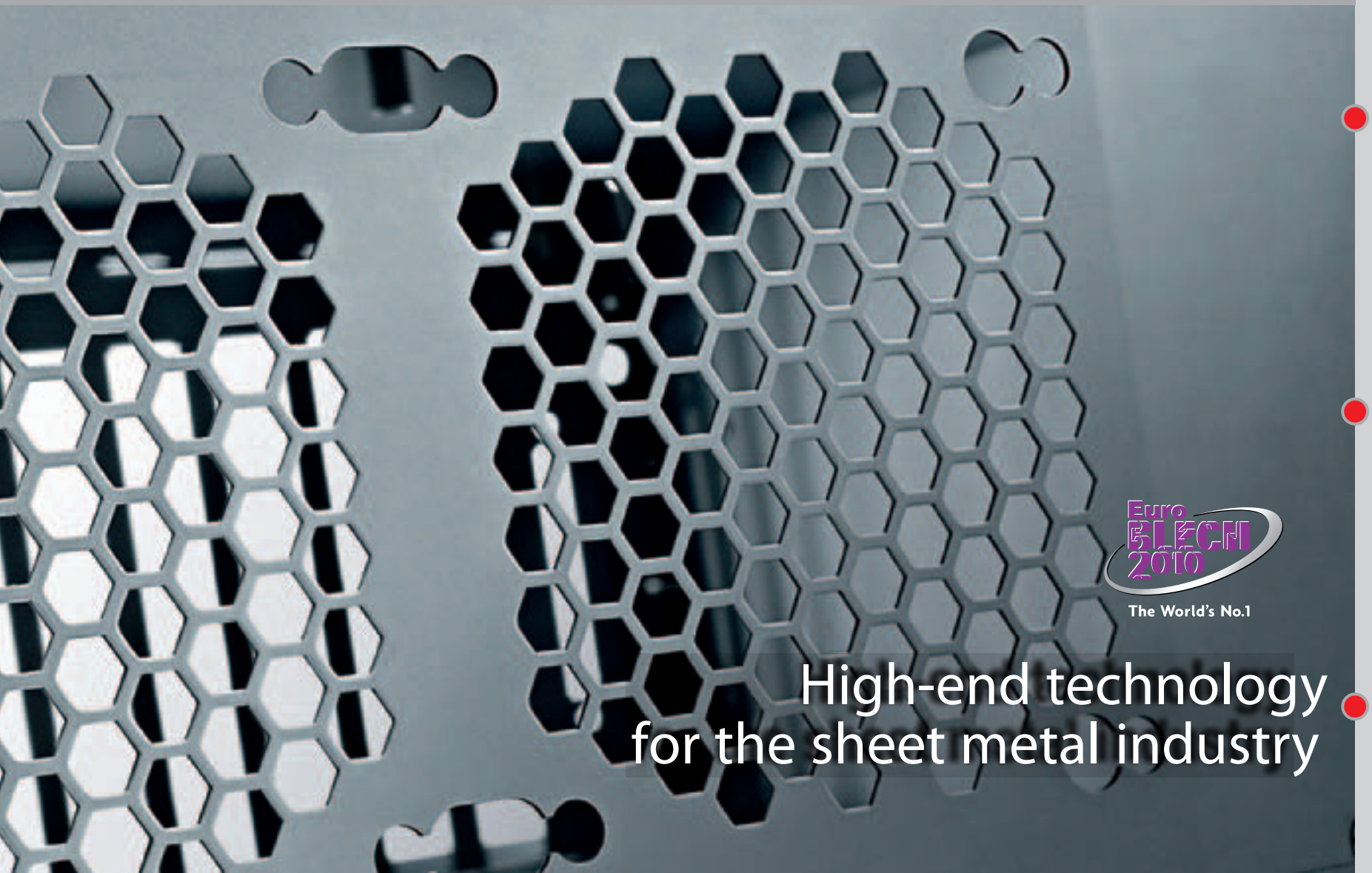
AMADA

2010_2011

THE MAGAZINE FOR THE SHEET METAL WORKING INDUSTRY



Euro BLECH 2010
The World's No.1

High-end technology for the sheet metal industry

AMADA MARKER

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THE MAGAZINE FOR THE SHEET METAL WORKING INDUSTRY

Dear readers,

In this autumn of 2010, our entire industry is looking forward with excitement to Hanover. It is there that we shall shortly meet for the biennial EuroBLECH, our sector's most prestigious event. As in the past, the content of this edition of MARKER once again focuses on what you can expect to see from your partner AMADA at this leading trade fair.
While not wishing to boast, I can only describe it as a glittering display of innovation. For the first time ever, we shall be presenting AMADA's fiber laser technology which extends laser cutting to new fields of application. And there can be no doubt that visitors will be keen to see our innovative system automation solution for the field of bending technology. I would like to take this opportunity to invite you most sincerely to come and make your own opinion about our new bending cell with its twin-armed robot live in Hanover.
Even though EuroBLECH is almost upon us, I would like to look back briefly once more at past developments. Only recently, the markets in which we and you operate were languishing in the grip of a severe crisis. I believe that we have been very successful in turning this situation into an opportunity, repositioning ourselves and emerging stronger as we head for the future. In these past few years, AMADA has invested forcefully in its sites, its service activities and the development of its technologies. With our energy-efficient, easy-to-maintain, economic machines, you can now enjoy the productivity benefits that are so important in the current environment.

