance of providing immediate highly qualified service to its customer base. Timely, accurate information is critical in today's business environment. Jeff Jones was unwilling to let all the work he had done to create a top-notch team to service the customers be for nothing. A person makes a lot of promises in 25 years, and it was not like Jeff to break a single one of them, so he worked closely with Hatebur to create a plan to keep the customer service network in place, creating Forging Equipment Solutions and assuming the role of president.

### IMPORTANT SPARE PARTS COORDINATOR

One critical role of representation is the coordination of spare parts. This role is key to the customer so that spare parts orders are handled efficiently and accurately. A spare parts coordinator must be detail-oriented, proficient in international shipping methods, skilled in customs and importation practices, and, most importantly, possess communication skills of the highest order. Dianne Koscianski possesses all the skills required. She gained more than four years' experience coordinating spare parts for Hatebur when she worked for Girard until 2010. Dianne joined Jeff again this year when Forging Equipment Solutions was formed. As the administrative assistant she is also the 'voice' of the company.



*Jeff Jones, CEO of Forging Equipment Solutions, with his colleagues (from left to right) Dianne Koscianski, Jim Kennedy and Michael O'Toole.*



### FACTORY-AUTHORIZED SERVICE

Service is the next critical component of a world-class representative. Your machinery works hard every day and planned maintenance is crucial to keep your production efficient. Properly planned maintenance will significantly reduce your chances of being surprised by a premature failure. Many companies have maintenance teams that are skilled and knowledgeable but there is no substitute for factory-authorized assistance.

Jeff Jones recognized this need long ago. He had already implemented a program in concert with Hatebur that would provide an authorized Hatebur service in the North American market. Jim Kennedy began his career as a Hatebur service engineer in 2006. He became familiar with three AMP 70 machines at an automotive supplier located near Buffalo, New York.

Jeff and Jim worked with Hatebur to create a small company specifically to offer mechanical servicing of Hatebur machines on the North American market. Since then, Jim has expanded operations to a global scale. The small partnership created by Hatebur, Jeff Jones and Jim Kennedy easily became part of the fabric of the new company.

### CONTROLS AND HEATING SPECIALIST

The electrical and control side is another important aspect of servicing industrial equipment. Hatebur machines are more sophisticated than ever and those involved need more than advanced knowledge of electrical control systems, because each system includes an induction heater. Michael O'Toole had worked with Jeff for nearly 16 years and is widely recognized as a knowledgeable induction heating specialist and controls engineer. The long-standing friendship and working relationship between Mike and Jeff made it easy for Jeff to convince Mike to round out the Forging Equipment Solutions team.

### FORGE FAIR 2013 AS STARTING POINT

Jeff Jones had finally assembled a team of unmatched talent and it was time to put

the team into action! Forge Fair 2013 in March was a golden opportunity for Forging Equipment Solutions to shine with Hatebur and CEFI Induction Heating. Urs Tschudin (President and CEO) and Thomas Christoffel (Senior Manager Business Development) from Hatebur joined in to make the first Forge Fair for the new team a great success.

The newly assembled team of Forging Equipment Solutions is composed of people who are familiar with the market, the customers, and one another. With this kind of chemistry, it is no surprise that they are already enjoying success. Ohio Star Forge in Warren, Ohio, has purchased a new Hatebur AMP 70 hotformer through Forging Equipment Solutions. In addition, Forging Equipment Solutions, has sold a CEFI induction heater to supply hot steel to the newest Hatebur forging machine in Warren.

We at Hatebur wish Jeff Jones and the Forging Equipment Solutions team the very best of luck and every success!



## HATEBUR SWISS PRECISION – SELF-OWNED ASSEMBLY PLANT FOR SMALL AND MEDIUM-SIZED MACHINES

📄 Christian Bürgin 📷 Christine Steiner

**The latest Hatebur subsidiary is pursuing two goals: Unreserved commitment to the highest level of quality and the establishment of processes and sequences that are as lean and cost-effective as possible. A small and very experienced team of employees manufactures both Hotmatic and Coldmatic machines for Hatebur in Brugg.**

Decades before the introduction of lean production models, Hatebur had already decided to outsource actual machine manufacture and assembly to external companies. The consistent implementation of this idea was certainly responsible for a large part of the company's success.

