

NETSHAPE

Hatebur magazine for horizontal cold and hot forming – 1/2015



SONA BWL Group: Michael Kurtz (Head of Production) and Norbert Kotulla (CEO)

CEO'S VOICE

Dear Business Friends,

In this edition of the NETSHAPE magazine, we would like to provide you with technical information about our products and report on the organizational topics of the Hatebur Group.



This year, there have been two celebrations: On April 1st, Hatebur Metalforming Equipment Ltd. celebrated its 85-year anniversary and, on May 1st, 2015, our subsidiary in Japan, Hatebur Japan K.K., was proud to mark its 20-year anniversary. These historic occasions emphasize our continuity as a long-term and reliable collaborator for our business partners.

On April 20th/21st, 2015 we had the honor of welcoming our representatives and subsidiaries to an information event at our headquarters in Reinach.

And on a more personal note, I'd like to take this opportunity to inform you that I will be resigning from my position as CEO of the Hatebur Group. I have spent my entire working life at this company – nearly 40 years. I was given the opportunity to become a member of the Board of Management in 1988 and took control of the company as CEO in 2004. I am delighted that I will be able to continue to contribute to the successful future of Hatebur Metalforming Equipment Ltd. as a member of the Board of Directors.

It is with great pleasure that I introduce to you my successor as the new CEO (as of June 1st, 2015), Thomas Christoffel. He has been working at our company for over a decade now. Thomas Christoffel has the ideal background, both in terms of his training and his experience, needed to take on this huge task.

I wish him every success in his new role and I know that he can count on your support. Thank you, my dear business friends, for your many years of trust and excellent collaboration.

Urs Tschudin



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Sona AutoComp Germany GmbH: Michael Kurtz (Head of Production) and Norbert Kotulla (CEO).

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NEW MANAGEMENT, BUT CONTINUING TO BE A VALUABLE PARTNER

📄 Jürgen Fürst 📷 Marc Eggimann

Since 1st June 2015, Thomas Christoffel has been the new CEO at Hatebur Metalforming Equipment Ltd. The 42-year-old mechanical engineer and long-term member of the Sales team replaces Urs Tschudin, who is moving to the Board of Directors after 40 years of employment and 11 years at the top of this long-established company. By employing Thomas Christoffel in this role, Hatebur has again found an internal solution. Thomas Christoffel is a trained mechanic who studied to become an engineer with EMBA HSG, and he has been employed by the company since 1998. After first being employed in the area of technical customer service, this married father of two children switched to the area of sales in 2005, before taking over as manager of this area at the start of 2013. An enthusiastic sailor, he ensures that the culture of this family business continues seamlessly. With extensive experience of operating abroad and a vast array of customer contacts, Hatebur has always consistently focused on customer proximity and providing outstanding services. The three subsidiaries in Germany, Japan and China contribute equally to this, for example the rapidly growing offers in the area of innovative tool technology.

Read what those responsible have to say about this change in management:



Claudine Hatebur de Calderón

We are very happy that, with Urs Tschudin being replaced by Thomas Christoffel, we have found a new solution that guarantees not only a seamless transition, but also a continuation of our corporate

culture. Our traditional company, which was founded by my grandfather in 1930, offers innovative machines and systems in the field of forming technology, which promise maximum productivity and which have been in use for 30 years or more. It is important to our customers that they can rely on Hatebur for stable relationships and a contact partner that has many years of experience. In my role, I want to contribute to ensuring that our family business can act responsibly towards our employees and their families while also continuing to operate successfully on the global market as an independent and autonomous company.

This also includes a seamless change in the company's management, which represents organic growth, innovative solutions and proximity to markets and customers across the world.

I would like to thank Urs Tschudin for his 40 years of service at Hatebur. I'm not honoring the fact that he's leaving but rather his service and the tireless commitment that he showed right until the end of his time in the role. It is wonderful to know that his knowledge and experience will now be put to good use at a strategic level on the Board of Directors. We look forward to this collaboration.

I would like to wish Thomas Christoffel every success and happiness in his role as he initiates the right technical and innovative solutions for his employees as they face the challenges of the future.

We look forward to the seamless transition as the role of CEO changes hands.

*Claudine Hatebur de Calderón,
President of the Board of Directors at
Hatebur Metalforming Equipment Ltd.*

Thanks to this early internationalization, we at Hatebur have formed the basis for a successful future.

Former CEO at Hatebur, Urs Tschudin.