With best regards,

Frank Mörchel
General Manager of AMADA GmbH

- *System Automation*
- *Laser*
- *Punching*
- *Software*
- *Shearing*
- *Bending*
- *Welding*

Imprint

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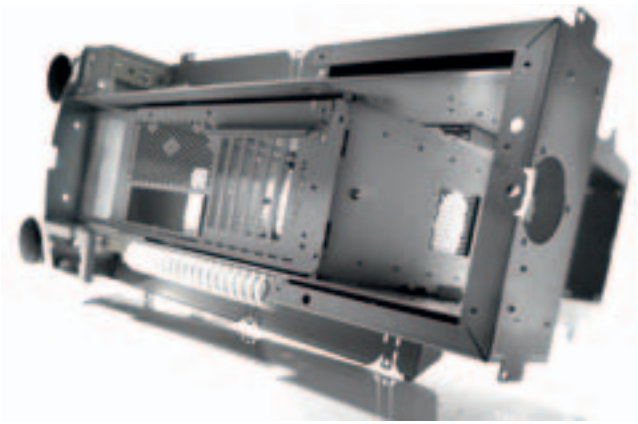


About the title: State-of-the-art sheet metal technology

Combining laser, punching, bending, riveting and assembly operations, the pictured module, which consists of approximately 20 individual parts, is the epitome of state-of-the-art sheet metal technology. To achieve this, the manufacturer SMB Schnekenburger GmbH in Bad Dürrheim-Öfingen relies on AMADA's mechanical engineering expertise. The module forms the chassis of a medical recording device which is used in dental surgeries. Positioned at the dentist's chair, it enables the practitioner to record all the data required for the production of patient-specific inlays. You can find out more about SMB Schnekenburger GmbH on pages 10/11.

EuroBLECH 2010

Looking into the future with AMADA

EuroBLECH, held in Hanover between 26th and 30th October 2010, is this autumn's most important trade fair. In Hall 12, Booths D08 and F08, AMADA will be presenting new, outstanding machine features and developments, tools, software solutions and much more besides over an exhibition area of more than 2,000 square metres.

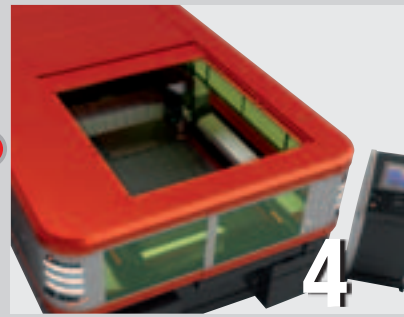
AMADA has opted for an expansive booth design for the prestigious EuroBLECH 2010 trade fair.

Euro BLECH 2010
The World's No.1

Sheet metal working specialists together with designers, purchasers, production experts and quality managers will find technology covering every aspect of the sheet metal working industry at EuroBLECH 2010. Every processing stage is catered for – from semi-manufactured products through handling, cutting, shaping and joining and on to surface treatment. The fair also covers tools, control and adjustment technology, CAD/CAM systems and the quality management, recycling and research and development sectors. Manufacturers of sheet metal products and vendor parts are also represented. This year again, approximately 1,400 exhibitors from 40 countries are expected to attend the world's leading trade fair for the sheet metal working industry. After the success it enjoyed at this trade fair two years ago, AMADA has once again increased its booth for this year's event. Get ready to enjoy an impressive presentation of the latest outstanding machine features.

Time for innovation …

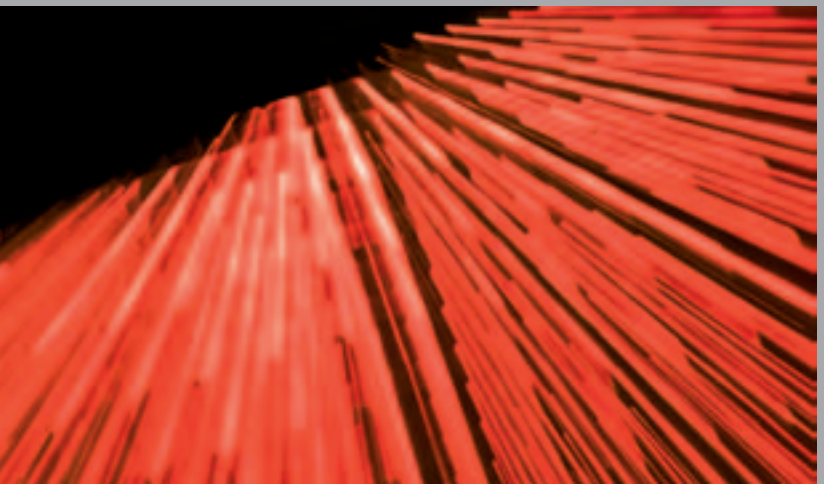
… this is the motto chosen by the organisers of EuroBLECH 2010 – and it is precisely this that AMADA intends to demonstrate to its visitors. Eleven machines representing all processing technologies will be shown in Hall 12 at the AMADA booth. These include new, improved designs and, more significantly, highly innovative systems which give an impression of sheet metal working in the future. Of particular note are AMADA's laser cutting machines equipped with fiber laser technology and the new bending cell for the production of small workpieces. This edition of MARKER gives you a small impression of what's coming soon. ■



Laser cutting for the future: Premiering the fiber laser

New HD series of press brakes

SDE presses with direct drive servo technology



AMADA FOL-F NT series

World premiere of the fiber laser

Maximised energy efficiency, small footprint, reduced maintenance requirements, high productivity and the ability to cut materials that could not be cut in the past, AMADA´s new fiber laser technology now extends the possibilities of laser cutting. The fiber laser will be presented for the very first time at EuroBLECH 2010.

The future of laser cutting starts now. In the autumn of 2010, AMADA will present its new generation of technology at the EuroBLECH trade fair in Hanover. For the very first time, the FOL-F NT series is now equipped with a fiber laser. The heart of the system is a resonator which generates a short-wave laser beam. The wavelength of the light is only approximately a tenth of that emitted by a conventional gas laser. This technical characteristic makes it possible to integrate the laser light in a fiber-optic and transport it over several metres with no loss of energy.

