

PRESS RELEASE

For immediate circulation

Why line 'e' ?

Moutier, 21 May 2008

Presented as an extra for the DECO 'a' and Sigma range, does this new product line have some strong sales arguments?

To find out more, we spoke to Carlos Cancer, director of the single spindle business unit at Tornos.

Question

Mr Cancer, why this new line of products?

Carlos Cancer

Our line of DECO 'a' machines is well known and reputed on the market for the production of complex workpieces. Many customers wanted to benefit from the same ergonomics and kinematic base but without a tool system for manufacturing their most straightforward parts.

Question

Is it not also for that reason that the Sigma line was presented?

Carlos Cancer

Yes and no! If we are talking about parts produced, the Sigma and DECO 'e' machines are fairly similar but they are very different machines that are not necessarily destined for the same customers. It's really all about expanding our product offerings and proposing an additional choice and opportunity to our customers.

Question

What are the results like with the 'DECO e' range?

Carlos Cancer

In 2007 we presented DECO 10e and this machine proved a resounding success that has exceeded all our expectations. This success and the requests from our customers are the reason why we are rolling out an entire line now. We presented the DECO 13e at Simodec (in France) and Biemh (in Spain) in March and there was definite interest.

Question

I don't quite understand. If I'm not mistaken, the DECO 10a machine has always been available in a version 'with fewer axes', a little bit like the DECO 10e today. So why the increase in sales now?

Carlos Cancer

Technically, it's true that a DECO 10e and a DECO 10a 7-axes of a few years ago are similar in their kinematics, but having designed a new 'e' line and taking these machines as products in their own right and not as 'exceptions' means we can rationalize and pass on the cost savings to our customers with an aggressive price.

Question

What about the equipment?

Carlos Cancer

It is another feature of rationalization, the DECO 'e' is sold as a 'package' featuring a standard number of options. In most cases, this equipment is perfectly suited to the manufacture of workpieces this line is designed for. If, however a customer does require other operations, other options can be added.

Question

Why wasn't this family presented sooner?

Carlos Cancer

We have developed many products over the years and if these ones are presented now, it's mainly because the market has changed and is demanding more solutions. Our customers are still interested in our DECO 'a' for manufacturing ever more complex parts, but at the same time they are looking to rationalize production of more straightforward parts. This is a reason why we will be proposing the DECO e, Sigma and even Delta1 very soon.

Question

Is it not a little complicated for customers to know what kind of machine they require?

Carlos Cancer

Customers know what they need in terms of machining or parts to produce, it is then up to us to suggest the most appropriate product. We have a wide range of products on offer and our sales network is able to meet a requirement and propose the best solution, whether in terms of machining, programming (ISO or TB-DECO) or kinematics.

Question

To sum up, who is this range designed for?

Carlos Cancer

DECO 'e' machines are designed for customers who recognize the benefits of the DECO kinematics and programming system. They will be able to fix 'a' fittings to 'e' machines and vice versa. For the others, the Sigma range provides the perfect solution. From the first ten machines sold, we were also surprised and pleased to discover that this line is a gateway to the 'world of DECO'.

Press contact : Pierre-Yves Kohler TORNOS SA, 111, rue Industrielle, CH-2740 Moutier
Tel. +41 32 494 44 44, Fax +41 32 494 49 03, www.tornos.com