



Kurtz Ersa Corporation

Best financial communication.	4
Kurtz Ersa supports the "Blue Competence"	7
New assembly hall.	9

Metal Components

The future of our iron foundry.	10
MBW on course for expansion.	12

Moulding Machines

Productivity increase in motor casting.	14
Strategic cooperation with KUKA.	17
K 2013 – boost your production.	21

Electronics Production Equipment

Ersa at productronica.	22
Selective soldering within two seconds.	25
Training gives you a lead!	26

A lot is happening!

Kurtz Ersä News – the first edition in the new layout

We have altered the title of our customer journal. Nevertheless, we want to connect to the tradition of 19 years and a total of 36 issues of "Kurtz News". However, we will do this in a new layout. You will receive Kurtz Ersä News twice a year offering reports on corporate news and collaborations with our customers.

As you will read, much has happened at Kurtz Ersä. We had many plans for 2013 – and realized them. Things developed better than expected. So we could realize good growth despite the sideward movement of the economy, and we are looking into 2014 both with confidence and the necessary caution.

We aligned our production locations and processes to growth and increased efficiency. New products in all business segments, organisational improvements and our new communication concept are testimonies to our lasting strategy which we are living.

With this new issue of the Kurtz Ersä News, we hope for a continued fruitful dialogue and also further interesting projects.

Speaking also for the colleagues of my management team I would like to thank you for the great support. We wish all our readers a very happy New Year!

Good luck! Rainer Kurtz



Rainer Kurtz, Chief Executive Officer of Ersä GmbH and the Kurtz Ersä corporation (right), Thomas Mühleck, CFO (left), and Uwe Rothaug, CTO of the Kurtz Ersä corporation (centre)

Our competitive lead in technology optimizes quality, costs and delivery service in our customers' production process.



- 4** Award for Kurtz Ersa: best financial communication in medium-sized companies



- 6** Former director Otto Kurtz would have turned 100 in 2013



- 10** The future of our iron foundry: Smart Foundry 200. Increasing customers' benefits with a technological lead



- 17** Strategic cooperation with KUKA, Kurtz has been "official system partner" since the end of 2012



- 25** Selective soldering within two seconds – no problem with the multi wave process



- 28** Wü2run – setting the pace at Kurtz Ersa. Supporters' club drove the entire Kurtz Ersa team to top performances.

Contents

Kurtz Ersa Corporation

- 4 Best financial communication
- 4 Introduction Advisory Board
- 5 Kick-off for Kurtz Ersa
- 5 The new logo
- 5 Kurtz Ersa – a strong group of Companies
- 6 Otto Kurtz – 100 years of entrepreneurial work
- 7 Kurtz Ersa supports the "Blue Competence" initiative
- 7 Kurtz Ersa obtains the status of "known shipper"
- 8 New branch, "Kurtz Ersa, S.A. de C.V." in Mexico
- 9 A new assembly hall for foundry and particle foam machinery

Metal Components

- 10 The future of our iron foundry: Smart Foundry 200
- 11 Environmental responsibility
- 12 MBW on course for expansion
- 13 Aluminium foundry placed on new feet

Moulding Machines

- 14 Productivity increase in motor casting
- 15 The art of Kurtz casting machines at Heunisch Guss
- 16 Kurtz trimming presses are making a huge impression
- 17 Strategic cooperation with KUKA
- 18 Kurtz BOX FOAMER
- 19 Kurtz PANEL FOAMER
- 20 Kurtz ENERGY FOAMER
- 21 K 2013 – boost your production

Electronics Production Equipment

- 22 Ersa at productronica 2013
- 24 i-CON VARIO – the new hand soldering flagship
- 25 Selective soldering within two seconds
- 26 Ersa training gives you a lead!
- 27 Ersa Roadshow 2014
- 27 Ersa Webshop Online
- 27 Ersa App

Employees

- 28 Wü2run – setting the pace at Kurtz Ersa

Best financial communication in medium-sized companies

Within the framework of a festive celebration, the prize for the best financial communication in medium-sized companies was awarded for the sixth time. The prize honours companies which excel thanks to exemplary communication with their lenders. Under the patronage of the Federal Minister of Economics and Technology, Dr. Philipp Rösler, the prize is awarded in three size categories and has a total prize money of 30,000 euros. The prize is sponsored by Euler Hermes Deutschland AG, GE Capital and the Commerzbank. The non-material sponsors are the Federal Association of German Industry (BDI), the Ruhr University Bochum and various titles from the economic press.

In the category "Large medium-sized", Kurtz Holding was able to assert itself against all other competitors and nominated companies and win the much sought-after prize.

The jury's conclusion in the eulogy was: "Kurtz pursues an open, honest, objective and punctual communication and orientates itself to the



At the end of her eulogy, Ingeborg Neumann expressed her high acknowledgement on behalf of the jury and her personal congratulations on this award to CEO Rainer Kurtz and CFO Thomas Mühleck.

requirements of the capital market. Financial communication at Kurtz thus offers a closed, nevertheless transparent overall picture. "With it, the jury is honouring the convincing realignment of the financial communication in the Kurtz Ersa corporation, which the team with Managing Director Thomas Mühleck has placed on a completely new base since 2009.

He purposefully pursues the guideline, which is simultaneously the benchmark: "We want to be measured as a very traditional enterprise with modern enterprises orientated to the capital market.

Sufficient capital is a basic prerequisite for lasting business success for any enterprise. Therefore, it is now more important than ever before to hold dialogues with the lenders in a suitable form.

As the prize winner "Best Financial Communication in Medium-Sized Companies 2012", we here at least have the best preconditions, which doubtless is a great help for our investment plans."

Well advised!

The Kurtz Ersa corporation is supported by a highly professional Advisory Board. Hans-Jürgen Thaus, former Financial Member of the Board of Kronos AG, remains the Chairman. As new members, Dr. Dietmar Straub, former Chairman of the Board of Krauss-Maffei Kunststoffmaschinen, and Tina-Maria Kaeser-Vlantoussi, Member of the Board at Kaeser Kompressoren, will be at the shareholders' and management's sides in future in word and deed.

Within the framework of the meeting of the Advisory Board, Mr Thaus expressly praised the entire workforce of the Kurtz Ersa corporation. The Advisory Board is proud to see the employees' performances in the past years and encourages them to continue down the very successful path they have started in the future as well.



From left to right: Bernhard Kurtz; Dr. Dietmar Straub, former Chairman of the Board of Krauss-Maffei Spritzgießmaschinen; Hans-Jürgen Thaus, former Financial Member of the Board of Kronos AG; Tina-Maria Vlantoussi-Kaeser, Member of the Board, Kaeser Kompressoren; Walter Kurtz

Kick-off for Kurtz Ersa

The general business situation for Kurtz, Ersa and MBW has stabilized on a sustainable level. The level of customer orders in house is high. We dare again to hire new personnel. Nevertheless, while our financial situation is stable and forward-looking, we still do have scores of challenges to overcome in the not so distant future.

Due to considerable efforts and commitment of the entire staff and the management, the Kurtz Ersa corporation left behind the financial and economic crisis of 2009. We effectively



Our new corporate design will, on the one hand, focus our market presence, and on the other hand, facilitate and simplify our internal communications

used the crises to reposition ourselves, and today we are stronger than before the crisis. This being the case, we took the opportunity to alter the image of our corporation, both towards the inside as well as towards the outside, by assigning to the group a new corporate identity.