Fiber reduces maintenance requirements

In real-life industrial applications, the new technology provides a whole series of incomparable benefits. The use of fiber means that the light from the laser can be guided in practically any direction as required, the position of the resonator relative to the machine is extremely flexible. Depending on the actual production environment, this makes it possible to reduce the space requirements. An advantage that should not be underestimated – including when the production area is to be reorganised. Furthermore, the use of fiber technology eliminates some of the optics that would normally be needed and therefore greatly reduces the maintenance requirements.

Moving onwards to new materials

Complementing AMADA's high-performance, conventional laser technology, the fiber laser system enables sheet metal workers to extend the range of services they offer: copper, brass and titanium and non-metallic materials can be processed on these machines. The FOL-F NT series offers almost unlimited capabilities and can be optimally configured for every individual application and different material properties. The associated machining speeds offer a very satisfactory performance level. For example, it is possible to achieve a cutting speed of 60 m/min when processing 1 mm-thick stainless steel. When cutting aluminium sheets, it is possible to increase cutting speed by a factor of 2.5 to 3 compared to conventional laser solutions. In addition, the fiber laser is powerful enough to cut thick structural steel and achieve roughness values which are practically equivalent to conventional laser machines.

Energy-efficient and ecologically optimised

Nowadays, energy-efficient operation and a rational environmental impact are among the most important requirements facing machine technology and these factors were naturally taken into consideration during the development of the AMADA fiber laser. The fiber laser is remarkable for the fact that it needs no warm-up and has a greatly reduced energy requirement in standby operation. The excellent

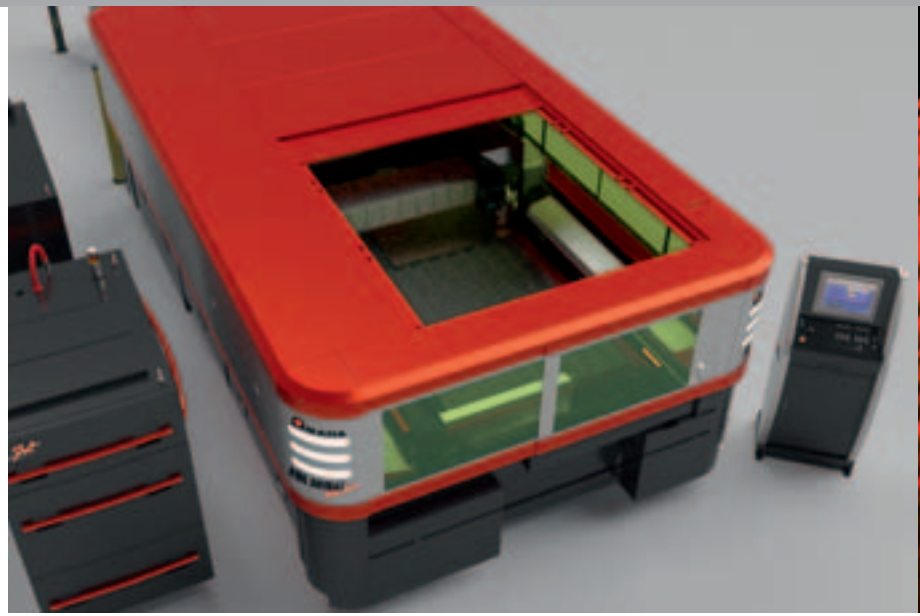
The fiber laser also achieves outstanding cutting results with copper, brass and titanium.

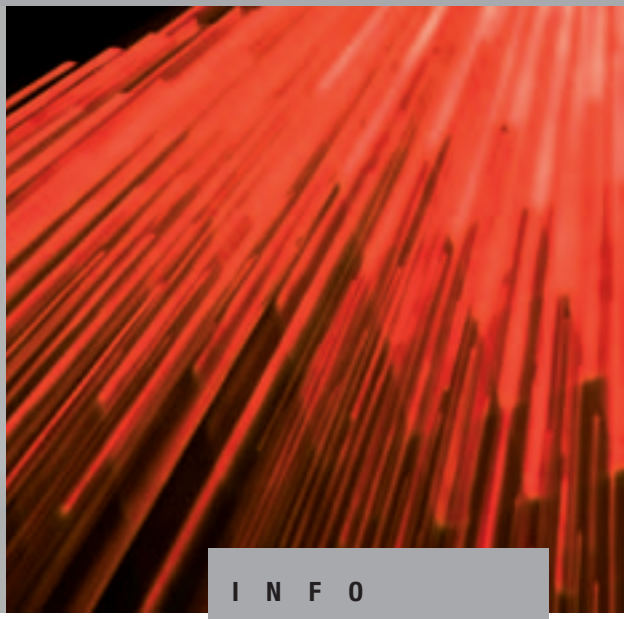
System Automation

Laser

Software

A high cutting speed is an enormous advantage offered by the fiber laser. In addition, it permits the high-quality machining of a wide variety of materials.





energy consumption reduces operating costs and saves resources. Because the fiber laser needs no CO_2, therefore emissions of this environmentally harmful gas are reduced.

Stronger than the competitors' products

AMADA invested approximately five years in preparing the fiber laser for serial production. It provides a particularly high level of effective power. It is based on modular technology, with each individual module providing output power of 600 W. Multiple modules can be combined to provide higher power levels. In the topmost power range, a resonator with seven laser modules can achieve output of up to 4 kW.
The production of components for the FOL-F NT series has now started in AMADA's Fujinomiya plant.
The first fiber laser systems will be shipped in early 2011. This means that AMADA customers will soon be able to process materials such as copper, brass and titanium. They will therefore benefit from the efficiency advantages offered by the fiber laser. ■

I N F O

FOL-F NT
Laser cutting machine
with fiber laser.

The key advantages at a glance:

- High cutting speeds
- Ability to process many different materials
- Small footprint
- Maximised energy efficiency
- Reduced costs per manufactured part

The technical data and details for the FOL-F NT series will be available as of EuroBLECH 2010. During the trade fair, AMADA will present a machine of type FOL-3015 F NT.

