

NETSHAPE

Hatebur magazine for horizontal cold and hot forming – 2/2015



Setforge (Farinia Group), France, from left to right:
Vincent Thinus (Plant Manager), Sébastien Burelli (Manager Setforge Outillages et Services),
Alain Gasse (Technical Service Manager)

CEO'S VOICE

Dear Business Friends,

It is a real pleasure to be able to introduce the new edition of Netshape for the first time in my new role as CEO.



2015 began with a currency shock for us on January 15th 2015, when the Swiss National Bank abandoned its cap on the value of the Swiss franc against the euro. Our currency rose at an unparalleled rate, creating an environment that is still providing plenty of challenges today and will certainly continue to do so in the future. This situation calls for exceptional measures, which I am pleased to say that we have already set in motion and will press ahead with over the coming year.

I am delighted to present the following fascinating reports that feature in this edition of Netshape: For example, we meet Setforge, a French company operating on an international scale, who installed a new AMP 50 with fully integrated peripherals in 2014. Hatebur Umformmaschinen AG is celebrating its 85th anniversary in 2015. We take a look back at the exciting period from 1930 to today. In the report "A first step towards Industry 4.0", we cast our gaze forward into the future. Last but not least, I am thrilled to introduce you to our newest subsidiary: Hatebur Metalforming Technology in Shanghai. Within a very short period of time, a passionate joint effort on-site was able to construct a new production facility for forming tools. We are very proud of this modern enterprise; the tools are manufactured in-house in accordance with Swiss quality standards and processes at every stage of production. We are planning to use the local cost structures in our and in your best interests – and the first step is ensuring that our local customers in China are supplied. I will have further reports on how the situation develops in due course.

We hope you enjoy reading our new customer magazine and wish you all the best for the holiday season and the new year.

Thomas Christoffel
CEO

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France

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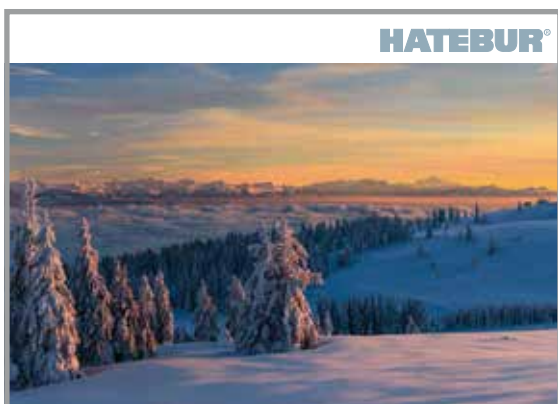
© by Hatebur Umformmaschinen AG, 2015



NEW REPRESENTATIVE IN ARGENTINA – MOLINARI S.A.

Molinari S.A. has taken over the representation of Hatebur's cold and hotformers in Argentina. We are pleased to have found able professionals in Messrs Molinari and Papandrea, who we can trust to look after our business in the South American market, and we are confident that they will be up to the task of providing expert care to customers and interested parties locally. The company's contact details are as follows:

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WALL CALENDAR – NEW PICTURES FROM SWITZERLAND

Discover a little of what makes Switzerland special with this new wall calendar from Hatebur. Let us take you on a beautiful journey through the year via the Chalandamarz (when we drive out the Winter and wake up the Spring), a traditional cattle drive and a stagecoach ride over the Gotthard Pass. The calendars will either be distributed by our representatives or mailed directly. Not receiving a calendar but would be interested in one? Please get in touch with us!

PEACEFUL HOLIDAYS AND AN EXCITING NEW YEAR – ALL THE BEST FOR 2016

We wish you a peaceful and contemplative holiday period and we are looking forward to working with you on various projects in 2016. We hope you have a great start to the new year and that 2016 brings you every success.



AMP 50 XL BEST IN CLASS MACHINE – CHALLENGING TARGET IS 16 MILLION PARTS PER YEAR

 Marc-Alain Meyer  Setforge

Production with the new AMP 50 XL started in 2014 in order to replace an old machine, which had produced more than 200 million parts. The hotformer should reach 16 million parts in 2016. Setforge relies on the mechanical expertise and the reliable equipment of Hatebur. This cooperation started back in 1983 with the purchase of the first Hatebur Hotmatic AMP 50.

When was the Farinia Group founded and how is it structured?

Thierry Chazot (Setforge COO): Founded in 2002, Farinia Group is an industrial group specialized in material transformation and

«A fully integrated production line, from bar storage to packaging, not forgetting the finished parts warehouse.»

Thierry Chazot, COO

metal working for the production of high quality components according to several techniques. For nearly 15 years, the group has been delivering innovative components to a wide range of customers from the automotive, aerospace, energy, defense, public works and handling equipment industries, amongst others.

