



360°

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CENTREPIECE | OUR SBZ 628 – AT THE HEART OF BELGIAN MARKET LEADER RENSON'S FACTORY OF THE FUTURE.

EDITORIAL



Frank R. Keller
CEO of elumatec AG

Dear customers, business partners
and friends of the elumatec group,

We never cease to be inspired by the power of innovation demonstrated by our customers as they establish dominant market positions, and it feels even better when we as elumatec know that we have made a key contribution to this success. Our cover story is a prime example: Belgian family company Renson is putting our SBZ 628 profile machining centre at the heart of its new, pioneering production systems.

As a company, we are proud of the important role our elusoft solutions for automated machining and more efficient operating sequences have played in Renson's success. This edition of our customer magazine focuses on the software we develop, using as an additional case study the metal processing company PFEIFFER, based in Frittlingen in Germany, where three SBZ 151 profile machining centres offer outstanding flexibility. Plus, we go behind the scenes at elumatec tool development and look ahead to Fensterbau Frontale 2020.

The magazine has also been redesigned to emphasise that we are part of the Voilap group. As you will see, a lot is happening at elumatec – I myself gave an interview to the editorial team in which I explain in more detail what we are doing. We hope you enjoy reading this issue of our magazine.

Frank R. Keller

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50,000 square metres of production space

Bridging the gap between innovation and manufacturing: Belgian manufacturer Renson, a market leader in high-quality patio covers, is building a new, future-proof facility, and our SBZ 628 profile machining centre will play a key role in production. ▶ P. 4–7





FACTORY OF THE FUTURE

The elumatec SBZ 628 XL profile machining centre is at the heart of Renson's new production facility

When it comes to patio covers, carports or façade and garden elements, family-run Belgian company Renson has always been ahead of the competition. To make sure it stays that way, a brand new production facility is being built ten kilometres away from the company's headquarters – and the SBZ 628 XL profile machining centre is set to play a crucial role. "Thanks to elumatec we are bridging the gap between innovation and production", says Pierre Balcaen, the man responsible for the digital transformation of the new Renson facility.

This factory of the future is currently under construction at the 'De Prijkels' business park in Kruisem, a short journey along the E17 motorway from Renson's headquarters, and is scheduled to begin operations in 2020. The actual headquarters is located in Waregem, a town in the Belgian province of West Flanders renowned in Belgium for its Hippodrome, where every year the "Waregem Koerse" steeplechase is held. And Balcaen is responsible for negotiating all the hurdles involved in building the new three-storey Outdoor Experience Centre – the factory of the future – which accommodates a total of 50,000 square metres of production space on a greenfield site.

But the challenges don't end there, as the overall project also includes creating a new IT infrastructure and installing new machinery. Balcaen explains why this transformation is so important: "Product innovation has always been a key part of Renson's DNA, but we need to reduce the time it takes to get these innovations onto the market." Renson is therefore switching to the state-of-the-art SAP S/4HANA communications infrastructure, SAP EWM with a user-defined MES (Manufacturing Execution System) on the SAP MII (+ PCo) platform. "We have to be able to integrate

the machines we use into these new workflows", he says. "That means they have to allow automation, connectivity and transparency in production."

Three SBZ 628s for efficient profile machining

Tasked with identifying suitable machinery, the Renson team found what they were looking for at elumatec. Three identical SBZ 628s are planned to be in operation in Waregem for efficient profile machining by 2023, with the first SBZ 628 already on site at Renson headquarters, set up (a process taking less than a week) and currently in preparation for use. But why did Renson choose to invest in elumatec machinery? A look at the company's current production systems provides the answer. Renson works with conventional saws and routers, which means multiple steps are required in production: first the workpiece is sawed, then it is sent to the router, then it is transferred to the paint shop. "This is complex and time-consuming, so for the new facility we will work with profile groups. We only have to configure the SBZ 628 once, and then we can machine between four and six groups at any one time – for us that was the clincher", explains Balcaen.

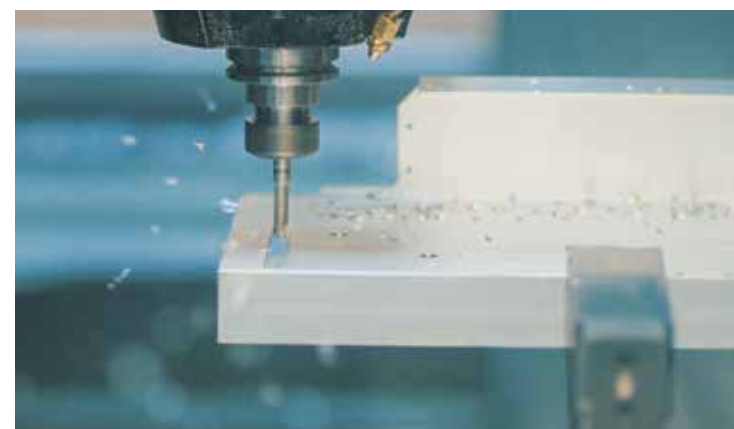
Renson's headquarters in Waregem: the family-run company has an annual turnover of over 220 million euros.



