

ARKU

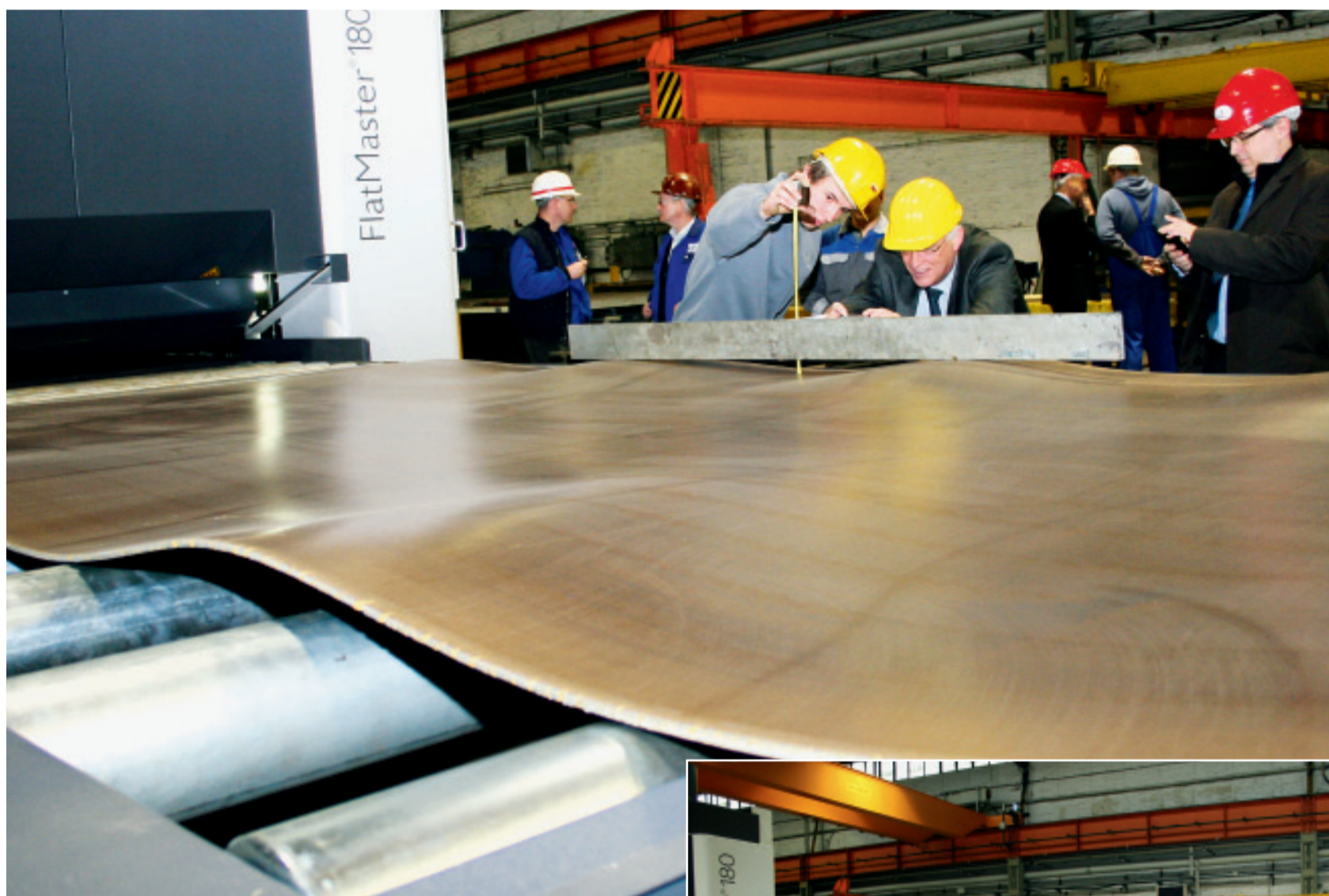
InfoMAX

No. 37 · 19th year, May 2011

Precision levelers for parts · Cut-to-length and slitting lines · Press feeding lines · Coil preparation lines for roll formers

A second FlatMaster® for extra thick copper parts

"It's now very easy: one-time leveling, sawing and selling"



Machine acceptance at MKM: before leveling

Hettstedt – Entering the huge production hall of the copper rolling mill, the FlatMaster® 180 is nearly unnoticeable. The large dimensions of the existing Mansfelder Kupfer and Messing GmbH production facilities makes it look small in comparison. But don't be misled, the FlatMaster® 180 handles their extra-thick parts.