Farinia Group's core businesses comprise four major activities: forging (Setforge), casting (FMGC), additive manufacturing (Spartacus 3D) and machining.

Setforge, the French forging leader and one of the most important world suppliers of forged components, consists of nine companies in France and a joint venture in

India. Each of them is specialized in different manufacturing techniques. Setforge portfolio spans across cold forging, hot forging and warm forging, not to mention a wide range of finishing operations.

FMCG positions the group as the European leader in gray cast iron counterweight production. The foundry supplies many industries with high-quality counterweights and ballast solutions. The capacity and the experienced workforce of FMGC allow the company to explore new markets such as the marine renewable energy sector. The company has recently launched two brand new products – gray cast iron ballast for gravity-based tidal turbine foundations, and shells with an integrated ballast function for submarine cable protection.

Several machining workshops are located throughout the various Group production units.

Farinia Group pursues an investment and startup development policy. Spartacus3D is paving the way for the group to begin a new major activity: Additive Manufacturing. Spartacus3D has already shown promising results in this emerging market and attracted the attention of AEQUUS. The global player in the aerospace manufacturing supply chain has made a minority equity investment in the additive manufacturing company.



Setforge



View from the start of the forging line with the bar rack and the heater (picture taken during machine installation).

How many people work for the Farinia group worldwide?

TC: Approximately 1 250 employees.

What are the annual sales of Farinia?

TC: In 2013/2014 Farinia generated sales of 262,4 M€.

What are the activities within Setforge?

TC: Setforge Engineering is the research and technical development division (R&D) of Setforge. A team of experienced engineers develops new forging technologies

and co-designs or re-designs innovative solutions. Setforge Engineering represents a strong commitment to technological progress.

To which countries does Farinia deliver the manufactured products? And for which markets?

TC: Countries: Europe mainly (85%), Asia and North & South America.
Markets: Automotive, Aerospace, Agriculture, Off highway, Material Handling, Trucks, Energy and Renewables, Oil & Gas, Railway, Defense, Shipbuilding.

Who are Farinia's main customers?

TC: All the major players in Europe in the different business fields are covered by Farinia.

Where is the Setforge Hot Formers factory located?

TC: At Hagondange, approx. 3 hours from Paris in the east of France.

In which year was the Hagondange location founded?

TC: The Hagondange location is the result



Large operator platform (picture made during machine installation).



of the RSA policy introduced in 1952 to group all its forging activities in one location.

When was Setforge Hot Formers integrated into the Farinia group?

TC: In 2011, supported by Bpifrance (FMEA), Setforge (Farinia Group) acquired Safe Automotive (Hagondange) and splitted the structure into two technology-oriented companies: Setforge Hot Formers (specialized in hot forging) and Setforge Near Net (in cold and warm forging).

How many machines are installed at

Setforge Hot Formers?

TC: Four horizontal forging hot formers plus a ring rolling mill. The range covers diameters from 40 mm up to 220 mm.

When did Setforge Hot formers start to use Hatebur machines? What was the first machine?

TC: In 1983 with the first AMP 50.

When was the newest machine, the AMP 50 XL, installed? How is this forging line organized?

TC: The machine was homologated in 2013 and production started in 2014. The forging line is actually a fully integrated production line, from bar storage to packaging, not forgetting the finished parts warehouse

Why did you buy this new Hatebur machine?

TC: It was to replace an old machine that had produced more than 200 million parts.

What were the biggest challenges in this project?

TC: The project lead time was tight, and the real challenge was to integrate every step of the process into the production line.

What does Setforge appreciate the most by using Hatebur machine?

TC: Hatebur is well known for its mechanical expertise and equipment reliability. Besides, we we could rely on its design offices to provide excellent service and assistance for the ramp up of this best in class machine.

When it comes to the products, what kind of parts are manufactured on this machine?



The project team in front of the noise abatement cabin.

TC: Gears, precision gears, automotive gearboxes, non-axisymmetrical parts and special components.

How many shifts per week is the Hatebur machine in production? How many parts are currently produced on the machine per month?

TC: Three shifts, five days a week. Production is currently 350 000 – 400 000 parts per week.

Approximately how many parts do you expect to produce on the Hatebur AMP 50 XL machine in 2016?

TC: Our challenging target is to reach 16 million parts in the year 2016.

How do you develop new products on the machine? How are you organized?

TC: Setforge Hot Formers, like every company within Setforge, has its own design office to develop new items with state-of-the-art software and technical design tools. In addition, Setforge Engineering company can support any unconventional development that might be required, either by the customers or design engineers of Setforge. Every development is managed at project management level.



View from the end of the forging line.

How do you see the future for Setforge Hot Formers and horizontal hot forming in general?

TC: Setforge Hot Formers is developing its activity and customer portfolio, focusing more and more on technical and value added components. As its business involves high serial parts for the automotive industry, horizontal hot forming is the obvious solution. These machines still have to gain more power and precision, with more workstations to forge complex shaped components.

