

DMG/Mori Seiki

EXPAND CAPABILITIES IN NORTH AMERICA



The Houston ribbon cutting ceremony included (left to right) Flanagan, Mohr, Kilty, Mori, Okada and Hooper (courtesy DMG/Mori Seiki).

DMG/Mori Seiki recently broke ground on a 200,000-square-foot factory to be situated on 14.5 acres in Davis, California. The plant will be Mori Seiki's first manufacturing facility in North America, and will employ between 100–150 personnel. At capacity, the new facility will produce as many as 100 units per month, focusing on the popular new X-Class line of precision machines. "Our initial targets are our horizontal machining centers—the X-Class NHX4000 and NHX5000 Series," says Mark Mohr, president of DMG/Mori Seiki USA. "Our next product under consideration is the DMU 50 and potentially other X class machines."

The plan of locating a new manufacturing facility in the United States is based on the possibility of the continuing decrease in the exchange rate between the United States and Japan. Dr. Masahiko Mori asserts, "If the value of the U.S. dollar declines, it will become fiscally advantageous to manufacture machine tools in North America, eliminating the cost of importing from Japan."

The addition of a new North American factory is expected to offset any disparity in the exchange rate between the two currencies and would ensure Mori Seiki customers the continued quality, precision and value they have come to expect in their machine purchase. Mori Seiki currently operates a total of four factories in the Nara, Mie and Chiba prefectures of Japan. The company's manufacturing presence in North America builds upon an existing overseas unit in Le Locle, Switzerland (DIXI Machines). Mori Seiki acquired DIXI in

2007 to manufacture and market products under the DIXI brand, but also to expand its capacity in order to manufacture and sell Mori Seiki branded products.

Manufacturing in the United States enhances the company's existing infrastructure in North America. Engineering operations are already established at the Digital Technology Laboratories (DTL) in Davis, California. Software and machinery has been designed at DTL since 2000, when the group was launched. Today, the group boasts over 80 employees; the creation of a North American manufacturing plant creates further opportunity for R&D collaboration in the United States. The Davis, California site offers several other advantages as well. "The West Coast location makes it very easy to work with our Japanese colleagues," says Mohr. "For instance, we will be importing ball screws and spindles from our own manufacturing facilities in Japan—not for purposes of cost saving, but because they're simply the highest quality." The nearby UC-Davis and Berkeley campuses ensure that the available workforce is also top-quality; the area is regarded as a proving ground for the latest advances in technology, engineering and computer sciences.

Mori Seiki remains focused not only on R&D and production, but also on installation and proper maintenance. Mori Seiki's recent launch of the Mori360 Total Support package in the United States and Canada highlights the company's commitment to complete customer service. The addition of the new North American factory will raise Mori Seiki's total monthly output capacity by approximately 100 units to slightly more than 900, preparing Mori Seiki for the anticipated global expansion of machine tool sales in the coming decade. Construction is slated for completion in fall of 2012.

A dedication and ribbon-cutting ceremony also took place in June to mark the opening of a new joint technical center in Houston between DMG/Mori Seiki and Ellison Technologies. The official, three-day grand opening event of the technical center followed, with visits by more than 500 attendees. The 22,500-square-foot facility is one of the largest of Ellison's 21 locations across the United States and Canada and includes a full staff of over 25 service, application and sales engineers, including engineering support staff from DMG/Mori Seiki USA.

Machine demonstrations and technical seminars focused on big technology—specifically for the application of large machines like the NT6600DCG integrated mill turn center, DMU 125 FD duoBLOCK universal milling machine and the NZL6000 two-turret lathe. Seminars were presented on new oil and gas machining strategies, as well as increasing productivity through employee education and training. The 6,500 sq ft showroom was designed to demonstrate the latest in DMG and Mori Seiki technology and advanced machining

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processes. Future visitors will be able to see live demonstrations on industry-specific technology emphasizing process optimization, testing and development. The facility also features a state-of-the-art training and media area for customer seminars, product demonstrations and training sessions. This area was utilized by more than 30 partner suppliers during the grand opening event, bringing opportunity for visitors to collaborate with multiple experts in one, convenient location. Ellison Technologies and DMG/Mori Seiki support engineers will continue to provide total customer support from the new Houston facility location by offering engineering services including test cuts, turnkeys and accessory integration. Customer service is further enhanced by the nearby DMG/Mori Seiki Dallas Technical Center and its inventory of over \$125 million in spare parts.