Urs Tschudin

After 40 years at Hatebur and the last eleven years being spent in a leading position as CEO, I am looking forward to passing on the management baton to Thomas Christoffel,

who was also my preferred candidate. He represents continuity in our most important core competencies. In addition to technical and innovative solutions, this also includes, in particular, active customer proximity and dealing well with foreign cultures. Internationalization in particular was one of the main challenges of the past that we encountered early on in Europe, USA and Asia. This results in the increasingly important aspect of being close to customers and their needs. In recent years, they could rely on Hatebur as a reliable and stable partner who was able to provide them with outstanding machines and systems to ensure maximum productivity and first-class services. And this will continue to be the case. I myself am looking forward to more free time and playing a supporting role from my position at the side of the President of our Board of Directors.



Thomas Christoffel

I am looking forward to this managerial role at Hatebur, a family business that is steeped in tradition and that operates in a technically demanding sector. In my 17 years of

working at Hatebur and many trips abroad, I have also experienced how important it is to be close to customers and to deal well with foreign cultures. To carry on with this core competency is something that I consider to be an important objective of my future work. I want to get all of our staff in Switzerland and abroad on board for this – with as much enthusiasm for today's technical challenges as for tomorrow's. I include in this, in particular, the big changes in energy generation and mobility. With the

I look forward to facing the challenges of the future with my team, and remaining a stable and valuable partner to our customers.

New CEO at Hatebur since June 2015, Thomas Christoffel.

right innovative, robust and reliable solutions for our customers and with the best tool technology and first-class services, we all want to contribute to ensuring that Hatebur, as an independent and autonomous family business, remains a valuable partner to our customers.



Claudine Hatebur de Calderón, Thomas Christoffel, Urs Tschudin.

50 YEARS IN PRODUCTION – WITH ONE OF THE FIRST HATEBUR AMP 70 MACHINES

📄 Thomas Heiber, SONA 📷 SONA, Hatebur

After 50 years in production, this Hatebur machine has already produced millions of parts for SONA BLW Präzisionsschmiede GmbH at their plant in Remscheid. But it will be a while yet before this machine is thrown on the scrap heap. Constant modernization and conversion work are guaranteeing the future production of mass-produced parts on this machine.

The SONA BLW Group is a global leader in precision forging with sites on three continents. Around 2000 employees at six plants in Germany, the USA and India manufacture precision-forged gear and axle components as well as heavy-duty truck parts. The Group's customers include leading manufacturers of cars, trucks and special-purpose vehicles as well as axle manufacturers. The SONA BLW GROUP was formed in 2008 as a result of a merger between what was previously ThyssenKrupp Präzisionsschmiede GmbH and SONA Okegawa Precision Forgings Ltd.

Hatebur's AMP 70 machine started its successful history when it was commissioned on July 23rd, 1963. With an output of 1200 tons, the machine was the largest of its kind at that time. Built in 1964, it went into operation in 1965. The investment of four million German Marks – a staggering amount in those days – ensured the long-term reliability of the gear wheel product group for well-known manufacturers of gears at the Remscheid site.

The machine's 165-ton weight and extremely large dimensions were features that had to be given consideration with regard to transportation and commissioning. As it was so heavy, the transportation route plans had to be adapted in line with the tracks of the German national railway.

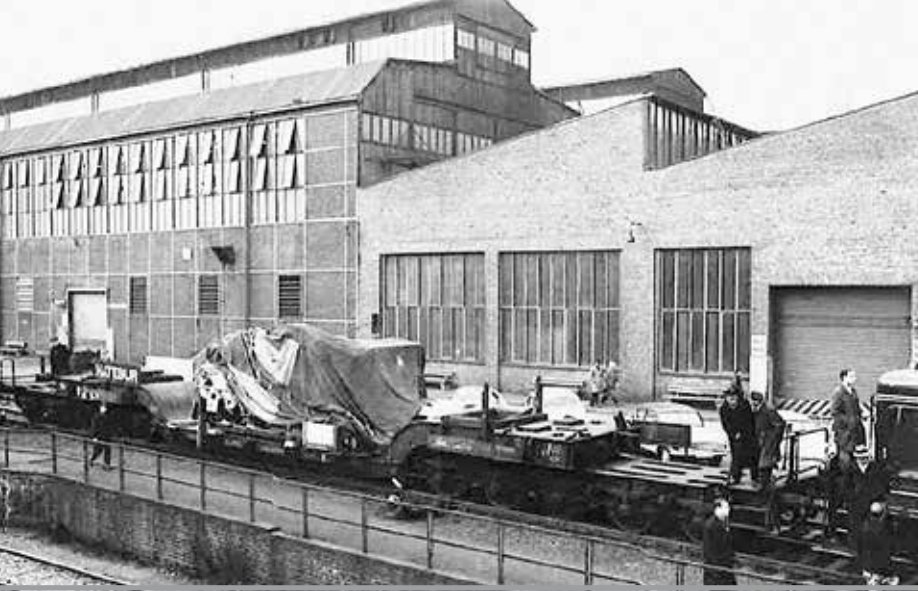
The Hatebur AMP 70, which was put into production in Remscheid, was the first of

its kind, so it is therefore hardly surprising that some additional engineering work was needed when starting up the machine to successfully get it ready for production. The close collaboration between the engineers

“OUR HATEBUR PRODUCTION FACILITY HAS PLAYED AN IMPORTANT PART IN THE COMPANY'S SUCCESS AND IS CENTRAL TO THE CONTINUED POSITIVE DEVELOPMENT OF THE SONA GROUP.”

