

Machine tools – a great opportunity for Easy-Laser®

Machine tools
Lathes and milling machines

EASY-LASER®

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Background

The traditional market for alignment instruments has to increase in order to achieve our expectations of growth and becoming the market leader in every region. We will now focus on the machine tool market. This market is huge and the competition in measuring equipment is weak.

The end-users rather invest in measuring machines to check produced parts, than checking the condition of their machines. This gives us a challenge of changing their way of thinking. The service or installation companies often use old methods as dial indicators, reference bars or stones to check the machines. The documentation of the measurements is written by hand. All machines already installed have to be served and checked to perform well.

Target

The Easy-Laser® team will focus on the leading producers of machine tools, *in the markets which have distributors that are prepared to do the necessary work.* At first, we will focus on the machine suppliers from the following countries: Germany, Italy, Japan, Spain, and USA. We know that a lot of service companies offer machine tool services in these markets, but the easiest way is to target the machine sellers own service organizations.

We also want to use the same strategy using a selection of potential global customers in all countries to share enthusiasm and success. Go for the selected machine tools producer service organizations in your country first, focusing mainly on lathes or turning machines. When your skill develops go for milling machines or more complicated ones.

How to do it

Step 1

Attend our four days Machine tools training course. Course aim:

- To provide the participant with an understanding of typical measurement applications for machine tools, such as straightness, spindle alignment, flatness and squareness for lathes, milling machines, multi-function machines, etc.
- To provide the participant with an understanding of different measurement/alignment methods for the above machines, of planning the work.
- To provide the participant with an understanding of applying different alignment tolerances, to think “measurement technology”.
- To combine different programs to solve measurement problems.
- To be confident in using and talking about the Easy-Laser® measurement instrument in daily sales work, to measure straightness, spindle alignment, flatness and squareness after completing the course.

Step 2

Make some visits together with staff from Damalini to get experience of your potential machine tool customers in your territory.

Step 3

Visit the selected customers on your own and show how to measure with Easy-Laser®.

Step 4

Report back how you proceed.

Material available

- Brochure D640
- Powerpoint presentation
- Machine tools guide

List of companies

Below is a list of companies to focus on for milling machines and lathes.

Each distributor could also go after the other mentioned manufactures shown by country as well as other fabrications. The links below can be used by every distributor to find their local distributor.

Germany

Index Traub	www.index-werke.de
DMG Gildemeister	www.gildemeister.com
EMAG	www.emag.de

Italy

Riello	www.riellosistemi.it
OMG	www.omgzanoletti.it
Giana	www.giana.it
Biglia	www.biglia.it

Japan

Mori Seiki	www.moriseiki.com
Mazak	www.mazak.com
Okuma	www.okuma.com

Spain

Pinacho	www.metosa-pinacho.com
Gurutzpe	www.gurutzpe.com
Geminis	www.geminis.com

USA

Haas	www.haascnc.com
Cincinnati	www.cinmac.com
Milltronic	www.milltronics.net

Distributors/Sales/Service

Germany

INDEX-Werke GmbH & Co. KG Hahn & Tessky

Plochinger Straße 92

73730 Esslingen

Phone: +49 (0)711 3191-0

Fax:+49 (0) 711 3191-587

Mail: info@index-werke.de

Web: www.index-werke.de

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73779 Deizisau

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Fax:+49 (0) 711 3191-587

E-mail:info@index-werke.de

Web:www.index-werke.de

TRAUB Drehmaschinen GmbH & Co. KG

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73262 Reichenbach

Phone:+49 (0) 7153 502-0

Fax:+49 (0) 7153 502-694

Mail:info@traub.de

Web: www.traub.de

DMG Gildemeister

DMG Berlin Vertriebs und Service GmbH

Egelpfuhlstr. 42 a

D-13581 Berlin

Phone: +49 (0) 30 / 35 19 06 - 0

Fax: +49 (0) 30 / 3 31 20 18

Mr. Wolf (Service Manager)

Web: www.dmguk.com

DMG Berlin Vertriebs und Service GmbH

Niederlassung Sachsen

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D-09221 Neukirchen

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Fax: +49 (0) 3 71 / 8 15 01 – 11

DMG Bielefeld Vertriebs und Service GmbH

Gildemeisterstr. 60

D-33689 Bielefeld

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Fax: +49 (0) 52 05 / 74 - 22 39

Mr. Neumann

Mr. Dieter Egelkraut

Phone: +49 (0) 371 / 81501 - 26 / 27

Service Milling

Mr. Tino Sieber

Phone: +49 (0) 371 / 81501 - 22 / 23 / 24

EMAG Gruppen-Vertriebs- und Service GmbH

Sales Office Cologne

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EMAG Gruppen-Vertriebs- und Service GmbH

Sales Office Frankfurt

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Mazak

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Okuma

www.hommel-gruppe.de

Italy

Riello

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Biglia

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Okuma

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Japan

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Mazak www.mazak.com

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Gurutzpe www.gurutzpe.com

Geminis www.geminis.com

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Okuma

www.maqcenter.es

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Fax: 805-278-2255
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Phone: +1-508-481-2500 Fax: +1-508-481-2520

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Mazak

<http://www.mazakusa.com/locator.asp?strMap=USA>

Okuma

http://www.okuma.com/distributor_network/

China

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Address: South Commercial Building Gu Fang Rd

18 Rm 1004

Shanghai 201102

Phone: +862154176603

Fax: +862154176696

Mail: thomas.weichert@indextraub-china.com

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Okuma

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Sweden

INDEX-TRAUB AB

Index-Traub AB

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DMG – Gildemeister

Maskin AB Erixon-Bonthron

www.erixon-bonthron.se

Biglia

Ahlsell Maskin, Örebro

www.ahlsellmaskin.se

Riello

Swedish tools AB

Swedish Tool AB

OMG

Promab Verktygsmaskiner AB, Karlstad

<http://www.promab.se/>

Giana

Promab Verktygsmaskiner AB, Karlstad

<http://www.promab.se/>

Mori Seiki

Ing. firman Lundwalls & CO AB

Okuma

AB Sigfrid Stenberg

www.stenbergs.se

HAAS
Edströms Maskin AB
www.edstroms.com

Mazak
Ravema AB
www.ravema.se

EMAG
Swedish tools AB
Swedish Tool AB

Geminis
Tilar Sweden AB
www.tilar.se

Guruptzpe
Maskin AB A. Fransson
www.maskinfransson.se/

Pinacho
IGS Maskiner
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