

NEWS

Tornos, Switzerland, Shanghai and China are 'Turning Together'

Moutier, Switzerland, November 9, 2018—The new Tornos Customer Center Shanghai officially opened on Wednesday with many personalities from the machine tool world taking part. This new center is an essential link in the group's strategy in China and will allow Tornos to better serve its customers.

With "Turning Together" as its theme, the grand opening ceremony inaugurating the Customer Center Shanghai took place on Wednesday with four entities—Tornos, Switzerland, Shanghai and China—resolutely turned together toward the future.

The new Customer Center Shanghai is more than just a new facility for the group. Customers from across China—and beyond—can turn to it for machines, software and services, as well as application expertise in four key market segments (Automotive, Medical & Dental, Electronics, and Micromechanics) and training. The customer center will also support customers with their transition to Industry 4.0 (digitalization), thanks in particular to Tornos TISIS software.

Although the center itself is new, Tornos is not new to China. The company opened its first subsidiary in Shanghai in 2004 and this year, Tornos celebrated the fifth anniversary of its Xi'an factory. The new Customer Center Shanghai brings Tornos even closer to customers and makes an important contribution to the internationalization pillar of the group's business strategy.

As part of its strategy, Tornos is also strengthening its flexibility by innovating and reinforcing its operational excellence. Tornos' approach is to offer unique solutions for targeted market segments. This approach has already proven successful in China, and this new center will further extend the group's offering.

A brand new addition to the market

Among the machines presented in Shanghai was the new Swiss DT 26 S, designed specifically for the Chinese and Asian market and offering a unique price-performance ratio.

Ready for Industry 4.0, the machine concentrates all the latest technologies and features with a modular machining area, making it absolutely unique. Like every Tornos machine, it is user-friendly, easy to maintain and easy to access. The machine, which will be officially launched on the market in a few weeks, has attracted a lot of interest from customers in the region. This entry-level machine

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manufactured at the Xi'an production site perfectly meets customers' needs and supports Tornos' strategy by targeting the heart of the Chinese market.

Visitors also saw the MultiSwiss 8x26 and the MultiSwiss 6x16, which are highly valued in both Automotive and Medical & Dental for their performance. An EvoDECO 16 machine was also introduced and demonstrated its exceptional productivity by machining a dental implant, while the SwissNano demonstrated its ability to machine micro components with formidable stability.

A Swiss GT 26 with B axis was also presented. This entry-level machine easily tackles the market's most complex parts thanks to its B axis.

Some 100 people attended the opening ceremony and explored the new Customer Center Shanghai. The open house on Thursday, November 8, gave visitors the opportunity to see Tornos in a new light. This new center is a clear sign of Tornos' commitment to this market and its customers. Tornos, Switzerland, Shanghai and China are intimately linked and "Turning Together" toward the future.



The official ceremony was attended by many personalities from the machine tool, including Walter Fust, Tornos Board of Directors; Bruno Allemant, Head of Sales & Marketing Tornos; Michael Hauser, CEO of Tornos; Xilin Shan, General Manager Greater China Tornos; and Hao Zhang, Vice General Manager Shanghai Waigaoqiao Free Trade Zone Group.

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Company profile

Tornos Group is one of the global leaders for the development, production and distribution of Swiss-type automatic lathes and multi-spindle machines. The company's history dates back to 1880, placing Tornos at the beginning of Swiss-type lathe technology. The Group primarily manufactures CNC Swiss-type (sliding headstock) turning machines, multi-spindle machines, and machining centers for complex parts requiring high precision. Tornos is headquartered in Switzerland. Through a global sales and service network, unique solutions are supplied to customers in dedicated market segments such as Automotive, Medical & dental technology, Micromechanics, and Electronics. With its approximately 670 employees (FTEs), Tornos Group generated sales of CHF 178.8 million in 2017.