When, however, it was revealed last autumn that one of the long-standing assembly partners would be closing its company, it became clear that a departure from the existing philosophy could also mean a great opportunity. This is because a self-owned assembly plant offers real advantages in

terms of assuring expertise, service-technician training and delivery-date optimization. However, a detailed analysis of the situation also showed that running a self-owned assembly plant can only be justified economically if extremely challenging budget targets are met. With this realization, the two cornerstones of the new Hatebur self-owned assembly plant were quickly identified:

- Unreserved commitment to the highest level of quality
- The establishment of processes and sequences that are as lean and cost-effective as possible







*The new subsidiary is responsible for operations from assembly through to packing the machines ready for transport.*

# HATEBUR<sup>®</sup>

## SWISS PRECISION

After a period of intensive preparation, it was then possible for the new assembly plant of Hatebur Swiss Precision AG to start working on 1 March 2013.

A small team of very experienced employees and a total floor area of approx. 1700 m<sup>2</sup> constituted the optimum conditions for assembling the small and medium-sized Hatebur presses. In addition to actually assembling the machines and providing the mechanical machining required, Hatebur Swiss Precision (HSP) also controls the goods-in check on parts which are delivered directly to the plant. Operations such as scraping frames and pressrams or installation work required for the electrical system, however, are allocated to subcontractors.

In choosing the name Hatebur Swiss Precision, the intention is to indicate a high standard of quality, but without losing sight of the company's challenging budget targets. This starts with the very lean design of the sequences involved in the flow of goods,

and ends with the services for accounting, human resources and IT which have been completely outsourced to the parent plant in Reinach.

The new Hatebur assembly plant for small and medium-sized machines makes an enduring contribution to assuring expertise and significantly increases flexibility in this keenly competitive market sector.

### FACTS AND FIGURES ABOUT HATEBUR SWISS PRECISION (HSP):

- Hatebur Swiss Precision AG is a wholly owned subsidiary of Hatebur Umformmaschinen AG
- At the site in Brugg (Switzerland), the following machines are assembled:
  - AKP 3–5/4–5/4–6S
  - AMP 20S/30S
  - HM 35/45



## TRADE FAIRS/EVENTS

### ACTIVITIES IN THE USA AT THE FORGE FAIR 2013

The Forge Fair 2013 show took place in the American town of Columbus, Ohio from 26 to 28 March 2013. Hatebur had a stand at the show which they shared with their US representative, Forging Equipment Solutions. During a presentation, the company was also able to show the Hotmatic and Coldmatic machines to the visitors in greater detail. Numerous conversations demonstrated the keen interest of representatives from the industry in Hatebur forging techniques. This success means that participation in Cleveland, Ohio in 2015 is already a done deal.



### SYMPOSIUM ON THE OCCASION OF THE METALLOOBRABOTKA EXHIBITION IN RUSSIA

The symposium on forming technology, which was jointly organized by Hatebur and their Russian representative, Ferrostaal, took place in Moscow for the second time. The theme of the one-day event during the Metalloobrabotka exhibition was "Machines and systems for the forming industry in practical application". We will be reporting on the symposium in detail in the next edition of Netshape.

### VISIT HATEBUR

#### ■ IN JAPAN

Our subsidiary Hatebur Japan K.K. will be attending the MF-Tokyo 2013 (Metal Forming & Fabricating Fair Tokyo) and have its own stand there from 24 to 27 July 2013. We look forward to being able to welcome our customers and interested parties from the Asian region at this relatively new trade fair.

#### ■ IN BRAZIL AND CHINA

Hatebur is taking part in the Senafor in Porto Alegre, Brazil where it will have its own stand.

In September, our subsidiary Hatebur (Shanghai) Technology Co., Ltd. will be represented with its own stand at the CFF (China Forge Fair) and at the CPFC (China Precision Forging Congress) in China.

We look forward to your visit at these events.