LASTING MACHINES AND AN ENDURING COMPANY – HATEBUR IS TURNING 85

📄 Jürgen Fürst 📷 Hatebur

HATEBUR is one of the world's finest manufacturers of horizontal cold and hot forming machines. The venture that began in 1930 with the invention of the revolutionary turret-type hot forging press has developed into a valued partner for numerous forging manufacturers around the world. The family enterprise behind the Hatebur name has been a part of this industry for three generations.

When Hatebur celebrates its 85th anniversary since it was founded this year, it may be surprising for some to see how young the company still is. This is because this pioneering Swiss family with its technology for horizontal cold and hot forming feels like it has been a part of modern forging technology forever. Indeed, the often revolutionary inventions of our founder not only accompanied the development of mechanical massive forming technology from the beginning, but also had a substantial influence

type AMP 70 – has been working without complaint for 50 years(!) manufacturing gear-wheels for transmission systems for one of our customers. Although old on the outside, the newest and most innovative technology can be found on the inside. This example is also true to Hatebur's talent for providing solid performance without standing in the foreground. But one thing at a time.

In April 1930, when the 36 year-old Fritz Bernhard Hatebur went into business for



Hatebur headquarters in Reinach, without an administrative building at the time.

on it. His story also demonstrates the fact that innovations do not always have to be introduced with a slick marketing campaign and chic packaging. For instance, one of the very first 1200-ton hot forming machines – a

himself in the German city of Neuss, it was not immediately obvious that his undertaking would go on to become one of the world's technological and market leaders. Nevertheless, its direction was clear from



In December 1960, the German firm Neumayer received a Hotmatic AMP 30 from Hatebur.

the start: The founder of the company busied himself with building and developing machines and processes for chipless solid forming. Drawing on his studies and long practical career working with various firms in the machine and bolt industries across Germany and the Netherlands, this engineer went on to develop the first automatic turret-type hot forging press. This piece of equipment enabled 6000 individual M20 nuts to be manufactured per hour from long steel rods that were automatically fed into the system. This enormous advance made the work of operators substantially easier and freed them from the strenuous task of feeding in the rods by hand. Fritz B. Hatebur was to receive his first patent for this revolutionary development.

In the turbulent period before the outbreak of the Second World War in Germany, Fritz Hatebur chose to move his family and his enterprise to Basel, in Switzerland. At customs he had to have all his technical drawings and documents destroyed as he could not afford to pay the customs duty. But rather than disrupting Hatebur's drive, this only spurred him on. The resourceful engineer developed an innovative new cold forming process by way of the PKE 10 pre-forming press and the semi-automatic PKZ 1 post-forming press, and it quickly took off. This new technology was part of the growing orientation towards foreign trade, still important today, that was starting in Switzerland at the time. Two automatic cold punching presses for nut production were supplied to Sweden, for example. Customers also came from Germany, France, Poland, the former Yugoslavia and Egypt, while two semi-automatic trimming machines for M10 and M16 bolts – personally developed by Hatebur as well – went

to Belgium and France. However, the rest of the world was not just interested in the machines themselves – it was also interested in the technology. Fritz B. Hatebur was even personally invited on an eight week-long lecture tour through Turkey by Kemal Atatürk.

Even the Second World War did little to slow the ingenuity behind the company, despite demand for Hatebur's forming



An AMP 70 with a 1200-ton press capacity is delivered to FAG in Germany. Transporting large machines always requires detailed planning in advance.

machines drying up when the borders were closed. Fritz B. Hatebur spent the time inventing an innovative bicycle pedal, developing wood carburetors for car engines, building centerless grinding machines and improving his own designs for hotformers and cold forming systems. When the family became naturalized in Switzerland after the war, the market for forming machines returned to normal more or less immediately. Hatebur supported the rapid return of growth in the post-war period with a range of innovative new developments.

In 1950 it was the world's first fully automatic three-die progressive header with horizontal tool layout for M20 to M30 nuts, in 1951 it was a patent for a waste-free process to manufacture hexagon head bolts on multistage headers, in 1954 it was the four-die BKA 2 progressive header for M6 to M10 screws, and one year later came the four-die BKA 16 progressive header/bolt-maker. The technological advances came on an almost annual basis, and all of them had one thing in common: Hatebur took care of brainstorming, development and

"Our customers should do what they do to earn money – i.e. produce.

We supply the tools they need for the job."

The motto at the opening of the development center in Reinach.

construction of the machines and systems, as well as brand management. However, they were manufactured by partner companies rather than Hatebur.

