

INCREASING VALUE CREATION.

With BRUDERER retrofitted automatic
stamping presses.



Example of a BRUDERER retrofit -
a BSTA 50R-95 with B2 control and
a BBV 202/120 roll feed.

The changing economic climate is leading to many businesses having to review their cost structures and their investments in means of production. With its retrofit solutions, BRUDERER provides an interesting alternative. Here we present two businesses who are making the most of this retrofit proposition.

With various trade conflicts on the boil and the endless Brexit negotiations, the global economy is going through a period of turbulence at the moment that is doing nothing to calm the economic climate. Many businesses are not managing to generate growth at present, while markets continue to become more global – as does the competition. Companies are being confronted with significant fluctuations in order intake and a price dynamic which is influenced by the presence of a variety of other suppliers. The only way for stamping and tooling firms to be successful in the face of increasing competition is to further develop their own competencies while at the same time improving their cost efficiency.

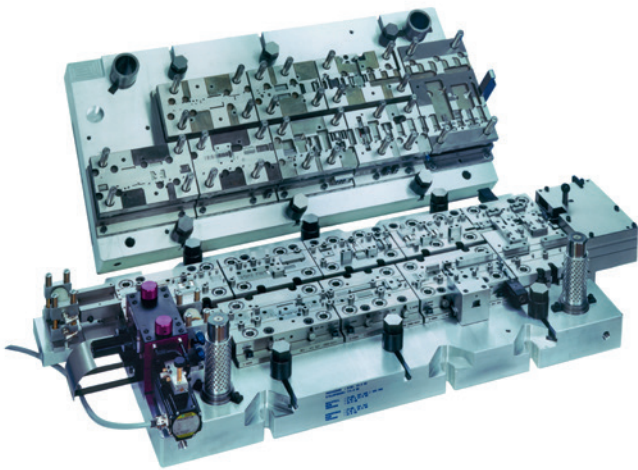
This is where BRUDERER with its high-performance stamping presses has been able to provide an attractive proposition for a number of years now when it comes to increasing the value creation potential of investment in stamping technology. The magic word is retrofitting, or the comprehensive revision of

older BRUDERER automatic stamping presses. Many firms are extolling the virtues of overhauling BRUDERER machines, but a genuine retrofit with a complete mechanical and electrical revision with original parts and quality can only be provided by BRUDERER. Furthermore, customers have the choice of having their own BRUDERER presses overhauled by BRUDERER, or acquiring a used model that has been modernised.

“A retrofitted original BRUDERER high-performance stamping press has the very latest technology both mechanically and in terms of controlling,” explains BRUDERER CEO Andreas Fischer. “Additionally, the mechanical feed can be replaced by servo feed during the revision. Furthermore, today’s complex tool technology requires ever longer tool loading areas, so for various models, we also offer extensions to those parts. A customer who chooses a retrofit gets a completely revised machine with the latest technology – all at an attractive price.” →



Hans-Peter Christmann, owner and CEO of hapema GmbH



Modular progressive tools – the right solution for every product idea.

hapema – precision metalworking

A company that is currently expanding its production capacities by more than 2,500 m² and adding a new, modern logistics centre is hapema GmbH in the municipality of Engelsbrand, near Pforzheim.

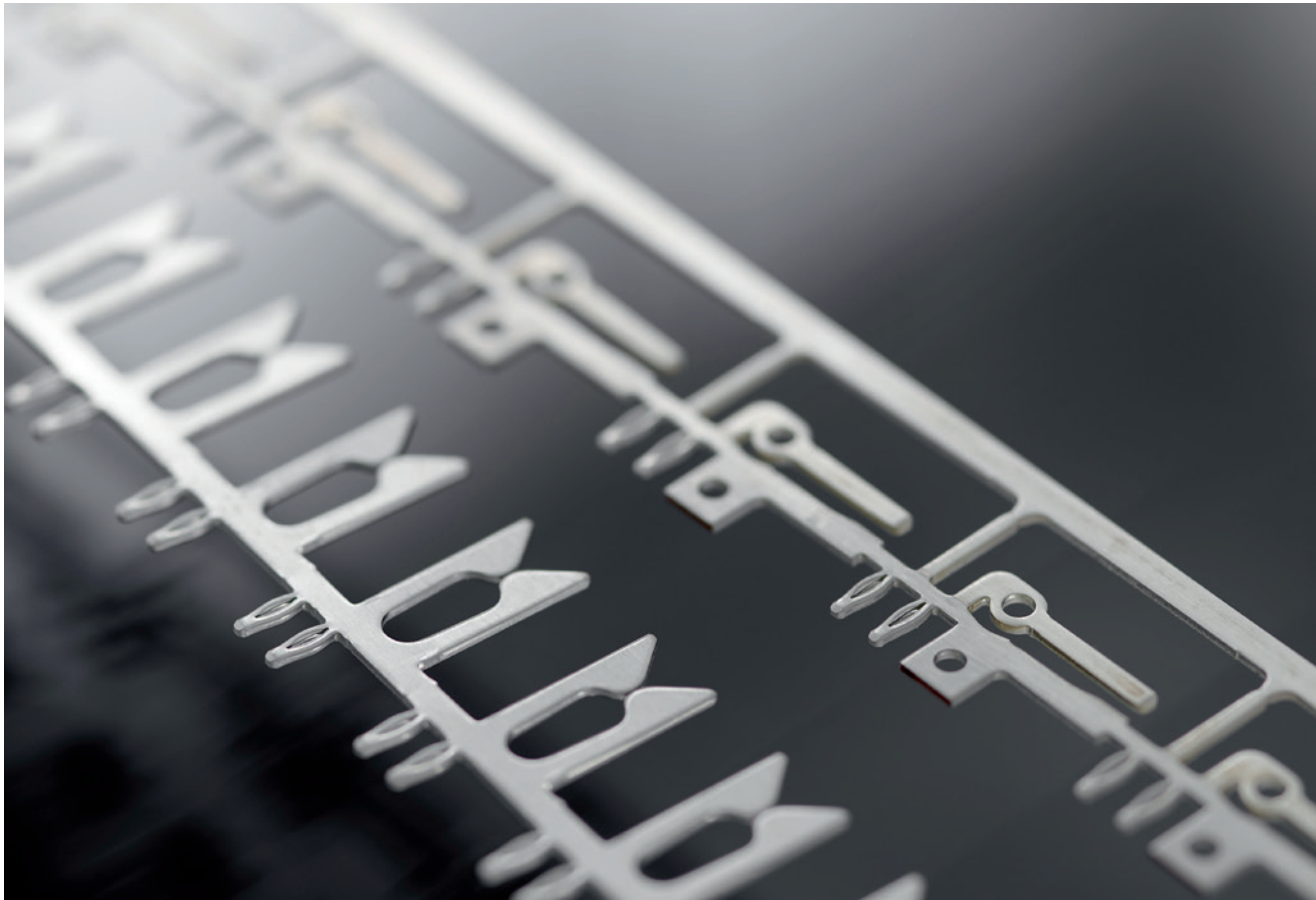
The name hapema has been synonymous for over 30 years now with innovative solutions for precision tooling and stamping technology. hapema's high-quality precision stamped parts are used on a daily basis in various sectors. Well-established firms in the automotive, electronics and electrical industries and customers from the highly-demanding medical technology sector all rely on their solutions, with a portfolio that comprises punch scraps, patented press-fit zones (including the EloPin), micro stamping parts, stamping parts with bond surface (such as AISi, NiNiP, Bond-Ni, Bond-Au and NiPdAu), stamping parts with wire and contact riveting, round contacts (coined/stamped or rolled), multi-component stamping parts, oversprings, drawn parts and prototypes.