Creating healthy spaces

For more about Renson, visit:
www.renson-outdoor.com





Renson currently showcases its pioneering interior and exterior solutions for healthy spaces on site, and will do so in the new Outdoor Experience Centre too. The aim is to offer customers a personalised overall package, working alongside other providers when required.

Renson manufactures custom-made products, which makes it even more important that the machines can be used at full capacity as continuously as possible. The SBZ 628 uses eluCad software, developed by elusoft, to integrate into the Renson SAP infrastructure. eluCloud, the new software package for monitoring and analysing machine data, is also used. "The aim is to collect data in real time and use a real-time API to transfer it to the system", explains Stefan Huster, Head of Software Development at elusoft, who is helping the team at Renson to configure the SBZ 628 so that it meets their specific requirements perfectly. The starting point is to analyse the cutting surfaces, and the result will be fully automated, continuous machining of workpieces – and all the while, eluCloud will be analysing relevant parameters such as machine status and wear. How long does the SBZ 628 take to complete a job? eluCloud provides the answer, and the software also offers the potential to optimise production through status analyses.

eluCad and eluCloud – a digital transformation

"The pioneering technology in the SBZ 628 is particularly important", says Balcaen, given Renson's desire for fully automated production, "as all the company's systems are produced as individual parts." Take the Camargue patio roof with rotating slats, for instance, which has over 300 options for the customer to choose from. In future, a 3D model will be generated once the desired configuration is chosen. If the customer con-

firms the order, the 3D data for the individual parts will be sent ready for production, and eluCad allows this data to be used for fully automated machining. When the potential of eluCloud is combined with Renson's SAP environment, which among other things calculates material costs and manages the sales process, the vision of a networked, extensively automated factory of the future starts to materialise.

When we interviewed the Renson team, they were still in the learning phase and were testing new profiles on the SBZ 628. The second profile machining centre will be commissioned in the new building in June 2020, "as an exact copy of the first machine" in Balcaen's own words. This will guarantee a smooth transition, as both machines will operate with exactly the same configuration. And when production begins in September 2020, Renson is keen for the collaboration with elumatec to continue. "We are looking for a long-term partnership", says Balcaen, and with the new opportunities enabled by networked machines – think the Internet of Things and Industry 4.0 – he has no hesitation in saying: "We're building for the future with elumatec." ■

"We're building for the future with elumatec."

CREATING HEALTHY SPACES

Whether it's sun shading integrated into the façade, intelligent ventilation or smart living, the family-run Belgian company Renson has become an international trendsetter, making its dream of "creating healthy spaces" a reality in over 80 countries with its customised ventilation, sun shading and outdoor living solutions. Founded in 1909, the company has become a byword for high-end design and innovation, with 10 per cent of its staff employed in research and development.

The rapidly growing Renson Group employs 1,200 people in total, and its products give customers healthy and comfortable outdoor living spaces with clean air and temperatures to suit their needs. Renson's product range includes ventilation systems, fabric sun shades and aluminium awnings, patio covers, carports, façade cladding and garden elements.

The SBZ 628 (top): the profile machining centre can handle multiple machining steps, making it a key element in the new Outdoor Experience Centre (bottom).

“WE ARE AND WILL ALWAYS BE NUMBER ONE”

An interview with Frank R. Keller, CEO of elumatec AG

Frank R. Keller, CEO of elumatec AG since June 2019, spoke to 360° about his first few months in the role and discussed our products, processes and projects. A technical draughtsman and electrical engineer by training, he has gained considerable top-level management expertise from previous positions both in Germany and abroad. At elumatec he is looking to make tangible improvements, and his perspective is consistently future-oriented: “We must be able to say that we are Number One in the market – both today and tomorrow.”



Mr Keller, in your inaugural speech you described elumatec as a strong brand that has a bright future ahead of it. What is your strategy for securing this future?

elumatec has indeed established a unique market position for itself. We enjoy a high level of trust from our customers thanks to our history and the personal relationships we have cultivated – when talking to customers I keep finding that they identify with our

products and feel an emotional connection to them. They are our partners, and we have to make the most of this advantage to ensure that elumatec remains fit for the future.

“Fit for the future” – that sounds like you have big plans.

Yes, and we really see these plans as a continuous process, but this time we are ramping up the intensity.

“I see myself as a member of the team.”