This entailed a drastic reduction of the complexity of our brand- and image strategy. Since 2011 we have been operating under the logo "kurtz ersa". With this change, we are demonstrating that we are a winning group of companies, steeped in tradition.

The corporation Kurtz Ersa presents itself as lean, business-like and as an entity that is competent in its fields of technology. We will remain strongly diversified, drawing from this level of diversity our high competency in all our business areas.

We hope that we will strengthen our worldwide as well as our local brand recognition value with this new logo. We trust that the notion of cooperation as well as a feeling of solidarity amongst all colleagues within the corporation will also be promoted by this change.

The new logo

All divisions of the Kurtz Ersa corporation have a unified company logo "kurtz ersa".

It replaces all previous logos and trade marks (on letter heads, brochures, signs and lettering for buildings, advertising material, etc.).



The only exception is in the product/product marking itself. Here, the single brand logos "kurtz" and "ersa" are used.

The corporate design manual is binding. It regulates the individual details and is part of our management system.



Good atmosphere between the Kurtz Ersa employees – not only at parties: The common logo symbolizes the togetherness.

Kurtz Ersa – a strong group of companies

Over the past years the Kurtz Ersa corporation has experienced rapid development. We effectively used the crisis as an opportunity to reposition ourselves, so that today we are extremely successful.

Our goals for the near future are an equity ratio within the group of 50%, operating earnings in all areas of more than 10%, and the complete debt relieve. The aim of this new orientation is to consequently eliminate all types of wastefulness, and so it is our intention to reduce the complexity of our daily work in all areas. With that endeavour, we are on track and well advanced.

In order to also convey these goals



The colours of the Kurtz Ersa corporation consist of two major colours (dark and light blue of the logo) as well as highlight colours which may be used in graphics, charts, for accentuations etc.

to the outside world, we have revised our corporate identity.

Instead of a "Holding logo", which also represented the group, and two "trademarks", Kurtz and Ersa, we have packaged this into one element: a new corporate logo. The two trademarks "kurtz" and "ersa" have visually been moved together closely, linked by a graphical element. The lettering is displayed, following the established corporate goals, in bold and timeless, modern typography. The graphical connection, as expressed by the two intertwined angles, symbolizes the togetherness of the corporation.

In the medium term, this logo should be the universally recognized

symbol for the Kurtz Ersa corporation. Therefore, and with immediate effect, we will deliberately use the term "corporation" in all our communications. We will be viewed as one corporation, in line with what our customers and business partners have recognized us for a long time already: as one strong partner.

Together with you, we have the pleasure to be able to look into a bright and successful future under the new corporate logo. We trust that this new logo appeals to you as much as it does to the partners, the advisory board, the executives and management, as well as the steering committee of the Kurtz Ersa corporation.

Otto Kurtz – 100 years of entrepreneurial work

Otto Kurtz would have turned 100 on March 14, 2013. Even though he died aged 90 on October 31, 2003, he has remained forgotten for many.

Otto Kurtz firstly attended Primary School in Hasloch and then Grammar School in Wertheim, qualifying to attend university in 1932. He then studied Business Administration at Munich Technical University with the title of Graduate in Economics. After various practicals, he joined the family company in 1936.

In 1943, Otto Kurtz finally took over management of the company together with his cousin, Hermann Kurtz. From the outset, entrepreneurial far-sightedness, courage and commercial care were needed to develop the correct strategy for the company. To start with, Otto Kurtz was only responsible for the iron foundry, the smithy and the commercial administration. But he often supported the company in mechanical engineering as well. To make the company future-capable, the access roads had to be strengthened, room for suitable administration had to be created and the water supply had to be secured – all high investments for those times. Even various social flats were built on the company premises and also in Hasloch.

At the start, Otto Kurtz placed his expectations in the extension and modernisation of the iron foundry, which was pushed along in various sections of work from 1962 until 1972. The foundry increasingly became the company's backbone. But Otto Kurtz was far-sighted enough not to ignore the chances for mechanical engineering.

After Herrmann Kurtz left in 1966, Otto Kurtz ran the company as the sole shareholder and director. It had always been important for him also to make mechanical engineering successful. So he never tired of looking for the correct product for the machine factory, despite all the setbacks. He finally succeeded with the start of the construction of shape moulding machines for polystyrene processing.



In the course of his professional life, Otto Kurtz acquired respect, acknowledgement, but also a lot of affection. By customers, suppliers and the workforce, he was considered reliable, fair, very demanding, but also balancing and extremely human.

Under his management, the company turned from a "smithy with connected foundry and locksmiths" to a

With much joy and gratitude, we think back to a great man, Otto Kurtz, who would have turned 100 on March 14, 2013.

successful, healthy and future-capable enterprise. In the course of his meritorious work, Otto Kurtz was given numerous awards: in 1979, he was given the Federal Cross of Merit, in 1983 he became an honorary citizen of Hasloch and was given the Bavarian Order of Merit in the same year.

After his sons had joined the company, Otto Kurtz decided in 1982 to limit himself to the coordination of the business areas. However, this in no way meant his departure from working life. Much to the sorrow of his beloved wife Marianne, who supported him in so many things, he still remained active in the company every day. He still had a complete overview of things for a long time and got involved in things with advice, and sometimes also with actions.

His regular walkabouts, his interest not only for the company, but also

for the workers' private needs, meant great esteem for him.

Otto Kurtz was able to enjoy unforgotten company festivals, opening ceremonies, anniversaries, and when the "Hammer Choir" performed, he was justifiably proud of the down-to-earth corporate culture which he had decisively marked. His indefatigable commitment was often a difficult balancing act between family and enterprise. Not least thanks to the great dedication and support of his wife Marianne – with whom he had been married since May 30, 1941 and who unfortunately died on November 10, 2009 – Otto Kurtz was able to give his sons the feeling for the correct entrepreneurial decisions.

Otto Kurtz was always convinced that the company can only survive with a high technical state of development and international alignment.

This is why the Kurtz Ersa corporation is still flourishing under the family motto "inherit and multiply" in the 6th generation, the 7th generation already having been welcomed to the shareholders at the end of 2012.

In 1983, Otto Kurtz became a honorary citizen of Hasloch and was awarded the Bavarian Order of Merit

Otto Kurtz and his wife Marianne at their 50th wedding anniversary in 1991



Kurtz Ersa accepts further responsibility at the German Engineering Federation (VDMA)

Kurtz Ersa supports the “Blue Competence” sustainability initiative



Kurtz and Ersa have been members of the VDMA (German Engineering Federation) for many years and make an active contribution to the federation's work. The management provides the best possible example, accepting responsibility within the organisation.

Dipl.-Inf. Uwe Rothaug, Managing Director of Kurtz GmbH, has been elected a new board member of the VDMA association Plastics and Rubber Machinery. He succeeds Dipl.-Ing. Walter Kurtz, who, after 15 years' successful service on the board, did not stand for re-election.

Congratulations on a second term were extended to Dipl.-Ing. Rainer Kurtz, Chief Executive Officer of Ersa GmbH and the Kurtz Ersa corporation. His colleagues on the board of the VDMA association Productronic recognised his good work at the top and re-elected him as their Chairman.