NORBERT KOTULLA, CEO





and technical specialists at the Remscheid plant and the Hatebur team was the key to eradicating any teething problems which arose.

The machine has now produced over 600 million parts and will continue to manufacture parts for some time yet. This success story is guaranteed by close networking between the teams at Hatebur and SONA Remscheid. The integration of the latest Hatebur control unit is the most recent example of the continuous modernization and overhaul work which has kept



A conveyor belt several meters long transports the hot parts.

the machine abreast of the latest technology over the years.

The basic mechanical components of the machine which was originally supplied are still in operation and include the crank shaft, coupling, brake, pressram, driveshafts and ejector.

Between going into production in 1965 and the beginning of the 1970s, Hatebur made various changes to the existing assemblies. These included improvements relating to the drive, connecting rod, intermediate gear support and lubrication.

Over the years that followed, the machine underwent continuous modernization and annual maintenance work at fixed intervals. During these overhaul periods, various modernization and conversion work was carried out on the machine and its assemblies and on the entire lubrication system. The major modernization work performed in 1986 when the coolant system was adapted to the necessary requirements of Hatebur's extended production output, and the technological conversion of the heater to induction heating made the machine even more competitive. The joint planning of this modernization work and the commitment of the Hatebur team have and still do play an important part in the machine's success.

And despite the fact that the Hatebur machine has been in service at the Remscheid plant longer than most, it is still far from being obsolete. Its versatility of use for forged mass-produced products make it a key to the success of the company's latest developments. Its high level of availability and universal design continually provide the experts at SONA with new ways in which they can extend their product range. The engineers at SONA are currently working on combining classic standard forged parts with the benefits of Hatebur production processes through re-engineering. The top priority for this engineering work is to further extend the company's leadership in



Stefan Görisch checks the current settings for the next production run at the control panel itself.



The AMP 70 team from left to right: Bernd Jonas (Hatebur machine supervisor), Stefan Schäfer-Kuhl (head of Technical Service), Michael Meier (machine operator), Stefan Görisch (press operator), Stephan Güntzel (tool preparation)



Current product range of the SONA BLW Group at the Hatebur production facility.

the area of special applications in engines and gears, as well as in special machine construction. In addition, combining new processes and production processes in the area of forging has resulted in new applications and interesting development projects for Hatebur's forging activities. These are exciting times and the new applications will ensure the continuation of this success story.

THE HATEBUR SALES TEAM – ON THE FRONTLINE

📄 Christine Steiner, Thomas Christoffel 📷 Marc Eggmann

It could be said that the internationally oriented Sales team has the world in its hands. Dedicated to current and prospective customers worldwide, the team in Reinach is actively supported by the subsidiaries and representatives on site in order to eliminate any language or cultural barriers from the outset.



From left to right: Steve Bloch, Christine Steiner, Esther Etter, Norbert Joehl, Adela Vulcan, Klaus Schreiner, Thomas Christoffel, Marc-Alain Meyer.

The team led by Thomas Christoffel comprises five sales representatives, two assistants and a marketing assistant. Klaus Schreiner, Steve Bloch, Norbert Joehl, Marc-Alain Meyer and Achim Pracejus meet current and prospective customers from all over the world during regular trips and trade fair events.

Their reliable cooperation with the local subsidiaries and representatives is a key factor in enabling the team to provide current and prospective customers with a competent service.

Support by internal specialists is equally as important. This is where Hatebur really stands out from the competition at those crucial moments. The two assistants, Esther Etter and Adela Vulcan, also help the sales managers during all occasions of personal contact.

Christine Steiner is responsible for all marketing activities, e.g. participation in trade fairs, the website, brochures, advertisements and the Netshape magazine. The HATEBUR brand is thereby promoted by means of various measures.

HATEBUR JAPAN K.K. – TWENTIETH ANNIVERSARY

📄 Marc-Alain Meyer 📷 Hatebur

Hatebur Japan K.K. was founded on February 9th, 1995. Hatebur had been represented since 1964 by Kaigai Tsusho K.K. and subsequently, from 1989, by COSA Liebermann K.K. Twenty years later, Hatebur Japan K.K., operates from its office located in Tokyo. Hatebur has a strong and constant partnership with Mitsubishi Technos Corp. for sales and Sanei for after sales service.