1956 was ultimately to be a milestone in the development of the company. After a daring eight-week series of tests in a German roller bearings factory, this Swiss family company's employees were able to make the hotformers – previously only used for nuts – fit for manufacturing ball bearing races. The commissioning of the first AMP 30 hotformer for ball bearing race manufacture marked the start of a global triumph, as the following years saw

Hatebur was quick to emphasize the importance of providing intensive training for new employees using real machines.



Hatebur hotformers for roller bearing race manufacture installed almost everywhere around the world. And yet this year held yet another significant change in store: In 1956, Hatebur began systematic tool development on behalf of customers. An in-house tool shop was created so that Hatebur could produce test tools themselves.

Besides the innovations, there was also a string of strategic decisions like this one that brought the company forward – something which was to continue under the next generation and Fritz B. Hatebur's three sons, Bernhard, Hans-Walter and Paul. Numerous new developments were to showcase the creativity and sustained innovative capacity of the company, such as the world's largest forging machine at the time, the AMP 70 with a 1200-ton press capacity, in 1964, the invention of the ESA system (electronic bar end eliminator) in 1969 and the AMP 50 hotformer from 1971, capable of processing 90 bars per minute with a diameter of up to 92 mm. This was accompanied by a relocation to Reinach in 1968, where another in-house development center was established.

When the original founder Fritz B. Hatebur retired and passed away in 1979 and 1980 respectively, Hans-Walter Hatebur took over as Delegate of the Board of Directors. Hans-Walter and Paul Hatebur, the second generation, were to lead their father's company to continuing successes in the future. The era of systematic internationalization began with the founding of subsidiaries and distribution agencies in Germany, Japan and the USA, with the result that the Swiss company got to know its customers around the world better and gain a clearer insight into the needs of the market. This meant that the technological innovations kept coming, successfully creating benefits and increases in productivity for Hatebur's customers. True to the motto of 1968, when the development center was opened in Reinach: "Our customers should do what they do to earn money – i.e. produce. We supply the tools they need for the job."

In this era, Coldmatic AKPs and improved-performance hotformers for large nuts (developed in 1991) accompanied the globalization process with customer-oriented manufacturing facilities. Meanwhile, Paul Hatebur took on the role of sole CEO of the company after the death of his brother Hans-Walter in 1997.

Urs Tschudin took over as CEO of the company from Paul Hatebur in 2004, with the latter moving onto the Board of Directors.

Of course, luck has not always been on Hatebur's side: In 2007, an AKP 4-6S destined for Japan had to be written off after being completely destroyed by falling from a loading crane in Amsterdam.

Hatebur-Lumag Services AG was founded in August 2007, with Hatebur holding a 60% stake. This new company looks after assembly work and provides support for complete modification and restoration jobs, as well as having the special responsibility of handling the development and management of mobile re-machining systems for all Hatebur machines. The company's proximity to the market proved beneficial here as well, because this made it possible to offer customers additional production facilities around the core process and to expand the forging technology process chain for up- and downstream processing stages. Hatebur concentrated on building up its overall support network, expanding its range of services and offering its customers strategic partnerships. These services soon became a top priority for the company.

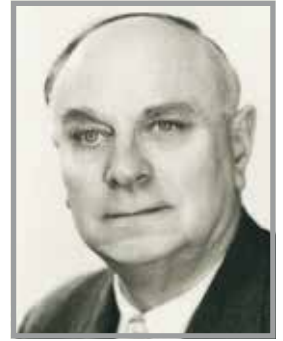
Despite its technical innovations and proximity to the market, Hatebur did not escape the global economic crisis that began at the end of 2008 unscathed. Consequently, Claudine Hatebur de Calderón – Paul Hatebur's daughter, successor and the third generation of the family in the business – joined the company in the middle of a very difficult period in July 2009. Hatebur's excellent reputation on the global market and the trust that its customers place in the

company meant that these Swiss experts in highly productive forging technology were able to continue building on the success of the company when the markets began to recover. Nevertheless, the celebration of Hatebur's 80th anniversary in 2010 was a modest affair.

The revival of the French and the Indian markets meant that there were finally encouraging signs. In 2013, Hatebur decided to increase its level of in-house production in the small forming machine sector, and to build these systems itself in future. HATEBUR Swiss Precision was founded in Brugg with this aim in mind. This is where the modern Coldmatic 4-5^{ECO}, successfully introduced in 2014, was assembled – an energy-efficient forming system designed to meet the latest demands for high-performance and economical technology.

Paul Hatebur, member of the Board of Directors and former company owner, who actively shaped Hatebur's history during more than 53 years of work at the firm, passed away suddenly in February 2014.

Urs Tschudin stepped down as CEO of the company in July, moving to the Board of Directors in order to manage future market challenges. He was superseded by Thomas Christoffel. Considering Hatebur's core competences of customer focus, innovation and dealing with foreign cultures, as well as the technological challenges relating to energy and mobility, it is already clear where these challenges will lie. With the right innovative, robust and reliable solutions for customers and with the best tool technology and first-class services, everybody wants to contribute to ensuring that Hatebur, as an independent and autonomous family business, remains a valuable partner to the customers.



