

Gear Expo 2007— You'll Be There, Correct?

“Eighty percent of success is showing up”
—Woody Allen

Jack McGuinn, senior editor

Woody Allen was talking about success in show business when he uttered those words, but you can visit any number of corporate meeting rooms and sales centers having nothing to do with the entertainment arts and find that quote emblazoned on the wall.

It's no stretch to believe the same can be said in support of exhibiting at Gear Expo 2007. Moaning and carping about exhibiting at trade shows have existed since perhaps the Columbian Exposition, but here we are in 2007 and another Gear Expo is upon us. And one premise remains etched in stone—you cannot win if you do not play. So it is that—as we go to press—there will be at least 159 companies setting up shop and selling their wares and services to attendees from around the globe.

Gear Technology was able to grab a few minutes with a small but representative sampling of this year's exhibiting companies. Call it what you will—a necessary evil, an invaluable sales and marketing opportunity, or simply a way to help support the worldwide gear industry—the following companies will be there with bells on and a whole lot more.



Company: Gleason Corp.

Booth: 422

Contact: Al Finegan, director of marketing

What's New: The 210-H Genesis hobber will make its first show appearance; capabilities-upgraded Sigma 175GMM CNC gear analysis machine; a new line of cutting tools for large cylindrical gear applications.

Why Gear Expo?: “The market in the U.S. has not been particularly good, and there hasn't been a whole lot of investment going on in this country and it's disturbing. So we're looking forward to it.”



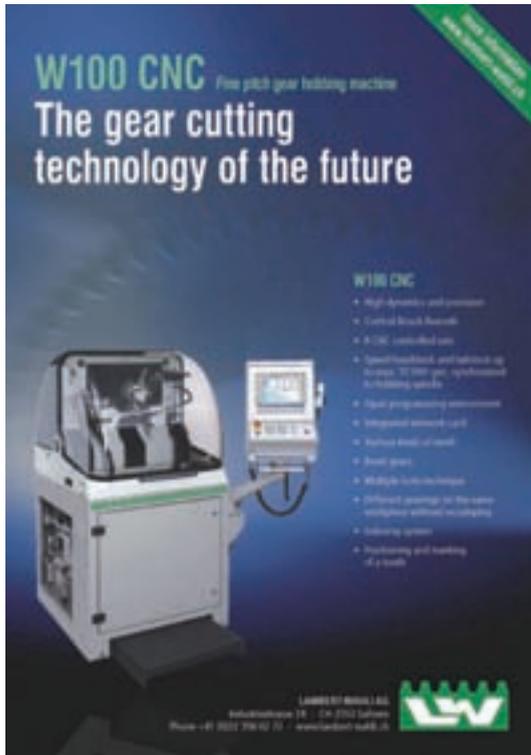
Company: KAPP Technologies

Booth: 244

Contact: Bill Miller, vice president sales

What's New: The KX300P with a significant upgrade; i.e., flexible dressing of worm gears allowing for quicker setups, job runs and reduced lead time.

Why Gear Expo?: "It has become more and more a good venue for a lot of customers to see and touch the latest equipment. You have to be there. I always equate it to the family reunion where you have to go or they talk about you."



Company: Koepfer America

Booth: 122

Contact: Dennis Gimpert, Koepfer America president; Chris Otte, marketing

What's New: Redesigned Wahli 100 CNC machine for extremely fine-pitch applications (instrumentation, etc.); its enhanced velocity now provides spindle control even at very high speeds. Also, not in the booth, but a formal announcement will be made of the KFS250 hob-sharpening machine. Koepfer will share its booth with Emag and its VL 3 CNC vertical turning machine.

Why Gear Expo?: *Gimpert:* "We have great success at the shows. I think some people complain because they don't have equipment (at the show) and nobody wants to come into their booth and just stand around and drink a Coke. It is expensive, but if you do it intelligently, I think there's a return on it." *Otte:* "I think it's important for us to be there so that attendees can see our machine. They may have heard about or saw it in an ad, but now they can see it actually being demoed."

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Company: Great Lakes Gear Technologies, Inc.

Booth: 100

Contact: Ray Mackowsky, Great Lakes president

What's New: One-meter Höfler HS 900 hobber weighing in at approximately 50,000 lbs. Popular in Europe, it is part of the official introduction of Höfler hobbers to the U.S. market. Also on hand will be a sampling of the Escofier line of gear and spline roll-forming equipment. (The Great Lakes booth will also have a Fässler presence.)

Why Gear Expo?: "It's always been a good venue for us. All our principals—Hofler, Fässler—have always been exhibitors—through good times and bad—with leading-edge technology. I'm excited."

Company: DuPont North America

Booth: 514

Contact: Rob Johnson, DuPont North America gear team leader

What's New: Nothing specific regarding new materials. Booth personnel will be available to answer questions regarding existing resins, etc., as well as to work with customers with application-specific questions.

Why Gear Expo?: "We have a history of being there for many years; it helps develop new leads and provides us with a market presence. It also helps us find out what's on the minds of customers in terms of what they'd like to see."

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Company: Capstan Atlantic

Booth: 448

Contact: Rich Slattery, vice president engineering; Mike Smith, vice president sales and marketing.

What's New: Solutions Center presentation of four case studies by Slattery regarding Capstan's net shape capabilities and the conversion from wrought steel parts to parts made using powdered metallurgy. Featured are Capstan's patented HD4 and HD4R processes relative to high-dense, high-performance precision gearing applications. The presentations will address high-performance transfer case sprockets, crankshaft gears for lawn and garden applications; custom tooth shape for enhanced noise reduction; and transmission gears.

Why Gear Expo?: *Slattery:* "I'm there as a customer; I go to see presentations to see how technical information is presented about gears. I like to walk the show to make sure I'm up to speed on the latest gear processing equipment. *Smith:* "We participate for the exposure and because it allows us to present new technologies to a larger audience, as well as technical papers and workshops. It also allows us to support the industry as well."

Company: Forest City Gear

Booth: 116

Contact: Everett Hawkins, vice president of manufacturing

What's New: The company will use the show as a platform to tout its lean efforts over the last year or so, and how that has greatly improved both quality and thru-put in their operation. FCG will also share with attendees the number of latest technology machine tools they have acquired recently, demonstrating their dedication to continuous improvement.

Why Gear Expo?: "We look at the show as an opportunity to stress our strengths to customers, as well as our success over the last three years."

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