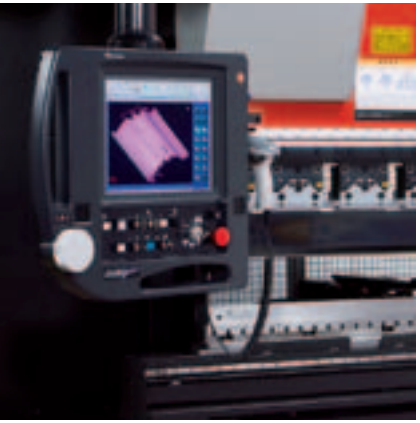
System Automation
Bending
Software

The HD press brake series

The new stars in the top segment

AMADA will present its new high-performance bending machines for the top segment at EuroBLECH 2010. The HD series of press brakes will be launched on the European market in a large number of different models offering a variety of performance characteristics. The full range of available accessories gives additional advantages to the user.

The new HD series of press brakes will be launched on the European market with various t press capacities. The machines are available in combination with a wide variety of accessories. The tools and application-oriented software ensure that AMADA machines achieve optimum bending results. In addition, customers also benefit from sheet followers, a variable rear back gauge function (Delta-X) and a choice between two angle measurement systems.



A user-friendly control.

The intelligent press beam

A newly developed, highly efficient press beam design guarantees high-quality bending results across the full length of the machine. The machine control calculates the correct values depending on the material and the length and position of the workpiece in the press beam.

The new HD series – various models available.

The benefits of the hybrid drive

AMADA uses a special hybrid concept for the HD series of press brakes in order to guarantee high-precision bending results at all times. The press beam is driven by a servo-hydraulic system. Intelligent servomotors drive the hydraulic pumps. Due to the fact that the motor only operates while the press beam is moving results in a considerably reduced power requirement. Additional advantages are reduced hydraulic oil requirements, longer periods between oil changes and reduced heating of the oil. This guarantees a uniform bending quality which is no longer influenced by fluctuations of oil temperature. AMADA has placed the new HD series as an “all-rounder” in the top segment of bending technology. The range of machines and available press capacities is extraordinarily wide. For the European launch of the series, machines of between 500 and 2,200 kN are available. At EuroBLECH 2010, AMADA will present both: HD-1303 NT and HD-1703 NT. A third exhibit – a type HD-3505 NT offering 3,500 kN – represents the high tonnage segment of the HD series. ■

TECHNICAL DATA

	HD series
Press force	500 kN – 2,200 kN*
Press beam length	2,090 mm – 4,300 mm
Open height	470 mm – 620 mm
Standard stroke	200 mm – 350 mm
Controlled axes	8 t

* for market launch in Europe

System Automation
Bending
Software

New bending cell for small workpieces

Hand-in-hand – based on a human model

AMADA presents a production system featuring a two-arm robot for the first time at EuroBLECH 2010. The unusual design of this solution is guaranteed to generate a lot of interest. This exhibit demonstrates the potential of increasingly efficient system automation.

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For mechanical engineers, sheet metal workers or experts from other fields of technology, the term "robot" has a special image: used as a system automation solution, a robot extends the capabilities of a machine. It performs and repeats defined movements and in this way reduces the workload of human operators. From this point of view, it lives up to its name which was originally derived by a Czech author from the word meaning (laborious) work. Although robots exist as linear devices, they are most frequently found in the form in which most people involved with industrial applications understand them, namely as articulated arm devices which are available in a number of variants with differing numbers of axes and – of course – one arm.

A surprise at the trade fair

In films for example, robots often have two legs and – very importantly – two arms. Not only do these robots perform sequences of movements which would otherwise be undertaken by people, they also have a more or less human – or android – shape. That is why many technology experts will feel a little surprised when they see AMADA's latest bending cell at this year's EuroBLECH in Hanover: A two-arm robot standing at a press brake picking up sheets and removing workpieces. This reminds you of the way human beings do their work with their two hands. And that is no coincidence because the developers of this system automation solution decided to take nature as their model. This exhibit at the AMADA booth will undoubtedly be a major centre of attention.

A precision application for the sheet metal industry

AMADA is displaying the new bending unit with a total of 19 controlled axes. This unit combines a robot with a servo-electrical driven press brake providing a press force of 360 kN. In practice, this type of bending cell forms the ideal basis for sheet metal applications, for example for component manufacturers in the electronics and medical technology sectors. The production cell with its high-precision press is not only particularly well suited for the machining of thin materials but also for the production of exceptionally small workpieces.
The servo-electric drive is remarkable for its ease of maintenance as well as for the cost savings it achieves during production. The suppression of the hydraulic system and the associated oil service means long intervals between maintenance activities. At the same time, the drive concept combines high processing speeds with high energy efficiency. At the machine control level, AMADA has once again opted for its proven concept. The part programmes for the press brake and all the sequences of movements performed by the robot can be created on an external PC with CAM software. The result of the programming can then be verified using a three-dimensional simulation. This low level of programming work makes it possible to manufacture even small batch sizes economically. ■

Punching

The bridge frame construction of the machine is a characteristic design feature of the AE-NT series.

AE-NT CNC turret punch presses

The innovative base

With the AE-NT, AMADA is launching a new series of "small" servo-electric punch presses. The key aims during development were to achieve high productivity levels combined with low operating costs. And thanks to their small footprint, these machines also save valuable space in the production hall.

The use of a servo-electrically driven AE-NT reduces power consumption by more than 50 percent compared to an equivalent hydraulic machine. Despite the stroke speed which has been increased once again compared to the AC series, power consumption is only 3.5 kW. At the same time, the fact that the drive system involves considerably fewer components than a hydraulic system reduces maintenance and spare parts costs. The compact dimensions also contribute to the machine's economic efficiency since production space is very expensive. The integrated mechanism for the suction removal of slugs is an already familiar AMADA quality assurance feature which helps to minimise sheet damages.