The first Hatebur machine shipped “to the Land of the Rising Sun” was a Hatebur Polimatic PKE10, delivered in 1959 to a company located near Nagoya. One year later, the first Hatebur Hotmatic arrived in Japan. This was an AMP 30-2, which was installed to produce hot-formed Hex Nuts.

Later on, Hatebur delivered machines to most of the well-known Japanese car manufacturers, to their suppliers, but also to the bearing and fastener industries. In total, more than 100 Hatebur Hotmatic and Coldmatic machines have been installed and successfully operated in Japan.

Today Hatebur Japan K.K. is active mainly in sales and services:

- The sales team works on new projects and pays regular visits across Japan.

- The after sales team carries out preventive maintenance and repair work on site for customers.

Engineers and technicians travel frequently from Switzerland, but also from China, to support our team in Japan. We refresh our customer’s know-how thanks to tool training sessions. This summer, Hatebur Japan K.K. will exhibit at the MF-Tokyo 2015 (July 15th – 18th).

On May 1st, 2015 Hatebur Japan KK celebrated 20 years of operation. All the people involved enjoyed a celebration in Tokyo city. This meant an opportunity for a short break in daily activities. Old memories were shared and experiences recalled by the different generations of active and retired team members.



The team in 1995, from left to right: Norikazu Kitabatake, Hiromichi Kawase, Yoko Watanabe, Urs Tschudin



From left to right: Loris Bernardini, Minori Furuhata (Operator from Matsubishi Metal Industry Co., Ltd.), Seiji Miyata.



From left to right: Kazumasa Ohyama, Rie Ishikawa, Iwao Hoshi.



From left to right: Bernhard Mutter, Hiroshi Kawamura.

CORPORATE HISTORY

1964: Agent agreement for the business in Japan was signed between Kaigai Tsusho K.K. and Hatebur Metalforming Equipment Ltd.

1984: The first AKP 4-5 was installed and commissioned in Japan.

1989: The agent agreement was transferred to COSA Liebermann K.K. which acquired Kaigai Tsusho K.K.

1991: AKP 4-5 production demonstration at a customer site in Japan

1995: The subsidiary company, Hatebur Japan K.K., was established at Kanda Izumi-cho in Tokyo. Mr. Tschudin, previously the President, Mr. Kawase, the first managing director, and his associates Mr. Kitabatake and Ms. Watanabe, inaugurated the company. A cooperation agreement was decided on with Mr. Kaiya (Kaitsu Limited) to cover the Aichi area.

1997: An AMP 70 XL was delivered for the production of automotive parts.

1998: The first expatriate engineer from Hatebur AG was stationed in Japan.

2001: The first AKP 4-5 equipped with an induction system to preheat the wire was supplied to the Aichi area.

2004: The office was relocated for the second time to the current address at Iwamoto-cho in Tokyo (Akihabara district). An AMP 50 XL was delivered.

2005: The first AKP 4-6 S No. 1 was delivered to a Japanese customer.

2008: The first AKP 5-5 was delivered in Japan.

2010: The first Hatebur Hotmatic HM 35 was delivered to a Japanese customer.

2011: The first on-site machining operation was carried out for machine overhaul and upgrade purposes.

2012: ATES Limited took over from Kaitsu Limited for customers located in the Aichi area.

2015: On May 1st, celebration of Hatebur Japan's 20th anniversary.

THE MEMBERS OF HATEBUR JAPAN K.K.

Urs Tschudin, President

Hiroshi Kawamura, Service manager

Reinhard Bühner, Director, coordinates activities in Asia.

Seiji Miyata, Sales engineer

Kazu Ohyama, joined the team in 2014 as an advisor.

Martin Fassbender, After sales manager

Iwao Hoshi, Sales and order processing.

Rie Ishikawa, Administrative assistant

Marc-Alain Meyer, Sales manager

Takamitsu Araki & Yoshihito Sakurai, ATES Co. for the Aichi area



Group photo of former and current employees of Hatebur Japan K.K. at the anniversary celebrations on May 1st, 2015

HATEBUR SWISS PRECISION – 12 MACHINES HAVE ALREADY LEFT THE ASSEMBLY PLANT

📄 Christian Bürgin 📷 Hatebur

Since the new assembly plant opened in spring 2013, 12 machines have already been delivered to customers on time and in the level of quality for which Hatebur is well-known. The array of assembled machines covers nearly the entire Coldmatic range, including the new CM 4-5^{ECO}, as well as the Hotmatic models AMP 20 S, 30 S and HM 35.

Due to the sound order situation, it has been possible to increase the capacity of the assembly team slightly since the company was founded – today around 13,000 man

hours/year are available for assembly, quality assurance and logistics. If required, qualified external resources can also be called on at short notice to support the team.