In the years to come, this will strengthen elumatec across the board: in our products, in our internal processes and in how we are perceived by people around the world. Firstly, we have implemented a “fitness regime” for our production to slim down and accelerate our workflows, which will significantly boost our efficiency and quality by the end of 2020. At the same time, we are of course working on our products across all segments so that we remain a leader when it comes to innovation. And a pioneering software project is also imminent: in 2020 the Voilap group will introduce SAP HANA, a system which will provide the best possible support for our business processes at elumatec. Overall, I am extremely optimistic. If we embrace the opportunities resulting from the technological progress we are making and the digital transformation we are undergoing, I believe we can elevate ourselves even further above the level of our competitors.

Is this even necessary? elumatec is after all a global market leader in so many areas.

If you look at our 6xx series, for instance, it’s clear that we produce market-leading machines. We supply high-quality products at a price that represents excellent value for money when you factor in the overall package: top-calibre products, unbeatable customer service, quick delivery of spare parts, and software with digital added value. But we can only keep doing this if we keep evolving and make improvements that give our customers genuine added value.

Speaking of software, what role does elusoft have to play in our future strategy?

A crucial one, particularly when combined with the elumatec software developers. We have put ourselves in a strong position with regard to digital technology thanks to elusoft and our eluCad software, and from day one the new eluCloud will help our customers measure, control and optimise the efficiency of their elumatec machines.

The eluCloud product range gives our customers the powerful tool they have been asking for: orders can progress quickly through production, they can be planned with much greater precision, and deadlines can be met. eluCloud allows deviations from the desired production flow to be detected quickly and helps users structure the troubleshooting and error analysis process. Our task now is to get this message across to the market.

How do you assess elumatec’s international position?

We’re planning for the future in this respect too. elumatec already generates 80 per cent of its turnover outside of Germany, so the foundations are in place for further success. And we have plans to expand: in Spain we will restructure the business in 2020, and in Mexico we are embarking on a pilot project alongside Voilap to establish a shared service area. This has the aim of creating and enhancing synergies within the group, which will make us considerably more efficient.

People say that your appointment as CEO has strengthened elumatec as a company.

I see myself as a member of the team. My job is to create the best possible conditions for our employees, who put their heart and soul into driving elumatec forward every day. We have to take responsibility for our actions, enjoy the work we do together and inspire our customers with what we do for them. I have travelled a lot during my career, and the long periods of time I have spent in other countries have benefited me enormously – I view businesses from both a German and an international perspective, which can help me provide key input.

Do you have any final thoughts?

I would like to emphasise that I feel at home here, and that it brings me great joy every day to help elumatec move forward as a company. I sometimes say in jest that this will be my masterpiece. Although we have been successful around the world for a great many years, our perspective will always be focused on new markets and new technologies. It is thanks to the strength of our parent company, the Voilap group, with all the benefits it entails for our customers and our employees, that we can seize these opportunities. We always were Number One, and right now we are Number One. That will always be how we see ourselves, and our customers see us that way too: elumatec, the company that sets the standard in the industry. I am fully committed to upholding our proud traditions. ■



SBZ 151: THREE-SY DOES IT FOR FLEXIBLE PRODUCTION

German manufacturer PFEIFFER combines three SBZ 151s to maximum effect

Medium-sized family company PFEIFFER Metalltechnologie, based in Swabia in southwestern Germany, is a leader in aluminium profile machining technology thanks to its high productivity, low error rate and quick delivery times. In order to maintain this competitive edge, it uses elumatec profile machining centres (SBZs), automatic saws and double mitre saws to manufacture its products. We took a look at how the SBZs in particular are helping PFEIFFER boost its efficiency in production.



A family firm in Frittlingen

PFEIFFER is based in the idyllic town of Frittlingen, which nestles between Rottweil and Tuttlingen at the foot of the Swabian mountains and has a population of 2,190. The company was founded in 1977 by Gerhard Pfeiffer, and in 2013 his sons Reiner and Robert took the reins as partners and Managing Directors of a business which operates from premises comprising 8,000 m² and which employs over 100 people, making it the largest employer in Frittlingen.

Leading technology and large-scale series production

PFEIFFER has built its reputation as a technology leader in large part thanks to its “PFEIFFER Metal Engineering” (PME) principle, which encompasses optimising

how materials are used and selected, enhancing product design, and streamlining manufacturing processes for medium- and large-scale series production. The company also boasts a high level of vertical

manufacturing integration with its assembly and component production and delivers everything from prototypes through to series products.

PFEIFFER’s expertise lies mainly in the exciting and exacting field of aluminium machining and in welding and surface technologies, laser machining and punching processes. Its customers include automotive, vehicle and machinery manufacturers, electrical engineering

firms, power engineering companies and sun protection specialists.