The new AE-NT series is available in two models: AE-255 NT and AE-2510 NT. Both machines share the same bridge frame and servo-electric drive offering a punching capacity of 200 kN. However, the AE-2510 NT differs from the AE-255 NT in its working area which covers the entire mid-range format of 2,500 by 1,250 mm without repositioning. Visitors to EuroBLECH 2010 will have the opportunity to see the performance capabilities of the AE-NT series for themselves at a live demonstration at the AMADA booth. ■

Bending

The HFE-M2 reduces power consumption and saves money.

The HFE-M2 press brake series

Energy-optimised

As a further innovation AMADA presents the HFE-M2 press brake series at the EuroBLECH. The most important optimisation is energy efficient production - an aspect which is becoming more and more important for the sheet metal industry.

The HFE-M2 can be used with four or seven controlled axes as required. The series includes eight models with press forces ranging from 500 to 2,200 kN and press beam lengths between 1,250 and 4,000 mm. At EuroBLECH 2010, AMADA will present a model with seven controlled axes operating in real-life production conditions.

A wide range of accessories

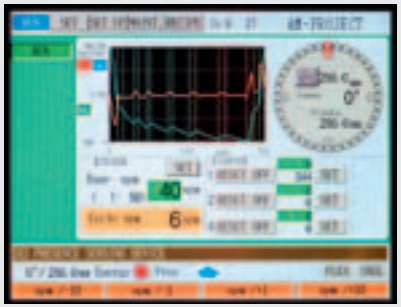
Due to the optional pump control using frequency inverters, the HFE-M2 allows users to reduce power consumption by approximately 20 percent compared to earlier press brakes – depending on the running time, this can lead to a massive saving in production costs. Further innovations include the particularly wide range of optional features such as a sheet follower, variable rear limit stop function (Delta-X) or the Bending Indicator. This angle measuring system continuously monitors bending angle during the production process and corrects if necessary. The machines are also equipped with state-of-the-art control technology including a remote diagnostic function. ■

Punching

SDE series of servo presses

European premiere of a multitalented machine

A variety of sheet metal working operations on a single machine – AMADA's SDE presses equipped with servo-direct drive technology make this possible. This increases machine utilisation, reduces the time for return on investment and generally makes production more economical. Visitors to EuroBLECH 2010 will be able to witness a live application run on an SDE series machine.



Thanks to its control technology, the SDE is a user-friendly all-rounder.

For decades, users of AMADA presses have appreciated the high productivity these machines guarantee in the fields of stamping, drawing and forming technology. With more than 55,000 systems installed around the world, the company has also been able to affirm its expertise in this sector of technology. Based on a direct exchange of experience with its customers, AMADA constantly develops new solutions for increased productivity, enhanced economic efficiency, greater machine utilisation and optimised production quality. Since 2010, AMADA's revolutionary new press technology has also been available on the European market: The multifunctional SDE is now able to replace several dedicated presses and thus optimise the utilisation of system capacities.

The servo-electric drive forms the technological basis for the SDE presses. Hydraulic systems requiring intensive maintenance are a thing of the past – as well as are a number of mechanical components such as the flywheel and belt drive. The servo-electric drive reduces maintenance work and improves energy efficiency. The system stores the energy accumulated during deceleration and reuses this when it accelerates again. It is only necessary to supply power when the machine is actually being used for productive operation.

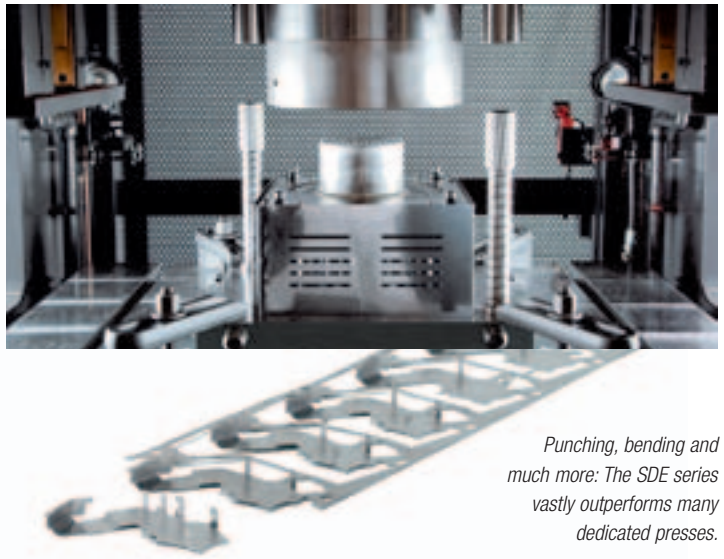
A user-friendly system in live operation

Alongside their versatility and energy efficiency, the SDE presses are remarkable for their user-friendly operation and intuitive handling. The most important setup and adjustment information can be called up directly at the touch of a button. The programme setting for the current tool is performed interactively in five different modes and the controller can save up to 399 programmes or tools. It is possible to programme stops at any point in the stroke curve and even reverse the stroke at these points if required. This is a particularly important advantage during deep-drawing operations.

The SDE series will be premiered for the first time at a major European trade fair at EuroBLECH 2010 in Hanover (26th to 30th October). A press from the upper performance bracket will be displayed. The SDE-2025 ES has a press force of 2,000 kN with stroke length of 250 mm and an installed connected load of 35 kVA. This multitalented servo-electric machine will show just why it is the perfect choice for tough production tasks live at the AMADA booth. ■

TECHNICAL DATA

	SDE series
Press force	800 kN – 3,000 kN
Tool installation height	320 mm – 550 mm
Stroke length	160 mm – 400 mm
Main motor drive power	25 kW – 50 kW
Connected load	21 kVA – 69 kVA
Number of programmes or tools	399



Punching, bending and much more: The SDE series vastly outperforms many dedicated presses.