Mansfelder Kupfer and Messing GmbH is a leading European supplier of a wide range of copper products, both flat and round. In business for more than 100 years, the company has successfully overcome the economic downturn. Continual innovations in modern technolo-

gies and market-focused customer service have made MKM one of the leading European manufacturers.

The flatness issue brought ARKU and MKM together in the early 1990s. In 2007, the copper manufacturer was introduced to the FlatMaster® and visited ARKU's leveling center in Baden-Baden for the first time. After seeing the results at ARKU, MKM was no longer satisfied with their existing flatness results, especially on their thinner parts. After multiple leveling tests, MKM ordered a FlatMaster® 80. Eight weeks after purchasing, MKM's FlatMaster® was delivered on site.



After leveling: flat and stress-free

In daily production, the FlatMaster® 80 proved itself by providing quality flatness results for a wide thickness range. But would it also achieve quality flatness for extra-thick parts? After many calculations and technical discussions, ARKU

was sure that a FlatMaster® 180 could handle the extra-thick parts in question. The final decision to purchase the machine was made in early 2010. At this time, it was unclear where the economic trend was heading, but the officers at MKM wanted to

Visit us:

Blechexpo



Stuttgart

06. – 09.06.2011

hall: 5 · booth: 5306

ARKU Maschinenbau GmbH



Challenging and rewarding global expansion

We have expanded our sales and service network worldwide as our customers increase their international production. As machine builders, we are excited about our continuous global expansion. After successfully entering North America in 2003, we most recently entered the Chinese market to support our customers there with local ARKU employees. As a medium-sized corporation it is not only challenging, but also rewarding to give our staff an international perspective. We are pleased that our Chinese and American colleagues can assist our global customers onsite and remain committed to helping our customers' subsidiaries benefit from our services overseas. We can serve your facilities both domestically and overseas!

Albert Reiss

ARKU President Albert Reiss

Customer-portrait:

Paul Craemer GmbH

Herzebrock-Clarholz

Page 4 ▶



invest in a product that would increase their value to the customer. This investment had to secure and improve its competitive advantage.

The machine was delivered in less than 12 months, the ambitious project was successfully and quickly finished thanks to close cooperation

between the two companies. The FlatMaster® 180 was installed at MKM in December 2010 and now produces parts with no more than 1 mm flatness per part for 60 mm thick parts.

“With precision leveling, we receive nearly stress-free parts and heat treatment is not necessary for many products,” said Uwe Hirsemann, Production Manager for Sheets and Plates. “Time and effort for leveling were significantly reduced and we do not need intermediate decompression cuttings any more,”

he continued. “The process is now very easy: one-time leveling, sawing and selling.” ■

MKM CEO Friedrich Flemming (left), production manager for Sheets/Plates Uwe Hirsemann (middle) and quality manager for Sheets/Plates Sven Fischer are impressed by the leveling results

FlatMaster® 120 brings in new construction and fabrication customers

RGR Airon now offers leveling service that reduces assembly times by 10-15 percent

Maardu, Estonia - The purchase of the FlatMaster® 120 allowed RGR Airon to find new clients in the construction and architectural industries. These new clients require parts that are ready for assembly and integration into their fabrication process with minimal added costs. With ARKU’s help, RGR Airon was able to meet its customer needs. After integrating a FlatMaster® 120 in-house to service customer requests for parts leveling, they reduced project deadlines and turnaround

times significantly. Prior to working with ARKU, RGR Airon had outsourced client requests for sheet metal leveling of parts, which extended their production time for completing projects.

With more than 4650 square meters of production space the RGR Airon facility handles a wide range of cutting, leveling and bending of cut-out and complex geometry sheet metal parts. Maardu, Estonia-based RGR Airon has \$5.8 million USD (4 million Euro) in revenue and 42 employees.