Speed and flexibility required

Medium-sized Swabian companies are renowned around the world for high-quality products and market-leading technologies, and PFEIFFER is no exception. This means that the demands placed on the machines the company uses are extremely high, particularly when it comes to processing orders. “It is very important that we can react to increases in demand whenever they occur”, says Robert Pfeiffer, who explains that large-scale orders have to be delivered as quickly as possible and exactly in accordance with what the customers want – and sometimes multiple orders have to be processed simultaneously.

Also crucial for production, which involves various machining operations, are machines that can be converted quickly. And this flexibility is a key element of the PME principle, which revolves around optimisation for series production.

“Customers value what we do because we find the best solution for every problem, big or small, and because our customer service is second to none”, says Pfeiffer. The Managing Director explains that PFEIFFER’s aims are higher than small-scale production for niche markets: globalisation means that medium- and large-scale manufacturing is the only way to guarantee the company’s long-term future, which requires

hard work and expertise on the part of staff, coupled with constant innovation.

Everyone at PFEIFFER knows that the company cannot stand still if it is to preserve its competitive advantage, and that also applies to the equipment and technology used in aluminium machining. The demands are clear: “We need machines which combine all operations, from prototypes through to series manufacturing, and which give us a high level of flexibility”, says Pfeiffer.

The compact SBZ 151 – unbeatable versatility in operation

Three SBZ 151 profile machining centres are in use at PFEIFFER. “The 5-axis centre is perfect for handling all the various operations”, says Pfeiffer, who makes clear that this is crucial for a company that has made its name by machining aluminium profiles with maximum flexibility and efficiency. The SBZ 151 is used to machine components for vehicle floorpans, including parts for Jaguar and profiles for luggage rack ventilation for Daimler subsidiary EvoBus. “Using three identical machines allows us to stay on top of market requirements at all times”, he explains.

The SBZ 151 in use at PFEIFFER can be quickly converted to suit the operation. To give just one example: dynamic servo drives allow the machining unit to be positioned at up to 66 m/min. “The automatic tool changer boosts our productivity”, says Pfeiffer, and the use of eluCad software, developed by elusoft,

makes production at PFEIFFER even more efficient, which offers maximum flexibility, user-friendliness and practical functionality when programming machines.

Better quality in a smaller footprint

Routing, drilling, tapping, thread milling, notching and sawing are performed on the stationary profile, ensuring that the profile surfaces are handled gently and improving the quality of the end product. But that’s not the only advantage, as Pfeiffer explains: “It takes up much less space. The design of the SBZ 151 means it has a much smaller footprint than our old machines from other suppliers – while still giving us the same machining options.”

“Everything fits together perfectly: our product suits the machine, and the machine suits the product”, says a delighted Pfeiffer. And the Managing Director speaks just as highly of the elumatec SA and SAS automatic saws as he does of the SBZ 151, as they have the same crucial advantages of flexibility and quick conversion. But there is also a less technical reason why PFEIFFER decided to acquire elumatec machinery. As Pfeiffer explains: “We set great store by working with other companies and suppliers in close proximity to us – you could say it’s part of our philosophy.” And PFEIFFER was in any case already aware of elumatec from word of mouth, a sign of elumatec’s ever-growing reputation for supplying high-quality machinery.

Ambitious goals: PFEIFFER aims to remain a technology leader.

To find out more about eluCad software from elusoft, visit: www.elusoft.de



AROUND THE WORLD

2019's trade fair highlights in France, China, Dubai, Canada and the USA.

In 2019 we made our presence felt around the world. Although the spotlight at the various international trade fairs was on our customised solutions for window, door, façade and aluminium manufacturing, we also took the opportunity to speak to existing and new customers and to offer individual consultation to visitors from around the world in Paris, Atlanta, Toronto, Shanghai and Dubai.



The machine shop at PFEIFFER, where elumatec efficiency is making the difference.

“Our productivity has increased by 30 per cent.”

A simple, honest working relationship

But it's not just the high-quality products that matter to PFEIFFER: elumatec's customer service is also key. The top priority is to maximise machine availability in order to keep downtimes to a minimum, and the

Managing Director is keen to praise elumatec's role in this regard: "Their remote maintenance is always on hand to provide support for our machines, and we have never felt neglected when we have had problems. The machine immediately boosted our productivity, and we now have a perfect blend of machinery, software and top-class customer service."

After eight years of working together, Pfeiffer is more convinced than ever that choosing elumatec was the right decision. "Whether we're dealing with back office staff or speaking to sales representatives in person, we have a simple and honest working relationship."