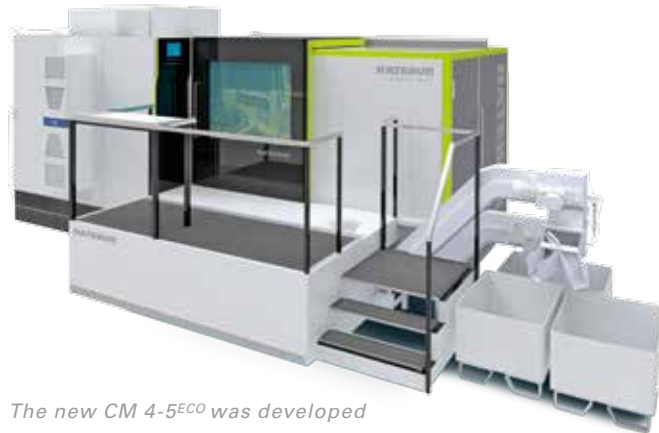


The HM 35 has been assembled in Brugg for a number of years now.

The assembly plant will also continue to focus on mechanical assembly in the future. The scraping of machines and electrical installation are bought in from partner companies as a service.

Outsourcing various administrative services to headquarters has proven to be successful and ensures a streamlined plant in which operations are reduced to the core process.

The anticipated synergies between the Hatebur headquarters and Hatebur Swiss Precision have already been used several times to the benefit of both sides. For example, various simplifications in the assembly process have already been implemented and new assembly knowledge has, in turn, been incorporated into the further development of Hatebur machines. Most recently, this close collaboration has also had an extremely positive and noticeable impact on the development and launch of the CM 4-5^{ECO} for both parties.



The new CM 4-5^{ECO} was developed and built in Brugg from the outset. HSP employees are now assembling the third machine.

The provision of the parts needed for assembly accounts for a considerable portion of a machine's manufacturing costs. This process is therefore also being optimized. We achieved the first step in this direction with the introduction of an extensive kanban store for standard parts.



The kanban system is designed to control the value-added chain so that it is as cost-efficient as possible.

Over 650 different standard parts in the categories of fasteners (screws, nuts, pins, etc.), hydraulic screwed connections and electrical installation material are made available for assembly by an external service provider from the kanban store.

One important reason why we decided to invest in our own assembly plant was the desire to have a broader basis of assembly knowledge at the headquarters. This has already been promoted through staff exchanges and prospective service techni-

cians or apprentices have been trained and given further instruction at the assembly plant.

Our initial experiences gained from the two years in which the assembly plant has been in operation are therefore extremely positive. We got off to a very smooth start thanks to the wealth of experience that the on-site team already had. In the next phase, it is now crucial that we consolidate and further optimize the processes which have been introduced.

The assembly team gathered around the team leader Erwin Wernli (far right), from left to right: Donato Vodola, Hans Stammbach, Nicola Bianco, Jens Jakisch, Josef Weiss, Hans Büchi, Christian Haefeli.