Together with their colleagues from the other VDMA associations, Rainer Kurtz and Uwe Rothaug will also advance the federation's sustainability initiative, “Blue Competence – engineering a better world!”

The campaign enjoyed remarkable success just a few weeks ago at the leading international trade fairs “K” in Düsseldorf and “productronica” in Munich. Here, intelligent solutions for sustainability in machinery and systems engineering were presented in the form of innovative machines and

systems that used substantially fewer resources for the same performance and enabled energy savings of up to 50% to be achieved. More information is available at:

www.bluecompetence.net



Dipl.-Ing. Rainer Kurtz
Chief Executive Officer of Ersa GmbH and the Kurtz Ersa corporation was again elected Chairman of the board of the VDMA association Productronic



Dipl.-Inf. Uwe Rothaug
Managing Director of Kurtz GmbH in Kreuzwertheim, was elected member of the board of the VDMA association Plastics and Rubber Machines

Kurtz Ersa obtains the status of “known shipper”

Following the terrorist attacks of 09/11 and the resultant efforts to fight the dangers of terrorism, airline passengers are not the only ones to be affected by the far-reaching changes. As well as passengers, aircraft also carry substantial amounts of freight. In Germany alone this quantity amounted to 2,300 million tons in 2011.

The EU authorities have issued regulations for the safe processing of this volume of freight. This is a challenge also faced by Kurtz Ersa. The speedy processing of air cargo will in future only be possible if all those involved in the air freight supply chain have obtained and maintain a certified status.

Kurtz GmbH and Ersa GmbH therefore applied to the German Federal Aviation Office for the status of known shipper. After comprehensive preparatory work and intensive training of the staff involved in air cargo, both companies have now been audited and awarded the status of known shipper.

This enables us, now and in future, to ship goods to customers quickly by air. The system enables us to avoid lengthening transport times through additional x-ray scanning, or even complete searches at the airport. Everyone knows from their own travel experience the holdups at security checks in the airport, and can imagine the huge amounts of time that would be needed to check the quantities of air cargo transported.

By working together with similarly

audited shipping companies who have the status of regulated representatives, our air cargo consignments can be processed at airports without delay. A development that may at first glance appear no more than a very dry exercise in bureaucracy has thus turned out to be an important building block in customer satisfaction. It is also comforting to know that on your next flight, the freight beneath your feet has been the object of conscientious checks.

The status of “known shipper” enables us, now and in future, to ship goods to customers quickly by air





Mexico's economy shows solid growth figures and has seen far-reaching changes over the last ten years, having opened up from a small economy to one that is wider and more varied.

NEW BRANCH

Kurtz Ersä, S.A. de C.V. in Mexico

Mexico has long been a significant market for Kurtz Ersä. The economic situation there currently offers numerous opportunities. Enormous investments have been made in the country and its international significance is remarkable.

In Mexico, where sectors such as the automotive and electronics industry have seen good growth, Kurtz Ersä sees a huge potential for business, as in all these sectors our products can make a crucial contribution to production efficiency and quality.

Kurtz Ersä has therefore established a new branch headquartered in Mexico City. There is a central warehouse, an Ersä tools demo space, a sales area and service staff at several locations. In addition there are sales engineers to advise our customers in the moulding machines and electronics production equipment sectors.

The new branch offers a full range of soldering systems, particle foam machinery and foundry machinery. Short reaction times combined with skilled service by

local, Spanish-speaking staff, give the new company a positive distinction from the competition.

Kurtz Ersä Mexico is closely linked to the production facilities in Germany and China and to the corporation's U.S. subsidiary. The branch is initially to be managed by Mr. Albrecht Beck, who for two years now has successfully been in charge of the fortunes of Kurtz North America.

A new assembly hall for foundry and particle foam machinery



The new assembly hall (48 m long, 17 m wide and nearly 18 m high) could be opened as scheduled after a construction period of only 19 weeks.

There were two reasons to celebrate on 14 September at Kurtz GmbH in Kreuzwertheim. The management invited all employees and their families to Wiebelbach for a works celebration and the official opening of the new assembly hall.

The company had succeeded in bringing the 48 m long, 17 m wide and almost 18 m high assembly hall into operation as planned after a construction period of only 19 weeks. Around 800 guests seemed to be taken both with the impressive dimensions and with the programme for the event.

Kurtz GmbH managing director Uwe Rothaug was delighted with the reaction among the staff and gave a special welcome to the directors and guests of honour. He explained the reasons behind building the new hall, saying that "machines were getting ever larger and heavier". He said the decision, made a year ago, had been right and important. Orders taken since, which now ensure a full workload taking the company into 2015, would not have been possible without the new building.

Chief Executive Officer of the Kurtz Ersa corporation, Rainer Kurtz,

was particularly delighted that after difficult times, covering a financial, economic and structural crisis, there was again a major cause for celebration in Kurtz GmbH, and the investment of almost EUR 1.5 million in the "wonderful assembly hall" sent out a positive signal for the future.

Kurtz thanked all who had contributed to the smooth completion and success of the construction project.

To conclude the official part of the proceedings, guests were given the opportunity to view the production facilities and enjoy the rest of the events. These included a climbing wall by the German Alpine Association, which the particularly bold among the visitors could climb to see the considerable height of the building with their own eyes.

Only a short time later there was no trace that a party had taken place in the new hall, as the employees of the foundry machine assembly soon claimed it for its real purpose. It is now a matter of producing the Kurtz trimming presses and casting machines to ensure that the deadlines for the numerous projects are met.

The conditions in the new assem-

Official opening of the new assembly hall (from left to right): Uwe Rothaug, Managing Director of Kurtz GmbH, Mayor Horst Fuhrmann, Dr. Maximilian Hollerbach, Managing Director of Hollerbach-Bau, Rainer Kurtz, CEO of Kurtz Holding, Wolfgang Reiner, CEO of Sparkasse Tauberfranken and the architect Peter Menig.



bly hall are the best possible for ensuring this is achieved. A building height of almost 18 metres and 3 cranes with up to 50 t load-bearing capacity enable the employees to work efficiently – and this is essential to ensure that the numerous orders can be delivered on time.



The future of our iron foundry: Smart Foundry 200

The iron foundry of Kurtz GmbH in Hasloch was founded in 1850. It thus embodies core competence like no other branch of business of Kurtz Ersa.

The situation for iron foundries in Germany has been unfavourable for years. All the more so, the question of the future success strategy for this business area arose. The vision of the Kurtz Ersa group states the answer here: **increase customers' benefits with a technological lead.**

In a careful decision-making process, the chances and risk of realignment were considered. The result was a decision in favour of the **"Smart Foundry 200"** project made by the management, Advisory Board and shareholders in 2012.

A view of
the "old" iron
foundry

The corner points of this project are:

- future-ability thanks to significant productivity increase
- quality lead ahead of the competitors
- introduction of the Toyota production principle in the form of a clocked flow production
- considerable volume increase
- concentration on target customers and target range of parts

The business model

Existing, partly very long-lasting customer relationships are to be intensified and extended. The increase in volume is however also to be created with new customers. Target industries are general German mechanical engineering, here in particular machine tools, engines, energy engineering, shipbuilding, medicinal engineering, rail and conveying vehicles, drive engineering, pumps, grinding and

treatment plant, plastic as well as printing and paper machines.

