



Danish News – Machine Sales



An annual production of more than 16 million pump units makes Grundfos one of the world's leading pump manufacturers. Circulator pumps for heating and air-conditioning as well as other centrifugal pumps for the industry, water supply, sewage and dosing are the main products. Today Grundfos is the world's largest manufacturer of circulators, covering app. 50% of the world market of these pumps.

Amada Denmark Dansk Plade Team is servicing Grundfos on a large scale.



Amada Denmark's division Dansk Plade Team, responsible for selling and servicing hydraulic and excenter presses, is servicing Grundfos to a great extend.

It is already machine no. 15 who is getting an all-over-service including reparation of the whole electrical control plus re-legalization of the machine (= 300 working hours).

Grundfos was fully satisfied with the very competent and skilled employees of Dansk Plade Team.

We are working on a quotation for machine no. 16.

On the picture:

Left: Grundfos employee

Right: Carsten Sørensen, Amada Denmark/ Dansk Plade Team





Danish News

Team Event Amada Denmark – "Hygge" with the colleagues

The Danish Amada Team has spent some "hygge" hours at a team event last Friday afternoon and evening. It started with coffee & cake after the regular working hours.

Then we went to Horsens event center to spend some fun, active and pleasant hours with all Danish colleagues at:

- Human tabletop football
- "toilet race"
- Giant twister
- Rodeo

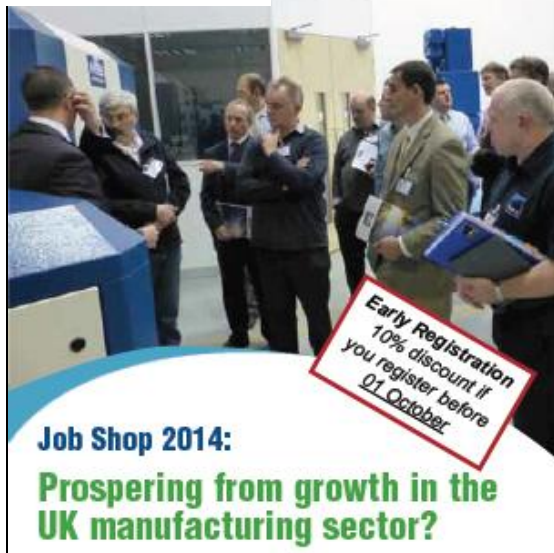
Afterwards we went to a traditional Danish restaurant where they served very typical Danish "stegt flæsk med persillesovs" (roasted pork with parsley sauce).

Thanks to everyone for a great evening!





UK News - Machine Sales



UK Technical Centre hosts AILU Jobshop AGM Thursday 16th October

The Association of Industrial Laser Users is a group of UK laser users and sub contractors who meet to discuss industry issues and trends, as well as new technology. Amada UK last hosted this event in 2009 and next Thursday will once again welcome approx 70 attendees from mainly large competitor laser users.

We will have opportunities to introduce Amada UK as well as present on our latest laser machines and welding technology. There will also be a site tour of our new facilities and showroom.

“I am particularly pleased that the annual job shop meeting this year is at Amada’s newly revamped Kidderminster premises. I for one am extremely happy as last time the meeting was held there (in 2009) we were looked after like kings and the day was a resounding success.”

Dean Cockayne, AILU Jobshop Chairman 2014

PARKING – On Thursday 16th Oct please do not park in the main staff car park. Sufficient parking is available in front of and behind F Block & E Block.

UNIFORM – All staff at Head Office please wear company uniform as per normal exhibition.

SITE TOUR – Please ensure your desks and working areas are tidy. This will include F Block



UK News

A couple of weeks ago we had a visit from the Council members of "Made In The Midlands". They held their council meeting at Amada and followed it with a tour of our Technical Centre.

The MITM membership are promoting Engineering in the Midlands and have a membership of 250 local Engineering Companies. Many of whom use Amada Equipment.



Last week Simon Scott visited The City of Wolverhampton College to give a talk about Amada UK to their Business Administration students.

The college took delivery of a Quattro Laser earlier this year to improve their training facilities in their Engineering School.



Swedish news – Machine Sales

Kullarp of Sweden AB Invested in HFBO with Dr. ABE bend

Kullarp of Sweden AB is a small and a rather new company that has a limited budget for investments. They like very much automation and software solutions.

In April 2014 they ordered an HFBO 125-3 with Solution pack bend together with the linkpad solution.

Today they use **Dr. ABE Bend** for programming of there **HFBO** with **common setup of tooling for different components**. The HFBO is connected with the SDD for saving the programs that are made in the press break. The customer is very happy with the solution.