Customers regularly request leveling and offering this added service onsite helps RGR Airon stand out from its competition. “With the use of ARKU’s FlatMaster® 120, we are able to reduce customer assembly costs by 10 to 15 percent,” said Deniss Mironov, sales manager for RGR Airon, “this is extremely important in the construction industry.” RGR Airon’s competitive advantage is that they have a wide range of cutting, bending and leveling equipment along with a professional close-knit team that enables the company to provide quick turnaround times with a high level of quality which was certified in accordance with

ISO 9001:2000 standard requirements in 2007. One of the company's owners became a finalist in Ernst & Young's "2008 Entrepreneur of the Year" contest.

Explained Mironov, “Working with ARKU was easy. An ARKU regional representative in the Balkans provides us with advice, staff training, machine maintenance and service when we need it.”

Learn more about RGR Airon at www.rgr.ee. ■



ARKU FlatMaster® at RGR Airon

ARKU-Ticker ➤

ARKU at ICOSPA-Congress in Aachen:

The German Industrial Association for sheet metal forming (IBU) and the Dutch Association of Subcontracting Industries (NEVAT) will host the ICOSPA-Congress this year in Aachen Germany. The member states of this international association are the United Kingdom, France, Japan, the Netherlands, the United States and Germany. About 200 guests of all member states and from around the world will gather in Aachen from September 18-21. It is the biggest international congress of the sheet metal forming industry. ARKU will also be there. www.icospa.com

in China

Local, personal service makes for happy customers

Shanghai – ARKU is taking the next step in globalization by offering local customer service to China. Due to the increasing importance of the Chinese mar-

ket, ARKU developed the infrastructure to support existing and potential customers with quick and reliable on-site leveling services.

down-time in China are just as important as they are in Europe. It is also very important to ARKU that our European customers are also well served in China,” reports Andreas Hellriegel, Sales Manager, China (Shanghai).

The remarkable industrial growth in China has resulted in both an increased demand for precision levelers and the need for reliability. No matter if it is a state-owned Chinese company or a European subsidiary, demands are growing. A long-lasting partnership with Chinese companies is only possible if suppliers are locally committed to the market, and if they show presence on-site.

"Many machine tool manufacturers are looking for fast sales in China, without committing to the local market. In my opinion, this is not the best approach in the long run. We want to be close to the customer. Machine availability, process security, and

Since mid-2010 ARKU has employed a Chinese service technician. He has worked with German machine tool manufacturers for many years and gained the required knowledge of ARKU precision levelers and coil-lines in several multiple-week training sessions in Baden-Baden, Germany. Increased Chinese sales have proved ARKU's strategy: quicker reaction times, reduced traveling efforts, and consistently good service quality makes for happy customers anywhere in the world.

To learn more please contact Services Manager Hans-Peter Pflüger: hans-peter.pflueger@arku.de.

Service technician Mickey Li operates the coil feeding line



FlatMaster® 50 perfect for welding prep

Close tolerances make for quick and quality work

Ahaus-Wessum – H.GEWING Metall- und Blechverarbeitung GmbH is a family-owned company led by its founder Hermann Gewing and his two sons. They employ more than 200 at their 22,000-square-meter sheet metal work facility in the northwest of Germany. A well-trained staff along with

up-to-date laser cutting and punching machinery produce sophisticated metalworking services. Gewing also offers a wide range of parts manufacturing, surface finishing as well as assembly services. And, Gewing manufactures welding fabrications up to 16 meters and up to 5 metric tons. Welding is done either manually or with robots, depending on the project. This is where ARKU's FlatMaster® comes in.

much faster. Thanks to leveling with the FlatMaster®, we achieve repeatable, high-quality flatness,” reports Hermann Gewing, President of Gewing. “Earlier, we were always on the verge of okay or not-okay; and during that time, we only leveled the bad parts. Now we pass all parts through the FlatMaster®.” Gewing purchased the FlatMaster® 50 demonstration model at the EuroBlech 2008 booth. Since then, the precision leveler has been in constant use performing precision flattening on metal parts ranging from 0.5 to 12 mm thickness.

The FlatMaster® levels the metal parts before welding. Flatness requirements are especially high for robotic welding; just a 0.2 mm gap is a problem. Flat parts allow a reliable, more accurate welding process and reduce rework considerably. “The welds can be welded

Learn more about Gewing at www.gewing.de.