SMB Schnekenburger GmbH, Bad Dürrheim-Öfingen

Always state-of-the-art

Systematic investments in high-level production technology with a high level of system automation characterise the history of SMB Schnekenburger GmbH. The company is based in Öfingen, a district of Bad Dürrheim in the German region of Baden-Württemberg. SMB Schnekenburger and AMADA have been technology partners for more than 20 years.

Thomas Schnekenburger, Managing Director since 1995, describes the original purchase of AMADA CNC bending technology by his father and current company head, Heinz Schnekenburger, in 1987 as a milestone in the company's development. This was followed two years later by the first CNC punching machine, at that time an AMADA ARIES-222. "Both steps still have a strategic significance for us because they led us to focus on sheet metal processing," explains Schnekenburger. "This means that we do not manufacture whatever can be produced from sheet metal but instead concentrate on material thicknesses of between 0.5 and 3 millimetres and never exceed 5 millimetres. Our core skills lie in the field of technical modules which demand machining steps involving a variety of techniques – including assembly work."

The latest investment: combination technology

A large amount of the products supplied by SMB Schnekenburger consist of housing components for technical equipment. Electronics and electrical engineering, medical and laboratory technology as well as measuring technology are the three largest target sectors. This represents an attractive starting position because these sectors are relatively independent of economic circumstances. And, especially in recent years, SMB Schnekenburger has invested heavily. Since 2008, the company's production operations has grown to an area of 4,000 square metres. During this year, Schnekenburger purchased its first fully automatic AMADA EML Z-3610 NT punch-laser system. The company, with 60 employees, started working with a second punch-laser combination system in the summer of 2010. One of the first systems of its kind, it is equipped with the PDC II automatic tool changer. "Our customers expect high-tech products and we insist on manufacturing these on high-tech systems. And AMADA is able to supply us with these systems coupled with excellent service at a price that represents a good cost-performance ratio," maintains Schnekenburger.

Award winner

SMB Schnekenburger has long employed state-of-the-art technology in the fields of logistics and system automation. In 1998, an automatic storage system was taken into production in

INFO

SMB Schnekenburger GmbH can look back over 33 years of experience in the field of metal working. After initially focusing on toolmaking and casing construction, company founder Heinz Schnekenburger and his son Thomas systematically concentrated their business activities on fine sheet machining as of the late 1980s.

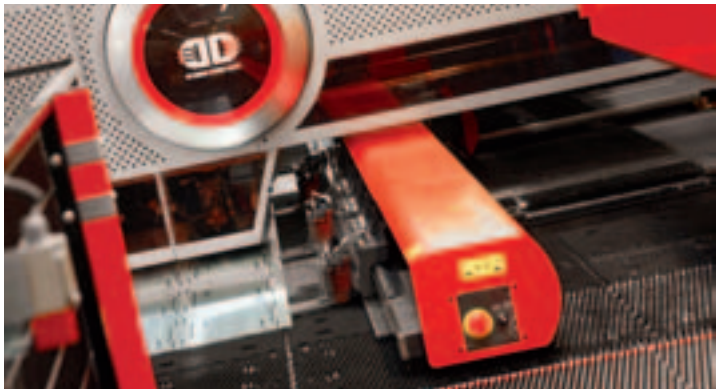
They did not, however, entirely turn their backs on mechanical cutting processes. These are now the responsibility of the in-house toolmaking shop. Together with its development department and the assembly and surface finishing work which follows the metal working activities themselves, SMB Schnekenburger can now provide its customers with single-supplier solutions for the entire sheet metal machining process chain.

TECHNOLOGY

Punching technology	VIPROS-368 K, ARIES-245 punching machines
Bending technology	ASTRO-100 II NT PLUS and ASTRO-100 II NT bending cells, IT-2512, HFBO-1003, HFBO-8025, APX-5020, TS2-5020, ITPS-8025, ITS-5020 press brakes
Laser technology	LC-2415 Alpha laser machine
Combination technology	EML Z-3610 NT punch-laser combination system and EML-3610 NT technology with PDC II automatic tool changer

System Automation
Laser
Punching
Shearing
Software

An automatic storage system (very top in background) is used for the provisioning of the production units.



SMB Schnekenburger GmbH uses AMADA technology to meet its customers' high-end requirements for sheet metal production.

Öfingen – a risky investment for a company which at the time had approximately 40 employees. Located at the heart of the plant, some 120 different sheet types are available for all production machines. The process results are products of proven quality. On request, the company is able to produce test documentations for each individual part and will even perform incoming goods inspections on behalf of its customers. A typical example of this process is the part shown on the front page of this edition of MARKER. This complex application earned the company award from AMADA Co., Ltd. 2010. Christof Behrendt, Director Sales and Marketing of AMADA GmbH, officially handed over the award in Bad Dürrheim-Öfingen. ■

Investments to expand horizons

Thomas Schnekenburger, Managing Director of SMB Schnekenburger GmbH.

Thomas Schnekenburger, Managing Director of SMB Schnekenburger GmbH, assesses the advantages of Germany as a production site.

MARKER: *In your opinion, what makes Germany an attractive location?*
Thomas Schnekenburger: First of all, I would briefly like to explain our company's approach: We manufacture complex products to meet our customers' demands for high quality and rapid reaction times. Beyond that, we see ourselves as a service provider: Our customers are involved in every project phase, our team advises them and enables them to benefit from our expertise as a technology partner. Exacting production tasks plus customer focus – anyone operating in the so-called low-wage countries will find it difficult to offer this. That is the advantage of our location.

MARKER: *Has the current economic crisis had any impact on your business?*
Thomas Schnekenburger: Naturally, we couldn't ignore the overall development of the economy. Because we work for parts of industry which are not highly dependent on consumer tendencies – medical and laboratory technology, for example – we came through the crisis successfully and we were able to make additional investments during the period 2008 to 2010 – quite against the stream.