THE NEW AMP 50-9 – THE ROLLER BEARING PROFESSIONAL THAT CAN DO EVEN MORE

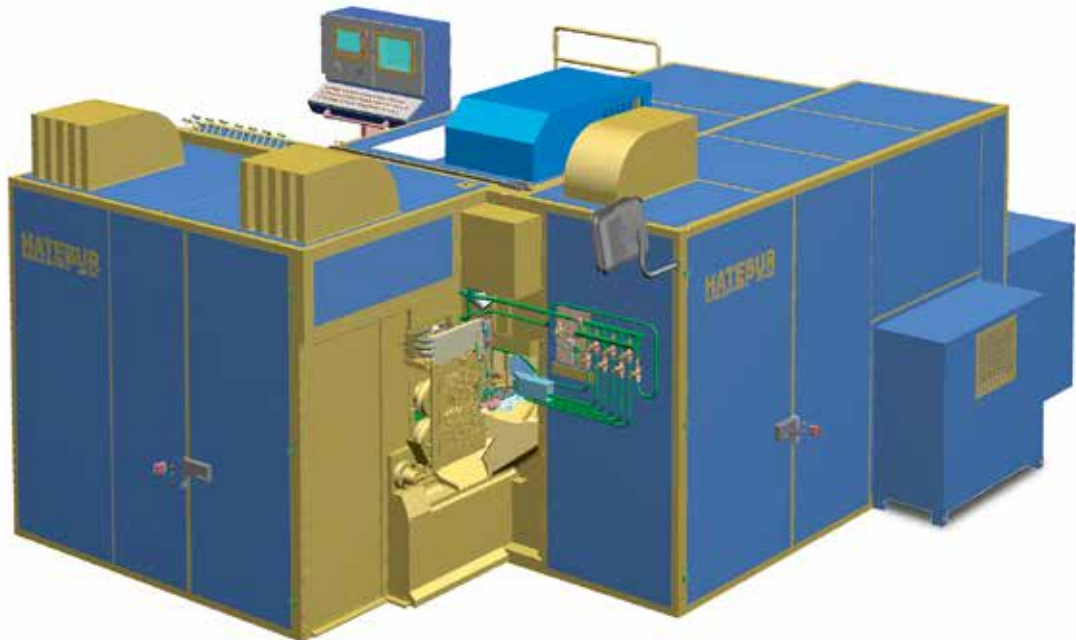
📄 Christoph Pergher 📷 Hatebur

In its most recent development stage, the now tried and tested AMP 50 has been made even more powerful. With a total press load of 9000 kN, the new AMP 50-9 offers a full 1000 kN more press capacity. The additional forming force means its use is even more versatile and that it provides even greater flexibility in all ranges of parts with exactly the same high level of output.

With a focus on maximum customer benefits, Hatebur has continually enhanced the robust and highly productive AMP 50 “workhorse” over the past few years. For example, the operating concept has been purposefully revised and the machine operator’s workstation has been extended to become an efficient command center thanks to the consolidation of various information and input systems. A modern operator guidance system in which commands are entered via a touchscreen and the visualiza-

tion of important process steps and key production figures now provide a sophisticated base for economic production.

Technical solutions such as a bar feed which is driven locally by a servo axle have already proven their worth in the environment of tough day-to-day production on a great many machines and, in combination with the ESA 600 (electronic bar end eliminator), have resulted in better process reliability as well as material and energy cost savings.



Thanks to the high total press load of 9000 kN, the Hotmatic AMP 50-9 (shown here with noise abatement cabin) is even more versatile and offers greater flexibility in all part ranges.

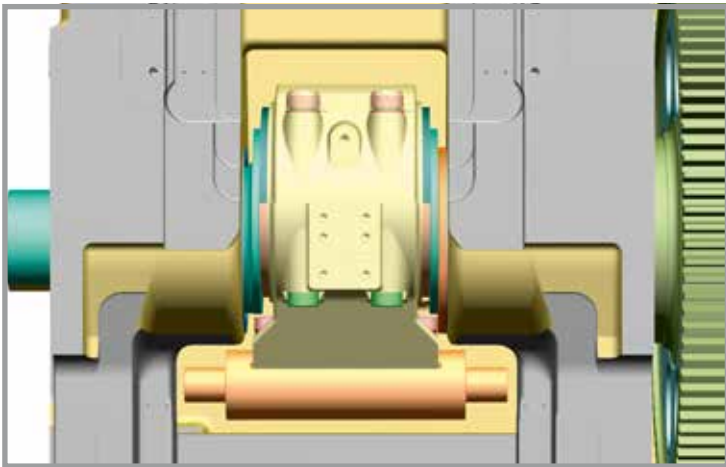
There have also been a number of changes in relation to ease of maintenance and maintenance costs. Ideas and suggestions from customers or the experience reports of our service technicians are often the starting point for improvements. Examples include greatly facilitating access to the drive of the part transfer system and therefore making it easier to carry out maintenance work on this central functional unit.

MORE MUSCLE FOR NEW AND OLD CHALLENGES

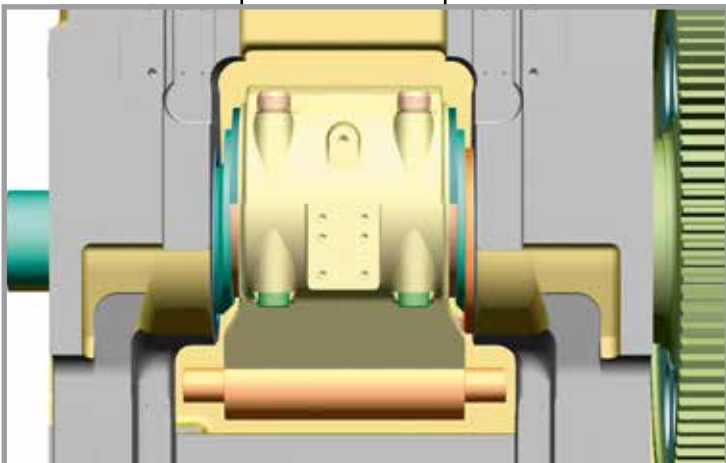
In the latest development stage, particular attention was paid to extending the range of forged parts and to the cost-effective production of roller bearings in the combi-

nation ring process. When the AMP 50-9 “flexes its muscles”, it becomes an even more versatile forming machine for universal use which provides a means of production for a wide range of processes.

The increase in forming force has been smoothly integrated into the overall concept through specific optimizations to the press body and widening the crank drive by 36%. This has the major advantage of guaranteeing tool compatibility with existing machines. With the exception of the first forming station, all existing tools can be fully used with the new machines in all cases.