Fritz Bernhard Hatebur



Hans Hatebur



Paul Hatebur



*Claudine Hatebur
de Calderón*

INTERNATIONAL COLD FORMING CONGRESS – PRESENTATION IN GLASGOW

AFRC/Klaus Schreiner AFRC

The AFRC (Advanced Forming Research Centre) at the University of Strathclyde hosted the 13th International Cold Forming Congress in Glasgow, Scotland from 2nd – 4th September 2015. Around 120 delegates from around the world, mainly from industry, attended this event. Klaus Schreiner gave a speech about “Advanced technologies for process flexibility”.



Delegates were clearly excited about the AFRC facility, the knowledge, enthusiasm and diversity of staff and the professionalism of the conference organization.

The International Cold Forming Congress ICFC, held every five years, aims to bring together leaders of the cold forming industry to help define its future direction. This year's conference focused on the issue of achieving cost reduction in the face of increasing product complexity and customization.

The discussion topics explored throughout the conference sessions increased awareness and provoked discussions about the current state of the art and future potential for improvement.

Klaus Schreiner was invited to give a speech, which he entitled “Advanced



technologies for process flexibility”. He presented Hatebur and the range of coldformers, explaining the three main advantages of Coldmatic machines from Switzerland:

- high production speed
- high availability
- production of safety parts

He showed that Coldmatic technology can be used to manufacture a wide range of products and high sophisticated parts.

For further information: www.afrc.org.uk

A FIRST STEP TOWARDS “INDUSTRY 4.0” – LOOKING TO THE FUTURE

 Hansjörg Gebhard  Hatebur/Secomea

International companies face challenges on all sides. Saving time and money is often difficult in global business. Nevertheless, Hatebur is now offering its customers the ability to prevent long system downtimes and resolve emerging problems from a distance quickly and cost-effectively via remote access.

AN UNPLANNED MACHINE DOWNTIME ...

... where utilization of the system is high and there are obligations to supply customers: This is a nightmare scenario for all those involved, but cannot be completely avoided. These days, time is money and rapid assistance is in demand.

If the manufacturer's service specialist can tune into the system in real time via remote access rather than having to travel several hundred miles, downtimes can be kept as short as possible. With the right software and the appropriate adaptations, remote access and – if required – remote maintenance can provide the keys to the age of “Industry 4.0”.

HATEBUR'S SPECIALIST IS COMING ONLINE

Hatebur's employees often think about the additional services they could offer to customers in order to increase machine availability and thereby improve competitiveness. The facility for a Hatebur specialist from Reinach to remotely access the customer's forming system already exists and is already in use.

Hatebur is now offering this service all around the world, installing the remote access system as standard in new forming systems and as an upgrade for older models.

The objective is to find any emerging faults fast, establish the cause and rectify them as directly as possible. This is made possible where an authorized customer employee gives the Hatebur specialist in Reinach direct access to the controls and integrated systems via an explicit clearing procedure.

THE CUSTOMERS STAND TO IMMEDIATELY AND DIRECTLY PROFIT FROM:

- Rapid access by Hatebur specialist staff without having to take long travel times and costs into account.
In the best case scenario, getting staff on the ground at the customer's premises can take several hours – in the worst case scenario, it could take more than a week (for example, if visas have to be obtained). This is an often unacceptable but unavoidable waiting period that has a direct impact on machine availability.
- Accumulated, wide-ranging expertise that can be directly called in and employed. Every department is based at Hatebur's premises in Reinach and can be directly included in the process as required. This means that a discussion across several departments and an exchange of experience can be arranged in a very short time.
- Necessary modifications or updates for integrated systems can be directly transferred over and tested.



The connection between the system operator and the system supplier is based on a three-part remote access solution.

HATEBUR TRUSTS IN SECOMEA

In order to keep security and availability as high as possible, Secomea has developed a three-part remote access solution:

- **SiteManager:** SiteManager is the interface between the machine and the customer's Internet connection. The hardware is built into the electric control cabinet and is linked to the press control system on the one hand and the Internet on the other.
- **LinkManager:** LinkManager is a piece of software installed on the control specialists' programming devices. This program is used to build a connection from the programming device to the SiteManager interface.
- **GateManager:** GateManager is a cloud-based M2M service which acts as the link between LinkManager and SiteManager.

Secomea puts Hatebur's specialists in a position to build remote access links to machines across the entire world and operate essential elements of control systems via those connections.

RETROFIT

Integrating SiteManager (hardware in the machine's electric control cabinet) into the customer's IT infrastructure is remarkably simple. SiteManager uses the same communication channels as a normal web browser, making it possible to link SiteManager to the customer's network without

having to make adjustments to the server, gateway or firewall.