"Smart Foundry 200" is ideally suited for unit weights between 300 kg – 8 t. The average batch sizes are to be between 5 and 20 pieces. The annual production quantity will be under 1,500 items p.a. as a rule. The alloys are grey cast iron GJL 150 – GJL 300 and nodular cast iron GJS 400 – GJS 800 or also special materials like ADI, GJS 500-10, GJS 500-14.

Kurtz iron foundry, the ideal partner for mechanical engineering

The idea of service in our customers' added value chain is now being emphasised more strongly than ever before by Kurtz Ersa. Production is continuously controlled via SAP R3 with connection to the in-house transport system. The connection of customers' systems via EDI is standard, likewise certified processes according to DIN



Responsibility for the environment

The iron foundry is certified according to DIN EN ISO 50001

The general aim of this standard is to support organisations in improving their energy efficiency when establishing their systems and processes. The systematic introduction, implementation, maintenance and improvement of an energy management system should aim for the continuous improvement of a company's energy management, energy efficiency and energy savings.

The standard outlines the requirements relating to the supply, use and consumption of energy, including metering, documentation, design and acquisition practice for energy-consuming equipment, systems, processes and staff. It relates to all the factors which affect the use of energy, and which can be monitored and influenced.

During implementation of DIN EN ISO 50001 in the Kurtz iron foundry it has



been possible to build on the existing EN 16001 certificate. A prerequisite for successful certification was to expand the existing energy management system, in conjunction with the appointment of an energy management officer and the introduction of an energy team. An "Energy Monitoring System" (EMS) was introduced to monitor all the major energy consumers, and this can be used to evaluate energy-related processes and introduce optimisation measures.

Unlike many others in the marketplace, at Kurtz the responsible use of energy resources has been incorporated in the company's objectives. According to a statement by BD-Guss, the German iron foundries association, the proportion of companies currently certified according to DIN EN ISO 50001 is less than 20%.

ISO 9001, environmental certification according to ISO 14001 and industrial and health protection according to OSAS 18001.

As early as the development of new parts, the customers have recourse to the centuries of experience of a modern industrial group. The inclusion of the foundry in a technological enterprise also provides long-term security.

Smart Foundry 200, the new foundry

We don't want to disclose too much about the new foundry here. Future issues of Kurtz Ersa News will report on this.

Only this much on the current status of the project:

The infrastructure measures such as new social rooms, retrofitting and new creation of energy and compressed air mains have been completed to a great

extent. Demolition of existing buildings has started. Due to the partly very complex installations of technical parts of plant, the underground construction work is very demanding. We hope that the forthcoming winter will not lead to excessive delays. All plant components have been ordered from the project partners, who have been selected carefully. Particular attention has been paid to heat recovery and environmentally friendly conditions optimising the workplace.

In the Frankfurt – Würzburg area, directly by the A3 motorway, which has been generously expanded, a remarkable system supplier for iron casting will originate. The annual capacity will be 20,000 tons per year and 25,000 tons in the 2nd expansion stage. The iron casting team at Kurtz Ersa is happily looking forward to new inquiries for the enormous challenge.

Opening of the new production is planned for the 2nd half of 2014.



MBW on course for expansion

MBW Metallbearbeitung Wertheim GmbH is a modern, successful service provider in the sheet metal processing sector. The company has two locations – in Wertheim and Baiersdorf near Erlangen – where it produces quality sheet-metal products and offers its customers specialised system solutions in an “all-round, trouble-free” full service package.

The company's decision to expand its production capacity by building a new assembly hall and investing in the powder-coating system has proved to be an important step in the right direction of increasing its competitiveness. The powder-coating

system was unveiled and brought into operation at the end of last year at the MBW headquarters in Wertheim. Its excellent handling capacity in multi-shift operation also proved the company right just a few weeks after its commissioning.

The new powder-coating system enables the company to set new standards not only in terms of part dimensions and surface quality, but also in terms of environmental friendliness, productivity and flexibility. In the large-capacity chambers of this environmentally-friendly machine, parts with dimensions of 1,600 x 1,800 x 4,000 mm can be given the highest quality surface coatings.



“The powder-coating system and the expansion of the production capacity represent a further milestone in the success story of MBW,” says MBW Managing Director Ewald Garrecht. He is confident of being able to raise the position of MBW even further in the marketplace. “We are ideally equipped to do so! Two high-performing production sites equipped with modern machinery, a highly-motivated team with expert skills and a strategy oriented directly towards customers' needs – something that is very well-received in the marketplace.” The reaction from customers justifies his words and leaves no doubt that the company will succeed.



The decision to invest in a modern powder coating plant and to build a new assembly hall turned out to be a correct one.

Since MBW plans considerable growth rates in the future, further investments in technology and production capacities are scheduled in 2014.



Aluminium foundry placed on new feet

Casting has a long tradition in the nearly 235 years of history of Kurtz Ersä. Since 1852 already, iron has been cast by Kurtz, and for 30 years Kurtz has been casting aluminium. Now that various markets are being served, the aluminium foundry was spun off from Kurtz GmbH as per November 1, 2012 – i.e. the 30th anniversary – and turned into its own company, Kurtz Aluguss GmbH & Co. KG.

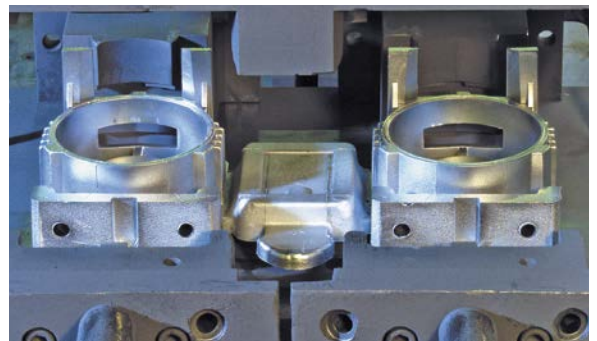
But formalities were not the centre of the change process – the aluminium foundry was instead completely realigned.

Key positions such as factory, technology and quality management were reoccupied. Productivity was distinctly increased by the introduction of 2-machine operation, new working time models or the move of the blasting room from the Barthelsmühle back to the foundry's location. Various replacement and extension investments

and also new machine controls, peripheral systems or also a new dispatch hall provide outstanding framework conditions for successful expansion. Finally, thanks to the sum total of all the measures and the outstandingly qualified and motivated workforce, scrap has been clearly reduced and thus customer satisfaction increased.

This is seen, amongst others, in the successful acquisition of new parts in the order of magnitude of 40% of the total order volume. A further 20% is being placed. The core markets of the aluminium foundry are in the areas of mechanical engineering, energy engineering and mobility. A market study shows the increasing attractiveness, in particular in the area of low-pressure casting.

Thanks to the re-organisation of the aluminium foundry, it is now standing on its own, healthy feet and is very well prepared for the future challenges.



Under new company name as well we place high emphasis on a reproducibly high quality of aluminium castings

Successful productivity increase in motor casting due to customized solutions and multiple cavity moulds

Some time ago, the BMW Group contacted Kurtz with the task to significantly increase quality and productivity when casting aluminium cylinder crank cases for in-line-4-cylinder engines. BMW has been relying on Kurtz low-pressure die casting machines for several years already.