MARKER: *SMB Schnekenburger has been focused on high-level production technology for decades. Why have you chosen this route?*
Thomas Schnekenburger: It is modern technology – including a very high level of system automation – that has allowed us to produce economically in Germany and manufacture the volumes our customers require. These investments not only ensure the required capacities; they also represent a potential for innovations in the future. The basis is not only our machines but also the expertise and qualification of our employees. ■

AMADA invests in its locations

An investment culture against the current

AMADA can show a particularly impressive investment record for the period 2008 to 2010 – despite the economic crisis. At the time when the markets are returning to life – that is to say now – there has to be available capacity to meet customers' demands.

Customers are greeted in the Solution Center's Customer Hall.

When the global economy went downwards during the banking crisis, consumption in the USA, Germany and the rest of the world declined noticeably. The consequences of the crisis were felt most sharply by industrial manufacturers with product portfolios consisting primarily of consumer goods. This decline in consumer goods sales also impacted manufacturers of industrial goods, such as AMADA, which are located at the end of the process chain.
During these times of shrinking balance sheets, most companies remained conservative in outlook, with corresponding consequences for the implementation of their growth strategies. AMADA invested in the future and treated the crisis as an opportunity. Through the development of new technologies, the company was able to emerge from this difficult phase and signal its intentions for the future. As the economy recovers, AMADA is ideally equipped for the future and to follow the upcoming economy. This is a great advantage for AMADA's customers: at a time when the markets are stimulating recovery, production expertise, technological expertise and consulting capabilities must already be in place. AMADA has pursued precisely this strategy, invested in its sites, and is now emerging strengthened from the crisis.

Additional platforms in the USA and Europe

The opening of two additional Solution Centers, one in Schaumburg near Chicago in autumn 2008 and the other in Haan near Düsseldorf, represents a pioneering investment and a signal for the entire AMADA Group. Since October 2009, the latter is now the Japanese AMADA Group's strongest platform in the heart of Europe. The new Solution Centers in the USA and Germany were based on the company's headquarters in Japan. As a result, AMADA now owns head offices in three continents where it can present its complete range of production solutions for the sheet metal working industry to its customers – including machines from all different technologies which are available for customer-specific demonstrations.
"Furthermore, the Solution Centers bring together all AMADA's consulting skills. These are communicated in an atmosphere which clearly shows that it is part of AMADA's culture and philosophy to welcome the customer not just as a business partner but also as a highly esteemed guest," explains Christof Behrendt, Director Sales and Marketing of AMADA GmbH.

Acknowledging the value of the location: In 2009, AMADA opened its third Solution Center (above) with the AMADA School attached to it.

Making our own know-how accessible ...

... is an important part of AMADA's philosophy – and is also the reason for further investment in its facilities. Since 2009, the company's application engineers have been passing on their knowledge to customers in the new AMADA School. In practice-oriented courses conducted in accordance with structured training schedules, participants are instructed, in particular, in the core technologies such as laser cutting, bending and punching. Since 2009, beside the Solution Center, there has also been the AMADA School and the AMADA Parts Centers. This logistics centre represents an important step toward centralising the service. Here, the German AMADA GmbH works in close cooperation with its European affiliates. The entire sales region of Germany, Austria, the Netherlands and Eastern Europe is supported from Haan. With the new Parts Center, AMADA is extending its capabilities in the field of spare parts and accessories. As a result, customers will benefit from even shorter reaction and delivery times. These capabilities are further enriched by the fact that AMADA's sites cooperate across national boundaries and are able to source

The Parts Center in Haan (above).

stocks from different locations. At the technical level, the Haan Parts Center is constructed around automated systems such as, for example, four Hänel Lean-Lift storage towers – the state-of-the-art warehousing solution.

Expansion in Germany and Italy

The AMADA Technical Centers represent an expansion to the Solution Centers. These offer similar capabilities to a Solution Center. Opened in 2010, the new Technical Centers in Pontenure/Italy and in Haan are the most recent extensions to AMADA's sites. What is special about Haan is that the Technical Center constructed here is located right next to the Solution Center.
The Haan site now covers approximately 70,000 square metres. Besides the Solution Center, AMADA School, Parts Center and Tooling Production of AMADA GmbH, it houses space for the products manufactured by its affiliate AMADA Machine Tools Europe GmbH. This company operates in the sectors of bandsaw equipment, high-precision lathes and grinding machines. As a result, the entire AMADA family with its various product ranges is now gathered together at one European site for the very first time. This completes the story of the different investments made by the AMADA Group. All of these investments clearly point to a "gong-against-the-stream" of recent years. Besides the newly opened facilities and site expansions, AMADA's investment policy has also influenced the development of a number of new machine series. These can be seen live at EuroBLECH 2010. The reports in the present edition of MARKER give you an idea of what will be displayed to you. ■

The Parts Centers (Japanese Center pictured here) form the AMADA Group's logistical base.

Japanese roots: AMADA Forum 246 in Japan.

INFO

The AMADA Group, which was founded in Japan and enjoys a global presence, has seized the opportunity to emerge strengthened from the economic crisis. The development of new machine series is part of the formula. Most important of all, though, are the newly opened facilities which represent vital expansions to the European and American sites.

2008
- Solution Center in Schaumburg, Illinois, USA

2009
- Solution Center in Haan, North Rhine-Westphalia, Germany
- Parts Center in Haan
- AMADA School in Haan

2010
- Technical Center in Pontenure, Piacenza province, Italy
- Technical Center in Haan

Energy and resource-efficient production

“It’s not just about savings”

Efficient production and a commitment to avoid waste and emissions – these industrial challenges are more present than ever before. Christof Behrendt, Director Sales and Marketing of AMADA GmbH, explains how the machine manufacturer helps its customers to achieve these aims.

Christof Behrendt, AMADA GmbH.