If creating a connection to the customer's network is not an option, it is possible to establish a connection via a mobile phone network. However, as experience has shown that this type of link is typically slower and less stable, Hatebur always recommends establishing a connection to the customer's IT infrastructure.

SECURITY

Security must be completely guaranteed for any remote access to be an acceptable solution – which is why security is the number one priority. Secomea is world's first and only security-certified remote access solution. Remote access is secure with Secomea.

RETROFIT

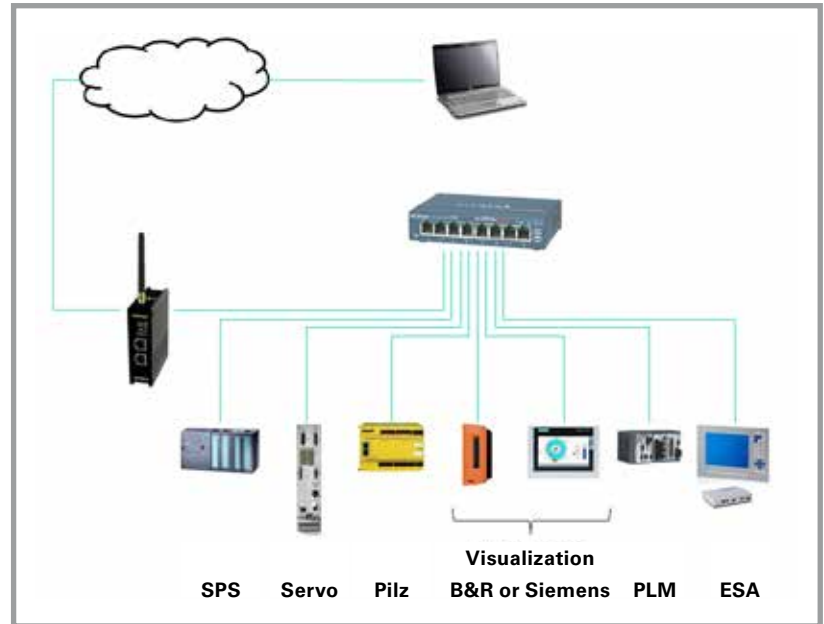
Every new Hatebur press is equipped with SiteManager, but there is also the option of upgrading existing systems with SiteManager. In this case, the optimal solution for the link to the press control system is individually determined for each machine.

ADDITIONAL POSSIBILITIES FOR THE NEAR FUTURE OF "INDUSTRY 4.0"

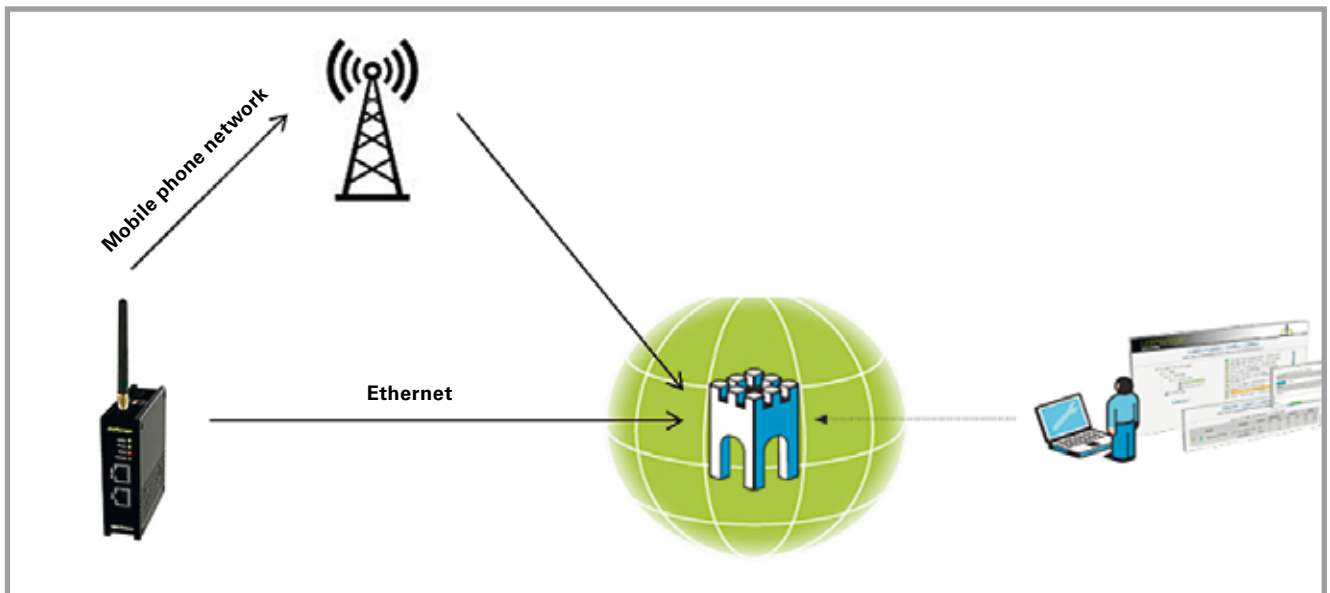
- Clever programming could allow for system production, monitoring and running data to be collected and processed on a processor in the machine and then analyzed by Hatebur.