"DMG/Mori Seiki and Ellison Technologies remain focused on continuing to provide exemplary customer support in all areas: R&D, technology, education, service, parts and partner products," Mohr says. "With that goal in mind, we are pleased to expand our services at the Houston Technical Center and look forward to continuing to meet and exceed customer expectations."

Robert Errichello

LEADS DIVERSE
GEAR EXPO LINEUP



Robert Errichello with his
"Gear Muse" Corny.

Robert Errichello from Geartech will present "How to Organize and Manage a Failure Investigation" at Gear Expo 2011 in Cincinnati (November 1-3). Attendees will learn techniques for organizing and managing a failure investigation, including identifying the failure mode and the root cause and recommending repairs or improvements. Errichello is a longtime *Gear Technology* technical editor and is considered one of the foremost experts in machine



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ALD

FORMS TECHNOLOGY RELATIONSHIP WITH DIBALOG

Vacuum furnace manufacturer ALD-Holcroft of Wixom, Michigan recently announced a newly formed technology relationship with the energy management company Dibalog USA Inc. of Simpsonville, South Carolina and the parent company Dibalog GmbH of Heidelberg, Germany. The vacuum furnace manufacturer can now offer integration of energy management through the expertise and experiences of Dibalog. Dibalog offers customized systems for energy optimization and data logging. "Our large, ModulTherm systems and single chamber furnace installations can benefit from the Dibalog know-how as they drive the cost of operation down," says Bill Gornicki, vice president of sales for ALD-Holcroft. "Finally, an expert solution to the issue of high cost electricity."

For more information, visit www.ald-holcroft.com.

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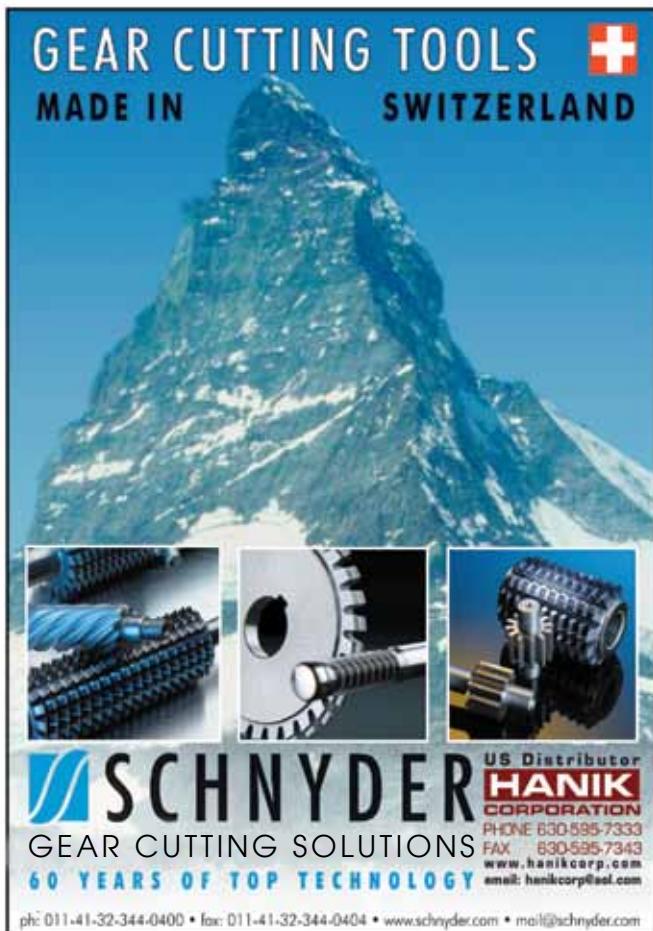
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Metal Powder Industry Rebounds



The North American powder metallurgy (PM) industry regained its growth momentum in 2010 after five dismal years of declining demand, reported Michael E. Lutheran, president of the Metal Powder Industries Federation (MPIF) at PowderMet2011. While the dramatic rebound can be largely pinned on the increase in light-vehicle sales, other end markets also gained, he stressed. PM's design-engineering advantages, contributions to sustainability, and proven economies are stronger than ever. The industry's real turnaround actually began during the last quarter of 2009, when customer inventories were at their lowest point and the pipeline needed refilling. This situation signaled a firming of demand for metal powders and PM parts. A clear indicator of rising production levels was the hiring spurt seen at many PM parts fabricator plants.