The special feature in this case was the two-cavity mould which significantly increased productivity. It became clear that this was a real challenge for the machine manufacturer when taking a closer look at the technology and the process. Although castings of this size with such high demands on casting technology are fairly new, multiple cavity dies have been state-of-the-art for some time.

Due to the casting's dimensions of approx. 1,000 x 400 x 400 mm and its weight of about 70 kg, special requirements for **mould cooling**, media supply installation and accessibility for maintenance work at the die must be met.

Thus far, a **two-cavity** mould for these types of castings is unique. With this and further innovative technical details of the Kurtz low-pressure casting machine technology, the productivity could be more than doubled.

The innovative **Kurtz AL 18-12 50 low-pressure casting machine** built in cooperation with BMW sets new standards for the production of high-quality engine parts. In addition, it proves that low-pressure castings are the first choice also for series production of engines.

Low-pressure casting machine
Kurtz AL 18-12 50

Highest productivity when
producing cylinder crank cases
for aluminum in-line-3, 4- and
6-cylinder engines



The art of Kurtz casting machines at Heunisch Guss

Heunisch Guss, a family-owned firm founded in 1980, makes cast parts from grey cast iron and aluminium. Production takes place at four sites, two in Germany and two in the Czech Republic.

At the Slévárna works in Krasna, Czech Republic, aluminium parts are produced by die casting and low-pressure casting. The castings weigh up to 50 kg and the batch sizes range from 500 to 100,000 units per annum.

After casting the parts are processed further if required, and delivered ready for installation.

Slévárna Heunisch a.s. in Krasna, Czech Republic, expanded its low-pressure foundry at the end of November 2011, and a Kurtz low-pressure casting machine, type AL 16 12 SR, was put into operation. This substantially expanded both the capacity and the flexibility for aluminium casting involving unit weights of up to 50 kg. The expanded fleet of machines also has a positive influence on risk management: if the production of a low-pressure casting machine is interrupted for any reason, a further back-up solution is available.

Four technological benefits that tipped the scales in favour of the Kurtz low-pressure casting machine:

- Low-pressure casting control – high-precision proportion control; freely programmable
- Cooling technology – cooling by means of 12 mixing circuits. Each cooling circuit can be used as a water, air or mixed cooling circuit. The media can be freely selected and combined. The cooling control relates not only to time, but also temperature, which is very important for the process
- Ejector system – several ejector stamps are in place, minimising warpage of the castings



Josef Varga and Kurtz Sales Manager Lothar Hartmann at the presentation of the painting, with the Kurtz low-pressure casting machine in the background

The painting shows the new Kurtz low-pressure casting machine at Slévárna Heunisch a.s. in Krasna



- Machine control – the freely-programmable, convenient and user-friendly control is a decisive factor. Numerous features, such as the recipe management system that enables machine and process parameters to be stored, help in day-to-day operations. All these parameters can be called up very easily when needed, making machine set-up quick and easy.

In addition to the technology, art is also a factor that binds the companies of Heunisch and Kurtz: Josef Varga, foundry manager at Slévárna Heunisch, is not only a dedicated caster, running the Czech foundry with great success, but is also equally passionate about painting.

The pictures he paints often show images of daily life in the foundry – the Kurtz low-pressure casting machine is even “immortalised” and captured on canvas. This excellent painting has been given place of honour at Kurtz and represents the excellent customer relations.

We extend our thanks and best wishes for continuing inspiration to Mr Varga, as a painter without inspiration is like a caster without his castings.

Slévárna Heunisch a.s.

Foundry and CNC processing of die-cast parts from Al-Si alloys

- 5 shaft furnaces
- Modern low-pressure casting machines
- Work stations for gravity die casting
- Core shooting machines with a shooting volume of 12 to 25 litres
- Quality monitoring by a metallurgical laboratory and 3D measuring machines
- Part weights: from 0.1 kg to 50 kg
- From 500 to 100,000 units per annum

Kurtz trimming presses are making a huge impression

"Pressure is the way forward!" – so says the motto in the Kurtz foundry machine division, where the sales of trimming presses have been a great success. The truth of this is proved on a daily basis by Kurtz specialists, who are not infrequently called on in their numerous projects to produce machines that work with a pressure, or force, of 300 tons.

The success story of the Kurtz trimming presses is now into its fifth year. More presses are being supplied year on year. Kurtz trimming presses continue to set new standards in efficient trimming. This superior technology ensures optimum production processes and considerable cost benefits for users. It is therefore no surprise that Kurtz now has a string of excellent references, not only in the automotive industry.

In addition to the C-frame presses, which provide the best accessibility, other successful models include 4-column presses with 100 t press force, and versions with a sliding/tilting table offering 200 or 300 t pressing force. In addition to the standard

portfolio, Kurtz can also produce all imaginable kinds of special solutions.

It should be emphasised that these presses are not only used in die casting, but also for gravity die casting and sand casting. Kurtz is always ready to provide advice both for casting and trimming processes. Users value the Kurtz specialists' extremely high levels of skill in the process, and the fact that they can get everything, from casting to trimming needs, from a single source. Several desired customer configurations have been produced successfully, which at first glance appeared to be "practically impossible".

Many aspects of the technological benefits of Kurtz trimming presses are based on the wide-ranging experience gained by Kurtz in the construction of low-pressure casting machines. An example of this is the recipe management system, which enables machinery and process procedures to be saved and called up easily when needed. This reduces set-up times and increases the security when programming. Further highlights of the Kurtz presses include the "matrix

function", which helps protect the trimming tool from incorrect operation and the consequent damage, and their especially fast cycle times, obtained in particular when using the sliding/tilting table presses.

Of course, with Kurtz products it goes without saying that they are designed from the start to provide the lowest possible energy consumption.

Kurtz Erska is an active member of the VDMA sustainability initiative "Blue Competence", and in the other VDMA associations of "Productronics" and "Plastics and Rubber Machinery" it has already obligated itself to use resources in a sustainable manner.

The EUROGUSS trade fair in Nuremberg offers the ideal opportunity to find out more about the benefits of Kurtz trimming presses and to see LIVE demonstrations. A C-frame press with a force of 50 t will be exhibited from 14 to 16 January, at the Kurtz stand in hall A7, stand no. A7-341. The Kurtz team will be pleased to meet interested parties there, or, by appointment, at the Wiebelbach factory, worth a visit in itself for a look inside the new, 18 m high assembly hall.



Successful products: Kurtz column trimming presses which can also be equipped with sliding-tilting table function



Strategic cooperation with KUKA – since the end of 2012, Kurtz has been “official system partner”

At the end of 2012, Kurtz was appointed as KUKA's “official system partner” in a mutually-beneficial cooperation agreement. Several projects have already been carried out successfully in the business area of foundry machinery, and now the use of robot technology from Germany is increasingly being considered in the area of *particle foam machines*.

Automated solutions are essential for economically-viable production in many areas, thus ensuring the retention of jobs. Together with our partners, KUKA, we are ideally equipped to find optimum solutions for the increasingly complex handling tasks.

Robots can be used for the reliable **insertion of mechanical parts into moulds**, as required, for example, in the production of EPP back seats for cars. Of course, automated systems can be used to remove the finished products from the mould and process them further.

Increasingly complex mouldings are needed, especially by the automotive industry, and fully automated handling is economically essential for their manufacture.