To meet the ever higher demands of the company's customer base, founder Hans-Peter Christmann has chosen to steadily increase the workforce which currently sits at around 80 employees. "The demands in terms of the precision of stamped parts and tools get more complex every day due to global competition," Christmann says. To maintain a position at the forefront of the market, hapema has chosen to rely on BRUDERER automatic stamping presses.

Another aspect that is forever increasing in importance is to integrate committed new young employees, with hapema currently training 20 apprentices in various trades. "Promoting these talents and creating ties between them and the company is our main aim," Christmann adds, which is why hapema gets into contact with schools in the region at an early stage to recruit youngsters for one of the exciting trades that make up their business. →

"The demands in terms of the precision of stamped parts and tools get more complex every day due to global competition."

Hans-Peter Christmann, founder hapema GmbH



hapema-made ELO-pin insertion zones.



Precision and accuracy are watchwords at hapema, as shown here in the stamping production area.

Leicht Stanzautomation GmbH

Another company which is thoroughly focused on the importance of recruiting qualified and interested young employees is Leicht Stanzautomation GmbH, who specialise in peripheral equipment for stamping and metal-forming technology, profiling and extrusion technology, semi-manufactured products and injection moulding and assembly technology. Their customer base includes suppliers from the automotive, electrical and electronics industries as well as aerospace and medical technology, not to mention the furniture industry and manufacturers of white goods. Founder and CEO Jürgen Leicht also sees qualified labour as one of the company's biggest challenges. "Even in these economically uncertain times, it's not so much the technical solutions that are shaping the future.

The original retrofit alternative that BRUDERER offers is one of the best examples of how customers can generate value creation potential. We can see it as well with our peripheral equipment, but what you really need are the right partners and first and foremost the right employees."

Two years ago therefore, Leicht analysed the situation and had an ultra-modern new factory built in Ötlingen near to Pforzheim. "We are just five kilometres away from the A8 motorway and yet we have no less than 2,400m² at our disposal," he says. "It saves time for customers and

employees alike, and you can get to Stuttgart airport in just 30 minutes, which is a crucial factor in one of the European regions which has the most traffic." The new production areas are impressive to say the least, with bright, pleasant rooms and production areas where new ideas on series production can come to fruition in a relaxed working atmosphere. "Team-building with flat hierarchies is something that we set great store by," Leicht continues. "Everyone takes responsibility and therefore has a duty to everyone else. This team spirit helps us to constantly generate new ideas which will be of benefit to our customers. Take safety in the workplace for example. Since there is no central idea of value creation as far as this is concerned, it can tend to get overlooked in a lot of areas. We on the other hand think of solutions that will guarantee more safety for the user and yet at the same time improve the work processes and the access to technology. At Blechexpo in Stuttgart, we will be presenting some of these ideas – along with a BRUDERER retrofitted BSTA 80-97B2 automatic stamping press – to our trade colleagues."

Anyone looking to get comprehensive information on the entire process chain of cold-forming sheet-metal fabrication and the related thermal or mechanical cutting, bonding and joining technology should definitely make a date in their diaries. 🇨🇭

Jürgen Leicht,
owner and CEO of Leicht Stanzautomation GmbH





The whole is only as good as the sum of the parts...
surface and profile grinding production.

Making the most of the latest
in winding technology.