Managers of the family company H. Gewing GmbH (from the left): Bernd, Hermann, and Dirk Gewing



ARKU to Exhibit at Blechexpo June 6-9, 2011

ARKU will exhibit at this year's Blechexpo at the New Trade Fair Center in Stuttgart, Germany. A precision leveler for parts from 2-23 mm will be available at the booth for leveling demonstrations and tests. Visit ARKU at the Blechexpo in Hall 5, Booth 5306.

Feintool will be Our Guest at Blechexpo 2011

During Blechexpo, ARKU will host a Feintool sales engineer at the ARKU booth. This representative from Feintool will answer questions concerning fine-blanking systems and automation technology. To learn more about Feintool, visit their web site at www.feintool.com.

Baden-Baden – It wasn't a total cultural shock for Brad Schulze when he arrived at Baden-Baden, but it was a bit different from his daily life in Cincinnati, Ohio. High speeds on the Autobahn, and hard rolls were German specialties that took a little getting used to.

ture, especially its commitment to encouraging young talent.

Since starting with ARKU in early 2011, Schulze was looking forward to training in the German "Mittelstand," which are medium-sized companies credited with Germany's recent economic



Brad Schulze at the ARKU leveling center in Baden-Baden

On the other hand, the Leveling Center was pretty familiar to Brad. As an ARKU leveling technician, he has much leveling experience with the FlatMaster®. After three months of training in Baden-Baden, Schulze has expanded his knowledge base and learned more about ARKU's cul-

growth.

ARKU has operated a U.S. office since 2003. The ARKU Sales and Service Leveling Center is located in Cincinnati, Ohio. Learn more about ARKU in the U.S. by visiting www.us.arku.com

Personality

Boris Grosko

Boris Grosko has been in machine sales at ARKU since September 2009. As a certified industrial mechanic and licensed engineer, he has a

ternational sales at ARKU. He likes traveling, which is good for his job. Professionally, he frequently spends time in South America and Southeastern Europe. In addition to speaking English and Serbo-Croatian, Grosko is currently learning Spanish.

In his free time, Grosko enjoys relaxing away from the bustle of Baden-Baden with his wife and daughter. At 6 feet 5 inches, Grosko was a formidable basketball player and he would like to pick up the sport again, when time permits. However, he has not yet found the right team.

If you are looking for a basketball challenge or want to exchange your experiences in Brazil,

please contact boris.grosko@arku.de



broad technical background. Grosko's goal is to increase in-

One CoilMaster®
50 leads to another

Reliability, setup and changing times improved

of 600 mm or more in two-second intervals. To produce at such a high speed, coil-changing times are very important. ARKU offered the best solution for this issue: in order to prevent bottlenecks by the three processing stages, coil loops were located between each section.

Herzebrock-Clarholz – Are you comfortable in your car? Then it could be due to Paul Craemer. Paul who? Well, you don't have to know Herzebrock-Clarholz, Germany-based Paul Craemer

mance. Reliability, setup and changing times are of utmost importance."

The ambitious production line is able to operate with three

An ARKU CoilMaster® 50 with 9 leveling rolls easily achieves



Highly automated ARKU coil line

GmbH, even though the company is a big automotive supplier with 600 employees and revenue of \$229 million USD (€160 million). Not only are millions of seat cases built there each year, but the company also makes functional carriers for doors and complete back rests as well. Nearly all German car manufacturers use Craemer products. In addition, well-known household appliance and heating device manufacturers trust Craemer parts for their own quality die tool manufacturing. And Paul Craemer trusts ARKU coil-lines.

The company ordered a whole new production line with a 16,000-kN press in 2008. Reiner Veit, production manager for metal products said, "We have had many good experiences with ARKU in the last years, and vice versa. ARKU has also taken our special requests for coil-lines. The leveling coil-line is critical because it must not impede the entire line's speed and perfor-



Production manager Reiner Veit is impressed by the easy operation of the leveler

functions: Cut-to-length, Progressive and Transfer operation mode. The coils with high-tensile

the desired flatness of 1 to 2 mm. ARKU will install Craemer's next coil-line this summer in Slovakia.



Craemer produces structural parts for car seats

sheet – 0.5 to 3 mm thick, up to 1500 mm wide – can weigh up to 25 metric tons. The press produces feeding lengths

Paul Craemer GmbH
Brocke Straße 1
33442 Herzebrock-Clarholz
www.craemer.com