The production of **EPS insulation boards** is another area where robots are used for handling in connection with high-performance cutting systems, in the sorting, stacking and palletising of the products. It is important that when transferring the products all the downstream handling equipment and systems can also be automatically switched over.

An interface for controlling the production system and automatic gripper change offer this flexibility.

The strategic partnership with KUKA ensures innovative solutions with maximum customer benefits.



Kurtz BOX FOAMER – The New Dimension

Kurtz reaches new dimensions in regard to box production with the BOX FOAMER shape moulding machine. Due to its low-mass design this completely new mould technology achieves cycle times and energy savings you have ever dreamed about!

The basis for the development of this mould technology was the constant demand of processors for process innovations. As the process efficiency is significantly determined by the mould, a perfect coordination of mould technology and the machine is the main focus. In order to ensure an effective mould activation, the machine has to be equipped and optimised correspondingly.

The Kurtz BOX FOAMER ideally fulfils the needs and together with the innovative mould technology shortest cycle times and enormous energy savings are achieved increasing the productivity considerably and contributing significantly to sustainability.

Kurtz once again demonstrates that innovations in regard to mould technology are consequently progressed and developed to the market for their customers' benefit.



Kurtz PANEL FOAMER – THE alternative

So far, insulation panels for façade insulation have almost exclusively been cut from blocks. The main reason for this production method was the relatively low specific energy consumption of a block mould related to one kilogram EPS material. In the production of shape mouldings this value has so far been approx. 10 times higher than in block production. By an in-house development, Kurtz managed to reduce the energy requirement to a similar level.

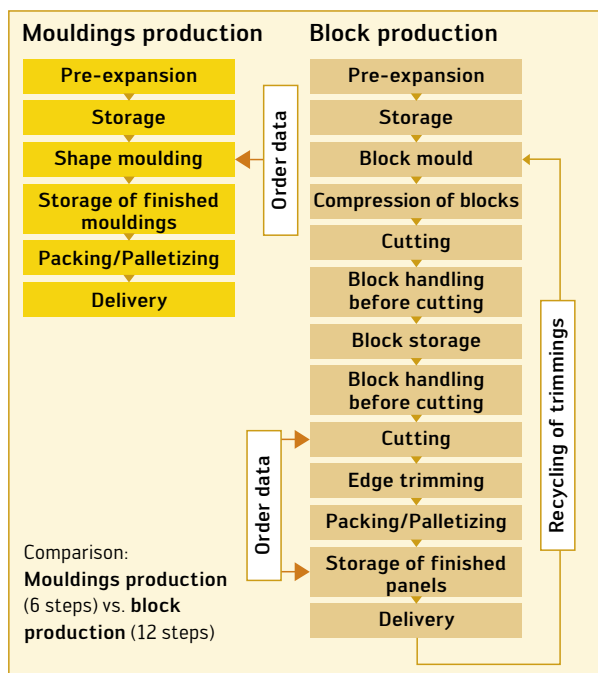
In block production quite a number of process steps are required to produce a panel. Moreover, a good project planning is required, as customer orders are only available when it comes to cutting the blocks. Usually, blocks have to be produced independent of customer orders several days before they can be cut.

When producing panel mouldings, however, many processing steps simply are not necessary. Right after the pre-expanded EPS has been stored intermediately it can be processed to finished panels with the shape moulding machine.

With the new Kurtz PANEL FOAMER shape moulding machine it is possible to produce insulation panels even with a higher quality at equal, respectively lower costs than panels that are cut from a block. Lower personnel requirements, easy automation and the abolition of cutting waste are further positive aspects, to name just a few.

Panel thicknesses can of course be adjusted to the requirements, either step by step or steplessly in fully automatic method. So it is now possible to serve markets economically where so far it was not profitable to use a complex block mould. For the entry of new markets especially, the innovative technology is perfectly suited due to its modularity. Capacities can be expanded as required by the market.

The Kurtz PANEL FOAMER is available with a quick removing system and the customized solution for marking, stacking, packaging and palletising the insulation panels.



Kurtz ENERGY FOAMER

Successful Infinergy® processing allows completely new fields of application



BASF SE



The Kurtz ENERGY FOAMER is already producing customer-specific serial products in large numbers for the world market.

With Infinergy® BASF SE offers the first expandable TPU (E-TPU) in the world. This new material is flexible like rubber, elastic and light as a feather. It combines the characteristics of TPU with the advantages of particle foams, standing out by low density, high elasticity, perfect resilience, high abrasion resistance, good chemical resistance, long-term loading capacity and excellent tensile strength in a wide temperature range.

These marvellous material characteristics open up completely new fields of applications but also present totally new challenges in the processing.

The Kurtz ENERGY FOAMER is the first and only shape moulding machine enabling an optimized process operation and field-tested serial production with E-TPU.

Special filling technologies and steaming variants secure a continuous production despite the narrow processing window.

The machine technology of the Kurtz ENERGY FOAMER is already being used with great success in a large-scale customer application.

The revolutionary finished products of a global player are being produced on Kurtz machines for the complete world market.

In a close cooperation with the customer and the Infinergy® producer BASF SE, the productivity and energy efficiency could essentially be optimised. – This marks a further example of the successful realisation of the "Blue Competence" challenges.

Boost your production

Magnificent presentation with great product premiers at K2013 – the world's biggest plastics trade fair

The project supervisors from Kurtz GmbH returned highly satisfied with the very successful course of events at K 2013 in Dusseldorf – the world's largest trade fair for plastics.

For a whole week Kurtz impressively presented its range in the area of particle foam machines to the international specialist public. With the motto "Boost Your Production" Kurtz effectively confirmed its role as world market leader in this segment and impressed customers and prospective customers alike with three innovative product premieres for the processing of particle foams:

The new shape moulding machines Kurtz PANEL FOAMER and Kurtz BOX FOAMER were exceedingly well received by the market - hardly surprising, considering that thanks to the revolutionary Kurtz mould technology, they provide users with drastically reduced cycle times and enormous energy savings. This means not only higher productivity and consequently lower production cost, but also a more economical and responsible use of energy and resources. – It is not by chance that Kurtz is a committed

member of the VDMA (German Engineering Federation) sustainability initiative "Blue Competence- Engineering a better world!"

The Kurtz ENERGY FOAMER shape moulding machine, being the 3rd novelty, was an object of special interest. Kurtz exhibited a customized version of this system, the Kurtz BOOST FOAMER. This machine is used with great success in a large scale customer application. It is used to manufacture revolutionary series products in large unit numbers for a top global corporation producing for the entire world market.



In the field of fully automated production systems Kurtz was able to score with fair visitors, as well. They could see for themselves – LIVE – just how efficient the use of a robot can be in the insertion and removal of moulded

parts. As an official KUKA partner, Kurtz can call on the best of contacts and the comprehensive expertise of the automation specialists and has already implemented numerous projects for its customers, precisely tailored to their specific requirements.

Furthermore, Kurtz boasts outstanding expertise in the engineering and installation of complete plants. At Kurtz, particular emphasis is placed on realising the optimum solution for the customer, so that he can safeguard and build on his technological lead in the market. In this way, the customer secures competitive advantages which pay off and increase earnings long-term.