- This data would be essential to Hatebur's continued product development.
- The data could also be anonymously or openly made available as "benchmark" figures, if necessary in the form of defined key figures/values. This in turn would serve as a useful basis for comparison and a way to determine competitiveness for any manufacturing company.
- Maintenance intervals would no longer be carried out after set periods of time, but rather according to operating times and system loads.
- Important parts or areas that are prone to wear could be monitored so that the required replacement parts could be brought into stock in good time and kept on hold.

Save yourself time and money – ask Hatebur for a quote to implement their remote maintenance system today!



The fast and simple integration of the system in the system operator's IT solution uses the same communication channels as a web browser.



The connection can be made via the customer's network or via a mobile phone network.

THIRD FORMING SYMPOSIUM IN RUSSIA – A SUCCESS DESPITE DIFFICULT CIRCUMSTANCES

 K. Schreiner  Hatebur/Ferrostaal

“Forming technology in dialog” was the slogan of the third forming technology symposium at the Metalloobrabotka international exhibition in Moscow on 05.28.2015. This was the third time that a series of seminars which first began in 2011 had been held.



Klaus Schreiner from Hatebur greets the numerous guests and talks them through the wide-ranging program.



The underlying idea was to attract specialists and decision-makers in the Russian forming sector with an interesting product range and invite them to exchange ideas.

Eight companies came together under Hatebur's leadership for the opportunity to present products and technologies at the event. These eight firms represented steel production, heating, forming, machining, materials handling and lubricants.

RUSSIA IN THE FOCUS OF POLITICS

The political and economic climate this year was not very encouraging. Foreign policy issues, a low oil price, deteriorating production figures in the automotive industry and no visible improvements in the localization rate – set at a target value of 60% local manufacturing by Decree 166 – were to define the environment. Nevertheless, all eight sponsors agreed that it is worth thinking in the long term and establishing and expanding a stable network of relationships.

FROM STEEL TO THE FINISHED PART

The agenda comprised a variety of elements. In his opening address, guest speaker Jens Böhlmann from the German-Russian Chamber of Commerce spoke about the economic and political climate and encouraged companies to continue to promote cooperation. The specialist presentations provided an interesting overview of the various technologies in the industries at different

points along the process chain, from steel production via forming to the finished component.

ACTIVE DIALOG WITH THE ATTENDEES

It was very important to the sponsors to move beyond the one-way flow of information from speakers to guests and actually engage the attendees in conversation. The attendees made enthusiastic use of the conventional opportunity to pose questions at the end of the specialist presentations and interviews were carried out with individual guests in a “Speaker's Corner” during the breaks between presentations. Thanks to the assistance of a professional moderator, a lively discussion ensued around the topics that the specialist guests tackle in their daily work and that they chose to present at the symposium.

COZY CONCLUSION ON THE RIVER

After a schedule packed full of figures and facts, it was pleasant to finish the day with a boat trip on the Moskva River. Against the backdrop of a steady supply of food and drink and a comfortable evening temperature of 23 °C, discussions were held both above and below deck in order to knit the network between East and West more tightly together.

One of the sponsors got right to the heart of it: *“I've gotten more and better contact and discussions today than I've been able*



to have all the other times in a booth at a trade fair put together."

Both the sponsors and the guests we asked unanimously agreed that the series

of events should continue. We are looking forward to May 2017 and once more being able to say: "Do svidaniya Moscow".

Promoters and sponsors of the symposium in Russia:

HATEBUR®

Ferrostaal



FRÖHLICH

Georgsmarienhütte
GmbH · since 1856 · Engineering Steel

Lasco

Pfiffner
precise solutions

ELOTHERM
SMS group



During the breaks and the evening boat trip, the attendees take advantage of the opportunity to exchange views with their specialist colleagues and expand their network.



NEW COMPANY FOR TOOL MANUFACTURING – IN CHINA THE SIGNS ARE POINTING TO GROWTH

 Hagen PR  Hatebur

Hatebur has created a second subsidiary in China in order to establish its own tool manufacturing facility and step up its customer service. In doing so, the company is reacting to specific opportunities and demand in the market: Although the Chinese automotive industry is booming, the quality of forming tools in the market still suffers serious shortcomings.