K S A B

KULLARP SWEDEN AB





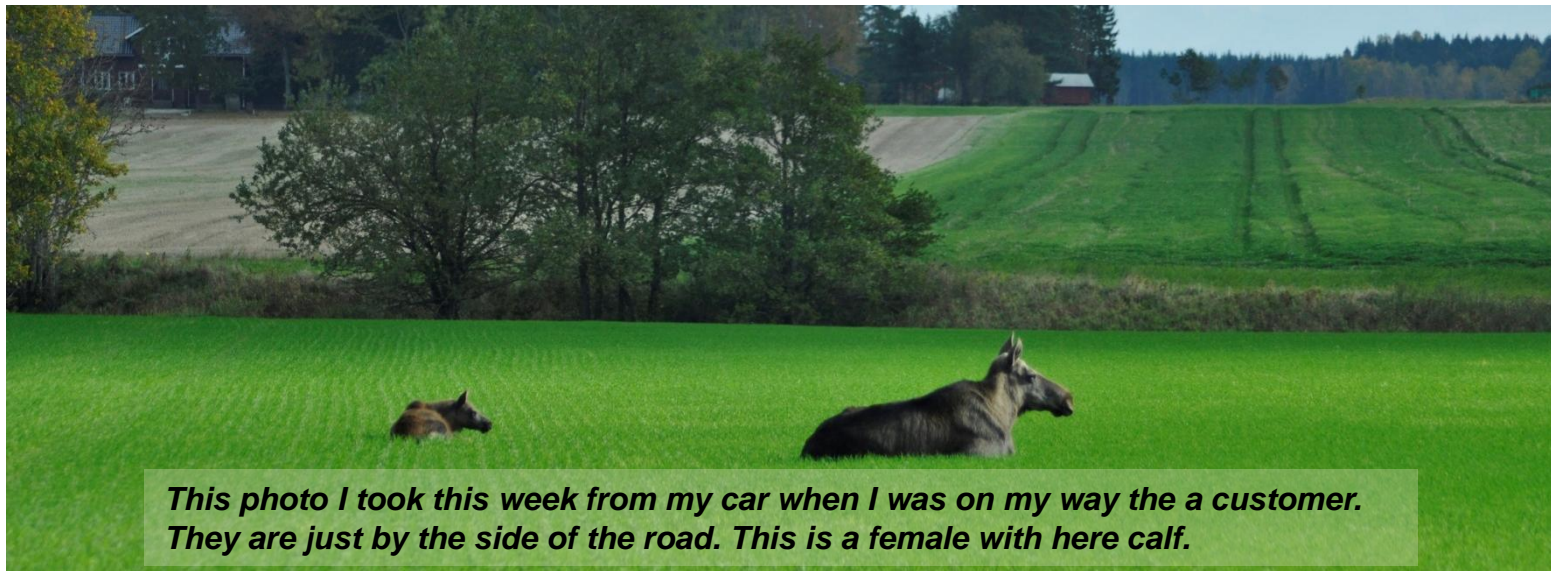
Swedish News

Start of hunting season for elk in south of Sweden

Every year the hunting season for elk starts second Monday of October in south of Sweden. So next week the hunting will start to help reduce traffic accidents.

Every year there are around 5 000 – 6 000 car accidents with elk and in total about 45 000 accidents with wild animals in Sweden. About 800 people don't survive an accident with an elk every year.

Everyone that has plenty of traveling time in a car knows about this risk and luckily we have not had any bad accidents at Amada Sweden yet this year.



This photo I took this week from my car when I was on my way the a customer. They are just by the side of the road. This is a female with here calf.



Norway- Machine Sales

HYDAL – AE 2510 NT – Order on the mountain!

Hydal is a producer of customised electric cabinets mainly in aluminum. The factory is located in beautiful surrounding on the island Karmøy about 2 hours from Stavanger. Hydal is an Amada users since a long time with a Vipros 357 and HFE press brake.

For AMADA Norway this was an important business because we were competing against Trumpf.

The Hydal order is proof of good teamwork and that the recent changes in the organization is starting to take effect.

The origin of this order was Anita Volden's suggestion that the customer should consider replacing his old Vipros 357 due to high Maintenance costs.

Dan & Peter visited to introduce the 'new' Amada Norway – a company with a dynamic team and big plans for expansion.

Actually, very little time was spend discussing the machine specification, the customer wanted to be part of Amada Norway's future.



Mr. Ståle Karlsen, President of the company, gave the reason for buying Amada, *'...I got a very comfortable feeling talking to you. You made a very professional impression and I liked This is the type of person & company that I want to work with, somebody that understands the product is only one element! The organization makes the difference and the product wonderful!'*

Congratulations to the whole team on a job well done



IT Department - iPad Sales App

Some of you not directly involved in sales may not know about the iPad App that we have developed internally. Originally developed as a kiosk application for use at the opening of the refurbished UK Technical Centre, it has been expanded to provide a comprehensive solution for the distribution and presentation of sales collateral. There are tailored versions available for the UK Spain and the Nordics.



A self-contained App, it can run without connection to the internet to demonstrate the capabilities of our machines, tooling, software and services. It includes a comprehensive image library of installations that can be filtered by location, industry, application and type of machine.

Generally available marketing documents can be opened and viewed as well as secured company confidential documents such as Machine Layouts, Installation Requirements and Schedules.



The app continues to be enhanced to meet the sales team's changing needs, an example being the recent addition of interactive Feed Rate Comparisons. Similar Apps have been developed in other regions, however The Northern Europe app is widely recognised as the class leader.



UK Christmas News



Amada UK Family
Christmas Party
Sunday 21 December
2pm – 5pm

Santa has sent out some invites, the rest will be distributed next week
Please RSVP by 1 November

Places will be limited to 40 Children
so please book early