The Kurtz fair team "hadn't a moment's peace" and as the responsible manager, Uwe Rothaug, and sales director Harald Sommer agreed in the subsequent evaluation of the fair participation: "As best in the industry, we had set our sights high for K 2013. Therefore we are all the more pleased by the extremely successful course of events with good levels of finalised sales and a large number of promising projects. K 2013 far exceeded our expectations."

Visitors of K 2013 were very interested especially in the three new shape moulding machine types Kurtz PANEL FOAMER, BOX FOAMER and BOOST FOAMER.



SOLUTIONS 4YOU – Erska with a superb

Productronica 2013, the world's leading exhibition for the electronic manufacturing industry was held in Munich in mid-November. For four days, more than 38,000 visitors from all over the world had the opportunity to comprehensively inform themselves about the newest technologies and trends taking hold in electronic production. With a share of 52% of foreign visitors there were more foreign visitors than local attendants for the first time, which underpins the position of productronica as being the prime meeting venue for this industrial sector.

Rainer Kurtz, chairman of the advisory board of productronica, CEO of the Kurtz Erska corporation and chairman of the VDMA association Productronic, emphasized, as spokesman for the productronica exhibitors, expressly the positive signals for this branch of industry: "We sense to be going into a period of upswing. Spontaneous visits by customers with concrete projects confirm the positive forecasts for 2014."

For Erska as well, productronica 2013 was a resounding success! Under the motto "SOLUTIONS 4YOU", the

company presented, on almost 400 m², its complete range of stencil printers, soldering systems, rework- and inspection systems as well as its hand soldering tools, with many new-product introductions and technological advancements. In addition to presenting innovative technological solutions, Erska focused on the economic efficiency across its complete product range, on energy efficiency of the equipment and on the economic use of resources. After all, Erska is a committed member of the VDMA sustainability initiative "Blue Competence" – Engineering a better world!

Impressive evidence for this commitment is the brand new generation of reflow systems, the Erska HOTFLOW 4. It is characterized by the highest energy efficiency and provides – while maintaining the customarily expected superior soldering quality and process stability – a saving of 20% in the consumption of nitrogen and total overall savings in energy consumed of more than 25%.

As the market- and technology leader in the field of high-end selective soldering systems, Erska displayed at their booth the VERSAFLOW, the ECOSELECT 1, 2 and 4 as well as the

ECOCELL. By showing these five models, the company convincingly demonstrated that, within its product range, there is a production system available for the most varied customer requirements. The ECOCELL was awarded, on the first day of the exhibition, the prestigious Global-SMT Award 2013 in the category "selective soldering systems", sponsored by the trade publication of the same name. (also see separate article on page 25)

Enormous appeal was centered on the HR 600 automated hybrid rework system, which can autonomously perform SMD repairs on board assemblies, while boasting an excellent price/performance ratio. Especially the repair of QFN components (quad flat pack no lead) performed live at the booth by the Erska team – featuring, during the demonstration, the same safe process as would be experienced in daily manufacturing – highly impressed the viewing audience.



The new flagship of Erska reflow systems – HOTFLOW 4/26 – received a special look on its housing on the occasion of productronica 2013. Its "inner values" were displayed as graffiti on the entire machine length of 8 metres.

Tremendous nitrogen and energy savings without loss of performance – and a conveyor system with three different adjustable conveyor speeds are only two out of many highlights.

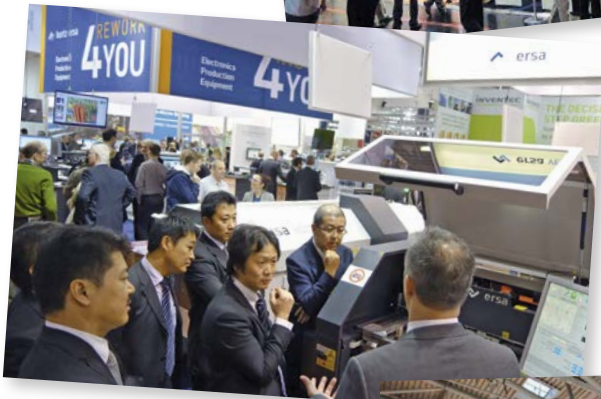


BLUECOMPETENCE

Alliance Member

Partner of the Engineering Industry Sustainability Initiative

show appearance at productronica 2013



Under the motto "SOLUTIONS 4YOU" Ersa presented the entire product range on a floor space of 400 m² in Munich.



A further highlight of the show was the i-CON VARIO 4. This high-performance 4-channel soldering and desoldering station is without equal. A hot air channel with the powerful 200 W i-TOOL AIR S as well as three additional tool channels, which all can be operated simultaneously, offer the user the highest degree of flexibility during rework, prototyping or the manufacture of premium, sophisticated assemblies.

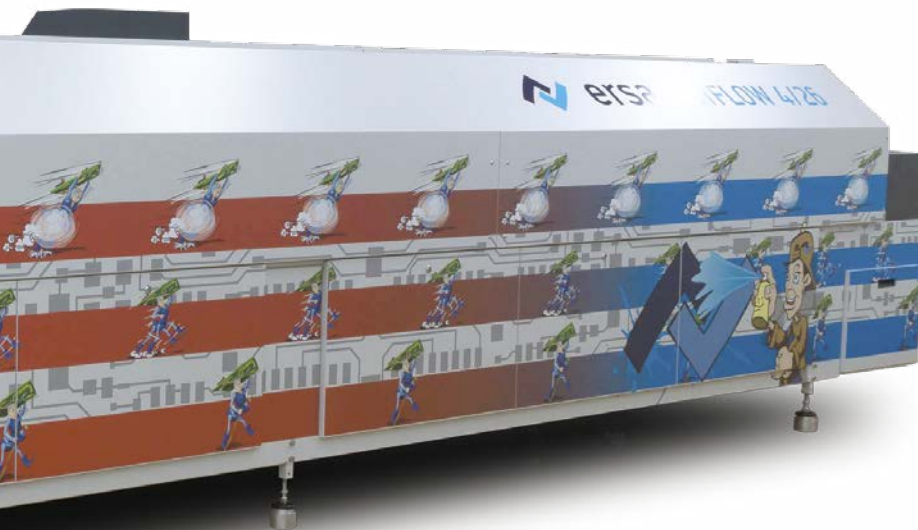
After four strenuous days at the exhibition, Rainer Krauss, Sales Manager at Ersa, summed up without hesitation: "We had an excellent show, with many customers and show attendants stopping by and showing interest in our range of products. They came from all over the world. The quality of the visitors was very high, and it proved to be a good move to have increased the floor space of our stand and to ask our international representatives for their assistance, as otherwise we would not have been able to accommodate the rush of people. We are also very pleased that we were able to close numerous orders and to discuss with prospective customers many concrete projects – projects which will keep us very busy for the next few months."



The atmosphere in Munich was fantastic. This could be seen and felt at any time during the show, and not only during the unique party at our booth!"