PFEIFFER and elumatec's collaboration is a shining example of how technological expertise and open, honest communication can create genuine and lasting added value. "Our productivity has increased by a whole 30 per cent, our error rate has dropped 10 per cent down to 15 per cent, and our delivery times are significantly quicker too", says Pfeiffer. As a result, the new, more efficient PFEIFFER is now perfectly positioned to build on its strong market position in the years to come. ■



For more about PFEIFFER Metalltechnologie, visit: www.pfeiffer-metalltechnologie.de

Batimat: productive discussions with customers

Our stand at the construction trade fair in Paris allowed us to showcase our high-performance machines and engage in extremely useful discussions with our customers. The SBZ 122 profile machining centre caused a real stir and attracted specialist visitors from around the world.

GlassBuild: making an impact in Atlanta!

At GlassBuild the focus was on machining doors, glass and windows, making it the ideal opportunity to gain new customers. And that's what we did! 25 per cent of the visitors to our stand were potential new customers for elumatec.

CMTS: machines and relationships that last

We used the trade fair in Toronto to consolidate the relationships with our customers, focusing on all-round consultation for smaller businesses, while our compact profile machining centres took centre stage.

FENESTRATION BAU China: networking in Shanghai

We showcased our high-performance machines to almost 150 new and existing customers, with the SBZ 630 profile machining centre proving a particularly big draw.

TechDays: live demonstrations and software info

Our in-house event at our subsidiary in South Bend, Indiana, was a complete success: 150 visitors from almost 100 companies came to discover our innovative solutions, such as our eluCad software.

Windows, Doors & Façades: over 6,300 visitors

A huge range of structural engineering products were on display in Dubai. We enjoyed a successful trade fair, handling a large number of queries, sales and orders. ■



The wide range of products attracted visitors from around the world to our trade fair stands.

TRADE FAIRS – EXCELLING IN XXL

Machine heavyweights and eluCloud in the spotlight at Fensterbau Frontale 2020

From 18 to 21 March 2020 in Nuremberg, 800 companies will be presenting the latest ideas and innovations from the world of window, door and façade construction. We'll be there too, with three trade fair heavyweights, other high-profile products and our eluCloud software.

At Fensterbau Frontale 2020 in Nuremberg, the sector's largest international trade fair, we will be showcasing a wide range of customisable products – such as our XL double mitre saws and other intelligent solutions – that allow efficient, comfortable and sustainable machining to suit all production requirements for companies big and small. Eight machines will be on display at the elumatec stand, and we will also be demonstrating our eluCloud software, which collects and analyses machine data to allow operating sequences to be significantly enhanced.

Our three trade fair heavyweights:



SBZ 628 XXL

SBZ 628 XXL profile machining centre: the largest of the 628 series offers unbeatable flexibility thanks to its linear servo drive, fully automated residual piece processing and up to eight spindles for routing or drilling. The fully automatic system can machine and cut all shapes and sizes of aluminium profiles quickly and safely, while clever features such as a pivoting gripper and travelling clamps make it easy to use and increase the overall efficiency.



DG 142 XL

Our DG 142 XL double mitre saw, the large version of the DG 142 series with a range of new technical and visual features, will be a surprise guest at Fensterbau Frontale. This user-friendly machine catches the eye with its new design, and in operation its large cutting range makes it a sure-fire winner. The DG 142 XL is equipped with the latest safety technology and is available with additional accessories such as a label printer, a digital display, roller conveyors and enhanced software. The popular double mitre saw is ideal for high-volume PVC series production when cutting at 90° and 45°.



SBZ 141

The four axes of the SBZ 141 enable economical machining of aluminium and thin-walled steel profiles, and the profile machining centre also offers short tool changing times, optimised machining cycles and the ability to machine a range of profile lengths. Other features include autonomous clamp positioning and the stable, ergonomic machine bed, while the improved feeding position – with a realigned 0 edge to simplify feeding profiles into the machine – makes working with the SBZ 141 even more convenient.

The other big hitters at Fensterbau Frontale

- SBZ 151 Edition 90 profile machining centre: our largest 5-axis model, with a modular design that allows various profile lengths to be machined, has demonstrated its capabilities in the construction of the Louvre Abu Dhabi and in other projects. This wide range of available machining lengths gives elumatec customers a flexibility unmatched by our competitors.
- SBZ 609 downstream centre: high-performance features such as an internal gripper and a lifting function make our largest downstream centre for PVC profiles perfect for reinforcement screw driving.
- SBZ 122/75 profile machining centre: The largest of the 122 series and winner of the German Design Award allows operations to be processed extremely quickly and with ultimate precision. The versatile 5-axis machine also uses 30 per cent less energy than previous models.
- SBZ 122/70 Plus profile machining centre: a powerful all-rounder for producing windows and doors, suitable in particular for small metal construction companies and suppliers with two-shift operation. Equipped with a Power Torque Router Motor, the energy efficiency and intelligent control system in this dynamic machine give customers ultimate performance with low electricity consumption.
- DG 244 double mitre saw: easy-to-access support tables, a large saw blade diameter and the ability to saw tall and wide profiles without requiring support blocks make this energy-efficient machine suitable for a wide range of applications.