AMP 50-9 = + 36%



The widening of the crank drive by 36% and specific optimizations to the press bodies produce a higher forming force.

TWO BEARING RINGS FORMED FROM ONE CUT-OFF

The combination ring process has a long tradition at Hatebur and, with the introduction of the Hotmatic® HM 35, has once again undergone considerable further development in terms of process reliability and simple tool design. In this sequence of operation, the combination ring is fully drawn out in the first two stations, the hole is punched in the third station and the inner and outer rings are separated in the fourth.

INDIVIDUAL SOLUTIONS FOR MATERIAL FLOW AND PLANT LAYOUT

Solutions optimally tailored to customer requirements for material flow and plant layout have always featured strongly in Hatebur's range of services and can also be seen on the AMP 50-9. Thus the tried and tested solutions of the standard layouts were optimized in terms of floor space and the proposed conveying concepts made even more robust.



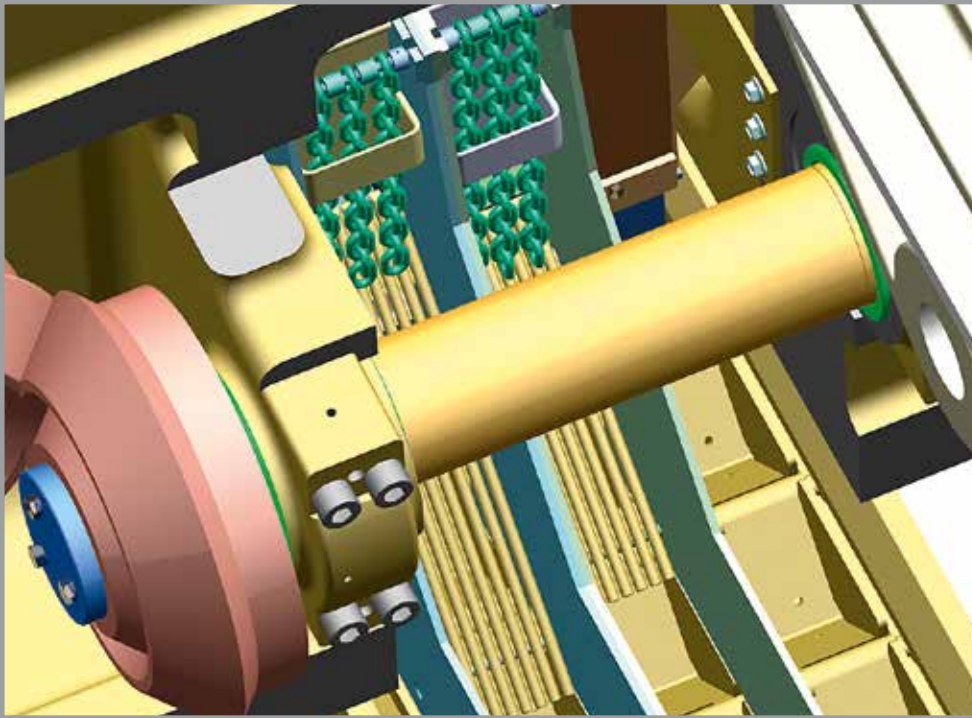
New sequence of operations for the production of combination rings on the AMP 50-9.

After separation, the inner ring is slotted by the tool packet on the die side, while the outer ring is stripped off on a plate. This means that the two good parts are reliably separated and gently discharged from the machine.

This sequence of operation has proven itself a million times over since it was introduced and has now consequently been applied to the AMP 50-9. The widened crank drive supports the pressload per station directly on the crank shaft and thus optimally supports this process in combination with the larger tool holders in the first station.

For particularly demanding forged parts, new output variants with significantly gentler parts handling are provided as an option.

The first AMP 50-9 has already been sold. The first customer, an experienced operator of various forming machines made by Hatebur, has already been won over by the all-round total package and clear added value.



The outer and inner ring, as well as the punching slugs, are fully separated and reliably discharged on their own conveyor belts.

FORGED PART DIMENSIONS AND TECHNICAL DATA

		AMP 50-9	AMP 50-9 HFE
Number of forming stations		4	4
Max. motor output	kW	170	220
Max. bar diameter	mm	28–55	28–55
Bar length	mm	8000	8000
Cut-off length	mm	32–110	32–110
Initial weight	g	170–2000	170–2000
Max. outer diameter for round parts	mm	108	108
Max. diameter for combination rings (punching/separating)	mm	100	100
Forged part height	mm	up to 65	up to 100
Total press load	kN	9000	9000
Weight (with motor and electrical cabinet)	t	84	84

MEETING OF REPRESENTATIVES IN SWITZERLAND – LOOKING BACK AT AN EXCITING WEEK

📄 Christine Steiner, Thomas Christoffel 📷 Marc Eggmann

What new developments is Hatebur working on? Which markets are experiencing upward trends and which downward trends? Which customer requirements have been increasingly expressed over the past few months? These and similar questions were discussed by over 30 Hatebur representatives from outside Switzerland and the Swiss specialists in Reinach.