Hatebur has been active in China for over 30 years. Hatebur forming machines were initially sold in China with the collaboration of agents, but since 2008 this giant market has been handled by Hatebur's own subsidiary, Hatebur (Shanghai) Technology Co., Ltd.. A great deal has happened over the eight years since the company's direct entry to the market: Its

market position has been fortified, a wide network has been established and customer service and application support have been successfully built from the ground up. Sales have also steadily grown – there are currently around 30 Hotmatic formers and several Coldmatic formers in use in China – and our eleven employees have laid a solid foundation for further growth.



The DMG Mori lathe offers a firm foundation for producing tools of the highest caliber.

SWISS QUALITY “MADE IN CHINA”

Hatebur is now facing the next big step in China: As early as the end of 2015, the second subsidiary – Hatebur Metalforming Technology (Shanghai) Co., Ltd. – will commence operations. This venture is the first of its own manufacturing and machining operations that Hatebur has set up outside of Switzerland. Under the direction of Reinhard Bühner, forming tools are to be produced in this tool shop with Swiss precision and quality that can then be used in Hatebur's Hotmatic formers.

This is exactly what the Chinese market lacks the most – the quality of the forming tools used is often inadequate. Another justification for the move is that the expertise required to produce forming tools for use on horizontal multistage headers and the understanding of the forces at play in forming are simply not at the necessary level in the local market, explaining why tool life is typically several times shorter than for tools manufactured in the West. By developing their tool production arm, Hatebur is supporting Chinese and locally



active international customers with the relevant expertise, offering high-quality tools in situ and at an attractive price, bringing improved efficiency to production.

The new Hatebur tool shop in the Xinzhuang Industrial Park in Shanghai has been fitted out with all of the technologies needed to manufacture superior forming tools, with turning, milling, grinding, hardening and nitriding facilities. In two to three years, up to 20 staff are expected to be employed in the tool shop, with the capacity to produce tens of thousands of tool parts. The manufacturing spectrum comprises all Hatebur Hotmatic sizes, from the AMP20 to the HM75.

CHINA: OVER 20 MILLION VEHICLES PER YEAR

Behind Hatebur's expansion stands a sector that has grown on an impressive scale over the past decade: At the start of the 2000s, China was still producing fewer than one million cars per year, but the annual output of the Chinese automotive industry has now risen to over 20 million units. Compared to vehicle ownership in North America and Europe, with 650 and 560 vehicles per 1000 people respectively, the market in China – with a current ownership level of 90 per 1000 – still has plenty of potential to expand. And since formed parts manufactured on Hatebur machines are integrated into practically every car, this means that the potential remains huge. The Chinese automotive

industry consequently needs new production methods that can satisfy the demands placed on quantity and quality and successfully process these high volumes.

Inside the tool shop, renovation and outfitting work is currently in full swing. The machines will be installed from September onwards, with training and testing taking place at the same time. The opening ceremony is planned for the end of November 2015.

Boasting an area of 1500 m², the chosen site offers sufficient space for offices and manufacturing.



Modern workstations as well as the latest facilities and equipment will ensure that orders are processed efficiently, thus contributing to customer satisfaction.



TRADE FAIRS / EVENTS

ACTIVITIES IN RUSSIA

The Metalloobrabotka took place in Moscow from May 26th to May 29th 2015.

Hatebur, together with its representative Ferrostaal, had its own stand at the event and provided information on the machine range to the numerous guests in attendance.

ACTIVITIES IN JAPAN

Hatebur was also represented by its subsidiary Hatebur Japan K.K. at the MF Tokyo trade fair which was held from July 15th to 18th 2015. The Hotmatic AMP 50-9 and the Coldmatic CM 4-5^{ECO} were presented to the attendees in detail and questions were taken on the overall range.

ACTIVITIES IN CHINA

Hatebur's subsidiary Hatebur (Shanghai) Technology Co., Ltd. took part in the China Forge Fair from September 16th to 19th. Attendees at the event were given the first information about the new tool shop starting at the end of the year.

ACTIVITIES IN BRAZIL

Hatebur was also represented at the Senafor conference together with its agent EINS Soluções em Engenharia from October 7th to 9th.

ACTIVITIES IN THAILAND

Our representatives in Singapore, Thailand and Malaysia were present at the Thai Metalex exhibition that took place in Bangkok from November 19th to 22nd 2015. The cold and hot forming machines from Switzerland were presented to the industry visitors at the stand and their questions were answered.

VISIT HATEBUR

■ IN GERMANY

The bi-annual Tube & Wire trade fair will once again be taking place in Düsseldorf from April 4th to 8th 2016. Hatebur will be there with its own stand next year as well. We are pleased to be able to offer our customers, partners and any other interested parties the opportunity to get the latest information direct from our specialists over the course of the week. We look forward to your visit!