Software and customer service hand in hand

Innovative software solutions reduce costs, ensure optimum machine availability and allow flexibility. eluCloud, developed by elumatec and elusoft, has been designed to be easy to use, to give users real-time machine and production data, and to help companies optimise their operations. At Fensterbau Frontale we will be giving insights into digital automation processes, the various eluCloud modules and our eluCad software, which makes programming profile machining centres significantly easier. Another focus in Nuremberg will be the close relationship we have with our customers and our comprehensive consultation service, and our After Sales team will also be on hand. ■

FENSTERBAU FRONTALE

For more about Fensterbau Frontale, visit: www.frontale.de

TEETHING SOLUTIONS

Designing the perfect tools for elumatec machines (Part 1)

Ever since the Stone Age, when our ancestors first laboured to make rudimentary hand axes, we have known that the right tool produces better results and saves both energy and time. And that's more true than ever in our high-tech Industry 4.0 era.

On-site with saw blade manufacturers

If we take a look behind the scenes at tool development for elumatec, that doesn't necessarily mean at our headquarters in Mühlacker-Lomersheim. Take saw blades, for instance: to develop the best possible blade for the prototype of a new elumatec sawing machine, we set the machine up at the saw blade manufacturer and spend hour after hour testing how the blades cut aluminium profiles. There are lots of variables to consider: what is the right number of teeth for the wrought alloy being machined? Which geometry produces the quickest feed and the best chip removal?

Not even the smallest detail escapes the watchful gaze of the testers. How quickly did the operation end? Were any manual finishing touches required? Which saw blades passed muster, and which didn't quite cut the mustard?

The perfect tool for every elumatec line

"Any machine is only as good as the tools that come into contact with the workpiece", explains Michael Dehm, Head of Technical Sales at elumatec. "As a global market leader, our customers quite rightly expect nothing but the highest quality and reliability from us, so we decided early on that we would also supply tools designed specifically for our machines."

To discover the whole elumatec tool range, visit:
www.elumatec.com/en/catalogs

Saw blade development is just one example, as Rutger Stuber from elumatec's Applications Engineering department describes: "The saw blade tests showed that increasing the number of teeth from 110 to 120 produced a big improvement in the cutting results. With HS cutters we found that a larger grinding angle of 15° created more space for the chips, resulting in quicker propulsion, lower wear and ultra-clean surfaces without subsequently having to do anything by hand. That saves time for our customers and makes their operations more cost-effective."

Quality from a single source

A tailor-made tool will sit snugly in the tool holder, work as efficiently as it should and enable trouble-free chip removal, resulting in perfect surfaces and a long service life. Berthold Scherer from the Applications Engineering department sums it up: "Our customers know that our saw blades, disc milling cutters, HS cutters and VHM cutters are designed especially for the aluminium wrought alloys of the materials and for the applications of the machine." And for other materials? "For PVC profiles we have a wide range of optimised saw blades, disc milling cutter sets, HS cutters, groove knives, handle hole drills, Teflon films and VHM cutters. And we also offer steel reinforcement for special applications such as house door manufacturing."

The range of elumatec tools also includes collets, tool racks and lubricating and cooling sprays. And elumatec tools go hand in hand with elumatec software: for machining centres with eluCam and the eluCad office software, the operating data for the optimised tools is integrated as standard. As if that weren't enough, the subject of tools is covered extensively in the training elumatec offers for its products, as Osman Bütün from the Applications Engineering department makes clear.



Test, test, and test again – the secret behind the perfect tool.

Want to find out more about elumatec tools? Don't hesitate to get in touch:

► Technical Sales
 Rutger Stuber
rstuber@elumatec.com

Efficient customer service – a winning formula

When machine, tools, customer service and support are all supplied as part of an all-inclusive service package, then that's good news for Purchasing and Controlling too. A single, expert contact means deadlines are more likely to be met, machines are utilised more effectively, and customers ultimately get better value for money. "That's what we owe our customers, and by remaining loyal to us they show how much they value what we do for them", explains Michael Bührle, Head of After Sales. "Giving them the best quality and productivity is a key element in our company philosophy." ■

Part 2 of our series, which will feature in the next issue of our 360° magazine, will focus in more detail on cutting tools.