MARKER: *The efficient use of energy and resources is a current key issue. Manufacturers from the most diverse sectors claim that their products actively meet ecological demands. How does AMADA differ from the competitors?*

Christof Behrendt: I should like to point out the term “efficiency” and clearly differentiate it from simply “savings”. AMADA supplies its customers with systems technology for the sheet metal working sector. This technology is powered by electrical energy and customers are interested in achieving the optimum utilisation of their manufacturing capacity and even extending this if possible. What we can do is reduce energy consumption, resource utilisation and the environment impact per manufactured part. AMADA contributes to this aim in two ways: Firstly, the machines we manufacture ensure energy-efficient operation which helps our customers to make savings in all their production runs. Secondly, – and that’s what makes the difference – the machines themselves are manufactured under optimum environmental conditions. This applies not only to our ongoing manufacturing operations but also affects the planning of our sites. Even though, AMADA’s machines make efficient use of energy and resources, they still offer impressive performance and production speed. The result for our customers: low production costs per part.

MARKER: *To concentrate on the first point: How do AMADA’s machines prove their efficiency in customer operation?*

Christof Behrendt: First of all, it is necessary to point out our drive concept. The AMADA servo-electric drive combines the advantages of conventional mechanical drives with the flexibility and speed of high-performance hydraulic drives and sets new standards thanks to its exemplary energy management. As soon as the drive brakes or slows down, the machine switches to generator mode and stores the excess energy. This energy will be reused for the following punch movement and reduces the amount of power.

MARKER: *And how does AMADA manufacture its machines under environmentally optimised conditions?*

Christof Behrendt: As I have already mentioned: This requirement goes right through to the company philosophy. From the outset, AMADA’s largest plant, situated at the foot of Mount Fuji, was planned as a “green factory”. The entire production process is designed to meet the requirements of recycling management, waste avoidance and the reduction of CO_2 emissions. AMADA is running afforestation projects in Fujinomiya and at its administrative headquarters in Isehara. The company has anchored a whole range of environmental aspects in its corporate philosophy: AMADA supports global environmental protection, the preservation of resources and the avoidance of pollution. In our business activities, we aim to achieve a harmonious balance between environmental protection and the local community. This harmony of the site with the surrounding environment is something that many companies in Japan, in particular, are committed to. Even there, AMADA’s uncompromising approach can be considered, in a positive way, to be unusual. ■

The eco-labels on the products tell the story: At AMADA, development and manufacturing processes are performed under environmentally optimised conditions.

INFO

AMADA considers that the company’s ecological responsibilities form part of its mission and has anchored this in its philosophy. Principles do not become values unless they infuse the company activities. Customers and visitors to AMADA’s sites can see how they are put into practice – whether in Japan, the USA or in Germany, where AMADA GmbH has its headquarters. Here, the most recent of the three AMADA Solution Centers worldwide was inaugurated in 2009. The buildings, accompanied by extensive green spaces, are integrated in an overall landscape concept. An impressive 90 percent of the required energy is provided by a geothermal system. This practically eliminates emissions and energy consumption due to heating and air conditioning.

AMADA

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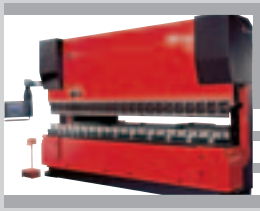

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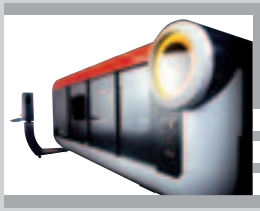

LASER CUTTING SYSTEMS/ PUNCH-LASER COMBINATION SYSTEMS

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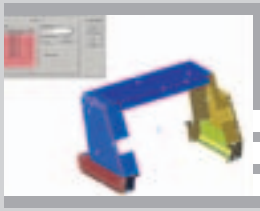

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In dialogue with AMADA

EuroBLECH 2010 The World's No.1

Giving something back to the customer

Events such as EuroBLECH 2010, which is the focus of this edition of MARKER, or the AMADA SOLUTION in-house exhibition are the best way of getting even better acquainted with the world of high-end solutions for the sheet metal working industry.

AMADA can only be successful if its customers grow with the production solutions that are offered to them and achieve strong positions in their various markets. AMADA's workforce of more than 6,000 employees worldwide give their very best every day to develop and breathe life into forward-looking, top-quality production technologies. The results are innovative, user-oriented and economical solutions. One excellent way to stay in touch or to get to know AMADA is to visit one of the three Solution Centers in Japan, USA and Germany. In its Solution Centers, AMADA welcomes visitors in a very special atmosphere that clearly expresses appreciation for them. In November and December 2010, the Solution Center in Haan near Düsseldorf will be home to the major AMADA SOLUTION in-house exhibition where visitors can experience the company's entire product portfolio. You are welcome! ■

The dialogue with the customer is the key to success for AMADA.

Welcome to AMADA! Since 2009, the company has been greeting visitors to its new Solution Center in Haan.

KEY DATES 2010/2011

2010

12. 10. – 15. 10. 2010	Intertool/Vienna-Tec, Vienna, Austria
26. 10. – 30. 10. 2010	EuroBLECH, Hanover, Germany
22. 11. – 07. 12. 2010	AMADA SOLUTION, Haan, Germany

2011

22. 03. – 30. 03. 2011	AMADA SOLUTION, Haan, Germany
17. 05. – 20. 05. 2011	Mach-Tech, Budapest, Hungary
23. 05. – 27. 05. 2011	Technoforum, Moscow, Russia
06. 06. – 09. 06. 2011	Blechexpo, Stuttgart, Germany
14. 06. – 17. 06. 2011	Mach-Tool, Poznan, Poland
04. 07. – 13. 07. 2011	AMADA SOLUTION, Haan, Germany
26. 09. – 01. 10. 2011	ITF, Plovdiv, Bulgaria
03. 10. – 07. 10. 2011	MSV, Brno, Czech Republic

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