The representatives from more than 16 countries and the participants from Hatebur get to know each other face-to-face during the representative event and establish new contacts.

From April 20th to 21st, 2015 a meeting of global representatives took place at the headquarters in Reinach/Switzerland, followed by a three-day training course. The 25 most important country representatives followed the presentations on Hatebur's in-house developments and learned about the various sales markets.

Numerous Hatebur specialists reported on improvements, additions to ranges and plans for the next few years. This involved dealing with individual topics in depth and pointing out new opportunities. The markets in Brazil, China, Germany, India, Japan, South Korea, Turkey and the USA were presented in detail by those representatives present. These countries already have a large number of Hatebur machines, some of which have been in use for a long time. Service and support also play a major role at these locations.

During the breaks and over lunch together, the participants took the opportunity to exchange experiences with their colleagues. In the afternoon, the participants were given the chance to visit the training and test center in Reinach.

On Monday evening, an excursion with Basel's Oldtimer Tram was arranged as a welcome diversion. The guests from all over the world learned a little bit about the city and were given the chance to talk about the collaboration and ongoing projects over a glass of wine during the leisurely ride. The

first day concluded with an evening meal all together.

The second day was used for more presentations and group work. The afternoon featured a visit to the Hatebur Swiss Precision assembly plant in Brugg. For two years now, the Hatebur subsidiary has assembled the small and medium-sized presses for customers all over the world as a profit center. The visitors had the chance to see a number of machines in operation.

The two-day main event was followed by three training days at the Reinach plant. These training sessions were used by the new representatives and employees from the different countries in particular to thoroughly get to know all about hot and cold forming on Hatebur machines and to find out information and details about the machines first hand.

This training event takes place at irregular intervals and enables the representatives to strengthen their relations within the large Hatebur family on each such occasion. The response to this intensive week in Switzerland was extremely positive – all those who attended returned to their home country with fresh motivation and equipped with a great deal of additional information.



The practical explanations provided during the plant tour were met with considerable interest and the detail provided in the simulation presentations fascinated those in attendance.



The representatives from Australia and South Korea followed the explanations provided by Domenik Sattler (from left to right) on the Coldmatic AKP 4-6 with great enthusiasm.



TRADE FAIRS/EVENTS

ACTIVITIES IN INDIA

The IMTEX trade fair was held in Bangalore/India from January 22nd to 28th, 2015. Hatebur was actively represented by its representative Chrystec at the trade fair, greeting customers, partners and other interested parties at the company's stand.

ACTIVITIES IN THE USA

The FORGE FAIR took place from April 14th to 16th, 2015 in Ohio, USA. The US representative, Forging Equipment Solutions, once again shared the stand with Hatebur and exhibited the Coldmatic CM 4-5^{ECO} along with other machines from Switzerland.

ACTIVITIES IN KOREA

SQ Tech Corporation represented Hatebur at the SIMTOS trade fair in Korea, as it does every year. With 10 years of experience in working with Hatebur, it was able to competently advise customers and other interested parties.

ACTIVITIES IN RUSSIA

The 3rd Metalforming Symposium Russia, organized by Hatebur and Ferrostaal, took place during the METALLOBRABOTKA trade fair in Moscow (May 26th to 29th, 2015). Read more about this exciting event in the next edition of Netshape. Hatebur, together with its Russian representative Ferrostaal, had its own stand at the trade fair and provided information on cold and hotformers to customers and interested parties.

SUPPLIER AWARD 2014

Andritz Hydro AG received the Hatebur Supplier Award 2014 in April for its reliable and high-quality service during 2014.



VISIT HATEBUR

■ IN JAPAN

From July 15th to 18th, 2015, our subsidiary Hatebur K.K. will be taking part in the MF Tokyo trade fair which is held every two years.

■ IN CHINA

The China Forge Fair (CFF) is taking place in China from September 16th to 19th. The Hatebur subsidiary (Shanghai) Technology Co. Ltd. will once again welcome important decision makers from the Asian forming industry to its own stand.

■ IN BRAZIL

At the 35th SENAFOR conference in Brazil (October 7th to 9th), the Hatebur representative Eins Soluções em Engenharia will explain the forming systems from Switzerland and provide information on cold and hotformers.

■ IN THAILAND

The new Hatebur representative, Munger Machine Tools, will welcome visitors to a shared stand during the METALEX trade fair from November 19th to 22nd, 2015.

We look forward to having the honor of welcoming you to our stand during these trade fairs.