TIPS FROM THE PROS

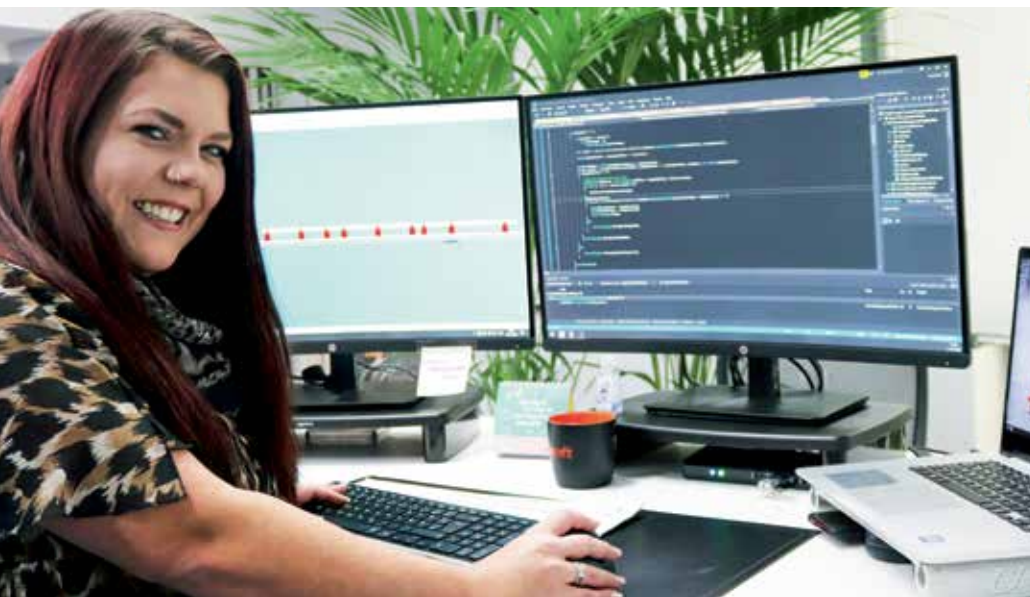
Our tips for the best results, higher efficiency and less noise when working with tools:

- Clamp the workpiece securely (with at least two pneumatic clamps or a vice).
- Clamp the workpiece close to where it will be machined.
- Clamp tools for as short a time as possible.
- Aim sprays carefully to aid machining.
- Observe the recommended dosages for elumatec sprays.
- For hard metal tools, ensure the collets and the tool holders move smoothly.
- Only use well-balanced tool systems.
- Ensure synchronous running – avoid counter rotation.

PIONEERS SHAPING THE FUTURE

elumatec subsidiary elusoft combines mechanical expertise with the potential of digital technology.

Everyone knows the story behind Apple Inc., and there are parallels between the company founded by Steve Jobs and Steve Wozniak and elusoft's beginnings in 2000. The first steps towards developing programming software for elumatec machines may have been taken in offices rather than in a garage, but the pioneering, can-do spirit that often comes with such humble origins was also in plentiful supply among those elumatec programmers who worked day and night to write the perfect code for the first release.



Software developer Christina Bauer came back to elusoft after completing her Master's degree.

The drive and dynamism that characterised the early years of software programming is alive and well in today's 13-strong elusoft team. "It still feels like a start-up", says Stefan Huster, Head of Software Development at elusoft. Although the computer scientist wasn't involved when the elumatec subsidiary was founded in 2001, he knows the story of how a collaborative effort with software firm CAMäleon became the beating heart of elumatec's future like the back of his hand. "The company is also part of Voilap Holding, and we still work closely with them as a partner", he says. Based in Dettenhausen, south of Stuttgart, elusoft staff enjoy both the proximity to the Schönbuch nature reserve and the distance from the machinery of Mühlacker – though of course they are frequent visitors to elumatec AG headquarters. Huster explains how the arrangement suits both parties: "Feedback from elumatec technicians and Sales staff is obviously every bit as important as the feedback from our customers. But we also value the freedom we have to move forward with developing our software."

In practice, that means elusoft focuses on developing products and solutions that make machines and customer production processes more efficient and future-proof. The eluCad programming software is a prime example: experience from numerous customer projects has helped make eluCad the solution that meets the demands of medium-sized metal construction firms and industrial customers for creating quick and flexible programs for elumatec machines. Highly complex projects such as the Louvre Abu Dhabi and the Burj Khalifa are testament to the software's capabilities.

The elusoft team
(left to right):
Sebastian Müller (AE)
Hansjörg Auch-Schwarz
(Head of AE)
Stefan Gerhart (Software
Development)
Stefan Huster (Head of
Software Development)
Frank Loreck (AE)
Karin Beck
(Administration)
Sergej Klepov (AE)
Yvonne Koss
(Administration)
Christina Bauer (Software
Development)
Petra Ecker (Commercial
Management)

Not shown:
Ralf Haspel (Managing
Director)
Julian Reich (Software
Development)
Jonas Ströbele (Software
Development)
Aleksandar Kirilov
(Software Development)



"We have a very low staff turnover at our company, and that's thanks to the atmosphere here."