Total 2010 North American metal powder shipments increased about 35 percent to an estimated 451,021 short tons. Total iron powder shipments in 2010 soared by 44.23 percent to 353,121 short tons. The PM parts share represented 315,192 short tons, a 50 percent increase over 2009 levels. Lutheran pointed out that 2009 was a dismal year and the increase brought the industry to levels still below its peak year of 2004, when iron powder shipments hit almost 474,000 tons. "Nevertheless, we are back on the growth track, regaining momentum in nearly every quarter," he said. For more information, visit www.mpif.org.

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Douglas K. Woods, president of the Association for Manufacturing Technology (AMT), greeted news of the Obama administration's launch of its Advanced Manufacturing Partnership with optimism that the U.S. government is finally realizing the important role manufacturing technology plays in national security and sustained economic growth. "AMT is encouraged by the administration's continued focus on the manufacturing sector," Woods says.

The Advanced Manufacturing Partnership is a national effort to bring industry, universities and the federal government together to invest in emerging technologies that create manufacturing jobs and boost global competitiveness, particularly in industries critical to national security. The \$500 million plan uses existing funds and future appropriations from various federal agencies to boost innovation in manufacturing technologies such as small, high-powered batteries, advanced composites, metal fabrication, bio-manufacturing and alternative engineering. The goal is to enhance defense-critical industries; build U.S. leadership in next-generation robotics; increase energy efficiency in manufacturing; and develop technologies to help improve manufacturing efficiency.

"Collaboration is key to speeding the development of next-generation manufacturing technologies and products, as well as building a manufacturing smartforce," Woods says. "Leveraging existing funds to jumpstart this effort is a big plus given the current deficit. However, as Congress grapples with the debt ceiling and budget this summer, it must consider that investments in science, technology and smartforce made today will increase revenue in the long-run. As the representative for U.S. manufacturing technology suppliers, AMT is eager to work with the stakeholders on this important collaborative effort to regain worldwide leadership in manufacturing," Woods concluded. For more information, visit www.antonline.org.

Spiral Bevel Gears

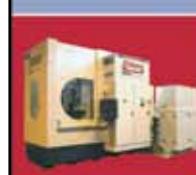
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Nordex

COMPLETES LARGEST COMPANY WIND PROJECT



Delivering on the potential that the American market holds for the wind industry, Nordex USA, Inc. announced completion of the largest project ever undertaken by Nordex Group. The 60 N90/2500 wind turbines at Cedar Creek 2 are commissioned. The logistical challenges of preparing and delivering a project of this size are significant. If the blades and towers for the project were placed end-to-end, they would stretch for 8 miles (13 km).

The wind farm, 20 miles north of New Raymer in Weld County in northeastern Colorado, is jointly owned by BP Wind Energy and Sempra Generation. The power produced by this 150 MW project, enough to supply 45,000 American homes, has been purchased by Public Service Company of Colorado, an Xcel Energy company, under a 25-year agreement.

“We are pleased that BP chose Nordex turbines for Cedar Creek 2, one of the largest projects in Colorado. Our relationship with BP dates back to 2002 when Nordex first supplied turbines to one of their refinery sites in the Netherlands,” commented Ralf Sigrist, president and CEO of Nordex USA, Inc. “As a growing global company, it is important for Nordex to build on its connections with existing customers to continue our expansion in America.”

Nordex was responsible for the turbine supply and commissioning and will continue to provide service and maintenance under a five-year contract. The mile-high altitude required some special adaptations, including increasing the turbines' heat exchanging capacity. Nordex has both completed and current American installations totaling 500 MW in several states, including Minnesota, Pennsylvania, Wisconsin, Maryland, Iowa and Idaho. For more information, please visit www.nordex-online.com.