Four applications engineers are employed at elusoft to conduct customer training, oversee production at customer sites and provide advice and consultation whenever required via the elusoft hotline. As Hansjörg Auch-Schwarz, Head of Applications Engineering at elusoft, says: "Our customer service aims to give our customers the best possible support to help them overcome the challenges they face." Little wonder, then, that elusoft staff are on first-name terms with many customers, and an extremely close and productive relationship has blossomed that allows market

requirements to be identified ahead of time and provides valuable input for software development, both for eluCad and for eluCloud, the new digital solution for monitoring production.

The team also features three women who are responsible for the administrative side of the business, including keeping the books and taking care of jobs that often go unnoticed, such

as booking hotel rooms for those attending training courses. They are the backbone of the company, giving the six developers (who know how lucky they are to have them) the freedom to unleash their creativity. The six developers include one woman, Christina Bauer, who trained at elusoft, went on to get a Master's degree and then returned to elusoft, something which makes Huster particularly proud. "We have a very low staff turnover at our company, and that's thanks to the atmosphere here." Going for a beer together after

work and regular social events are part of the company culture, but even more important are flexible working hours, open and honest communication and a flat hierarchy: Ralf Haspel, Managing Director of elusoft since 2011 and former CEO of elumatec AG, focuses on the relationships with elumatec and Voilap Holding in addition to his administrative responsibilities, while Huster shares operational management duties with Petra Ecker, whose remit covers the commercial aspect of the business.

In a world embracing digital transformation, it is perhaps no surprise that elusoft continues to thrive. But this growth would not be possible without its employees, and the competition to recruit the brightest minds is fierce in a region where big names like Bosch, IBM and Daimler are considered to hold all the trump cards. The fact that elusoft is employing more and more people is a reflection of the exciting projects the company offers, its positive and friendly working environment and, last but not least, the start-up spirit that is still very much in evidence.

Over in Mühlacker, elumatec staff are well aware of how this benefits a software company, and elusoft is widely regarded as a crucial partner for both companies' technological development. "Automation is a key issue for all our customers", says Huster. He believes software is becoming more and more of a selling point, given its ability to deliver the required efficiency in production sequences – "genuine added value for our customers". This means elusoft is programmed for success, and it is playing its part in ensuring elumatec can look ahead to a bright digital future. ■

elusoft

For more about elusoft, visit:
▶ www.elusoft.de

ULTIMATE FLEXIBILITY FOR A DIVERSE GLAZING SPECIALIST

elumatec UK Case Study

Seasonmaster Double Glazing Ltd is a business established for 40 years and based in Co. Mayo, Ireland. The business is highly respected in the domestic and commercial sector and their structural glazing has contributed to the success of numerous flagship architectural projects. Their approach is from design concept to completion. They design, engineer, develop, manufacture and install curtain walling, windows and doors, roof glazing and structural glazing, working with PVC, Aluminium and composite materials.

With major projects on their order books which require the very highest standards to be delivered, Seasonmaster was very serious about the manufacturing technology it sourced. With versatility and reliability a key requirement in a machining centre, CPD Machinery advised Seasonmaster to take a closer look at the capabilities of our elumatec SBZ 628 XXL model. It was decided that a team from Seasonmaster would visit and view the SBZ 628 XXL in operation, especially the patented pivoting gripper system that ensures accurate positioning of complex profile cross-sections. It has 8 x 6kw spindles, 650mm vertical and 550mm horizontal blades, and is made to handle profiles which are difficult or have challenging geometries. After viewing and further consultations it was very easy for Seasonmaster to make the decision that the SBZ 628 XXL was the machine for their company, and it was shipped to its new home in January. After a short but intense period of training, it's now making its contribution to Seasonmaster's ongoing success.

Mr Raymond Jordan, Managing Director of the business said, 'We knew that this machine was the best machine for our needs. We are dealing with customers from all sectors, we work in all materials on projects of all sizes. Our business has to be adaptable to any changes and with the purchase of


the SBZ 628 XXL, we are confident that we have purchased the best machine for our company. The machine has already proven to us that we made the right decision. We are still discovering the full potential of our machine, but its speed and most importantly, its precision, has already changed the way we work.'

Seasonmaster's current lines include the elumatec TS161, DG79, DG 244, AK134/65 and two of our CNCs: the SBZ 140 and most recently, the SBZ 628 XXL. All of Seasonmaster's elumatec machinery was supplied and serviced by CPD machinery sales, the sole suppliers of elumatec machinery in Ireland.

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