Ersa Show-TV captured, for the first time professionally, many highlights and impressions from the Ersa productronica stand. These highlights and impressions are compiled in fascinating video clips, which can be seen on the Ersa website under "videos".

www.ersa.com/videos-en.html



The i-CON family grows:

Ersa i-CON VARIO – the new hand soldering flagship

The i-CON VARIO 4 multi-channel soldering and desoldering station meets highest demands in professional soldering and desoldering. This brand new flagship of the Ersa i-CON line offers the user 4 tools to master difficult soldering applications:

The new and ergonomic i-TOOL AIR S hot-air iron (200 W) for flexible soldering and desoldering with non-contact heat transfer, the i-TOOL soldering iron providing a powerful 150 W for efficient soldering, the new CHIP TOOL VARIO desoldering tweezers (80 W) for precise desoldering of smallest SMDs and the proven X-TOOL desoldering iron (120 W) for desoldering of leaded components. Alternatively, further Ersa tools can also be connected.

All functions, including the generation of the air flow and vacuum required in the process, are bundled in the supply unit, which is equipped with the easy-to-operate i-OP facility and clearly arranged displays. Furthermore the station also provides

interfaces for Ersa solder fume extraction units or infrared heating plates as well as a USB port.

Users of the i-CON VARIO 2 can operate two soldering tools at the same time: Together with the new i-TOOL AIR S hot-air iron they may simultaneously use the i-TOOL for classical soldering or the new CHIP TOOL VARIO desoldering tweezers. Further Ersa tools can be connected. The i-CON VARIO 2 is also equipped with interfaces for Ersa solder fume extractions and heating plates.

Configuration of both stations is quick and safe via a micro SD card so that they are optimally prepared for all applications in professional electronic manufacturing. The i-CON VARIO stations are also perfectly suited for the use in ESD environments.

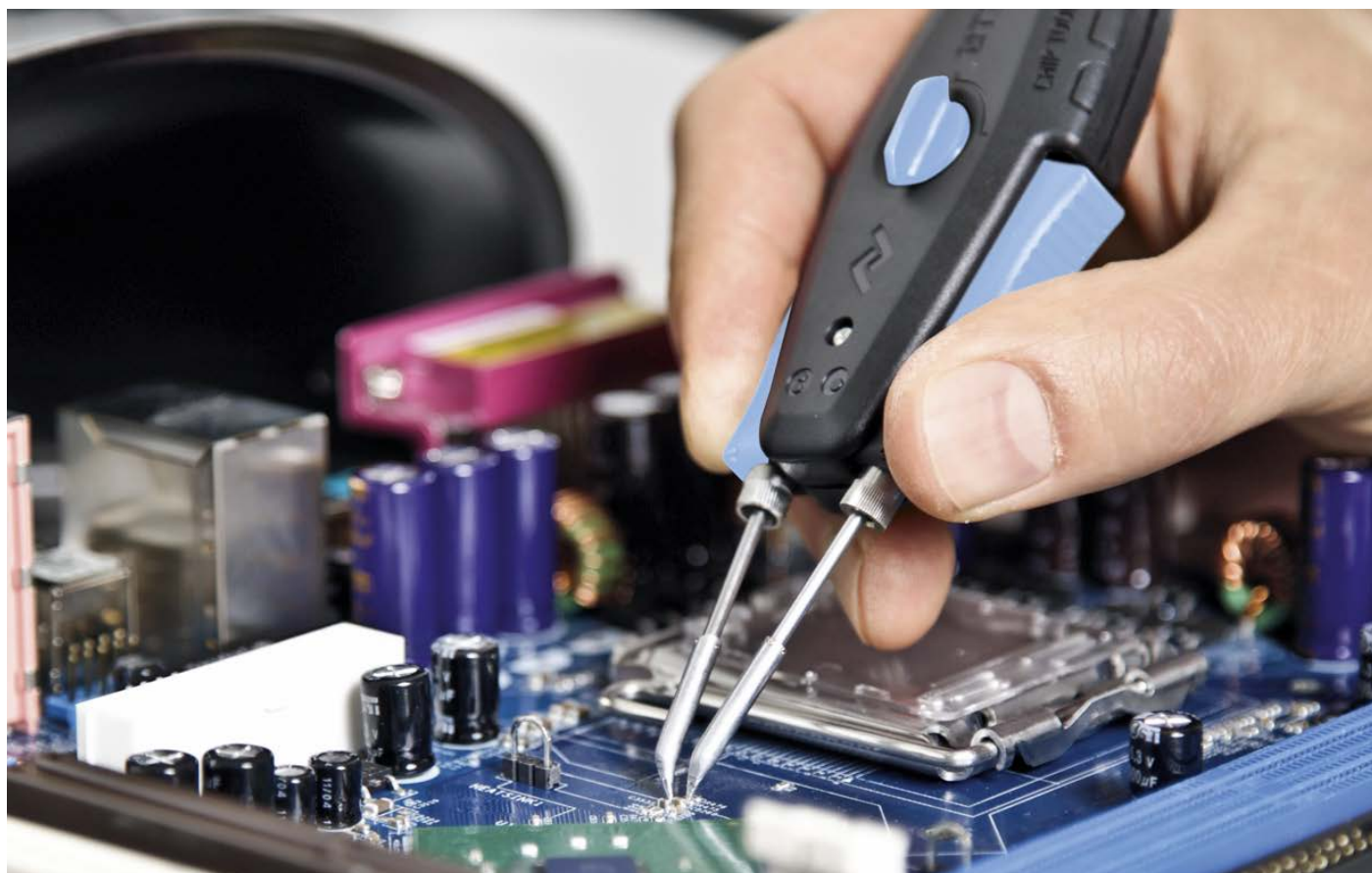
Detailed information on both i-CON VARIO stations including configurations and videos are available in the internet on a special micro site:

www.i-con-vario.com



Fig. above: i-CON VARIO 2 soldering and desoldering station with AIR TOOL S hot-air iron and CHIP TOOL VARIO desoldering tweezers

Fig. below: 4-channel soldering and desoldering station i-CON VARIO 4 complete with soldering and desoldering irons, hot-air iron and desoldering tweezers.



Selective soldering within two seconds – no problem with the multi wave process!

The selective soldering process is today an inherent part of the manufacturing structure of electronic assemblies. The market for selective soldering systems has grown strongly over the last few years, and today many different methods and technologies are around, all of which are intended to solve issues with selective soldering applications. For many users this diversity becomes a major challenge, especially when achieving the highest quality level at the best economic efficiency is the objective. It is therefore essential to consider the intended applications when selecting the suitable technology.

Being system supplier and technology leader Erska actively supports its customers during this selection process and assists them in choosing the correct system configuration, making certain that the optimal solution is found for each customer. For this purpose Erska offers a wide range of selective soldering systems which meets nearly every wish due to the modular design concept. It covers the simple ECOSELECT1 with manual feeding up to the VERSAFLOW line – a flexible and modular platform of inline

selective soldering systems that can be equipped with up to six solder modules and dual track conveyors.

Dip-soldering with multi waves takes up a special position amongst the selective soldering technologies. The Erska Multi Wave Technology offers the user a stable and reproducible selective soldering process with extremely short cycle times. Thus dip soldering is predestined for high-volume applications as in the car industry, for example, where Erska ECOSELECT soldering systems are successfully mastering their jobs.

The combination mini wave and multi wave dip soldering in one system offers to the user the highest degree of flexibility, occupying a minimum of floor space while providing short cycle times. A further large advantage for the selective soldering systems of Erska is the transferability of process parameters and experience, which does not end at the factory gate. All selective soldering systems manufactured by Erska perform reliably on the same software platform, world-wide and under the most different demands and conditions, very often in 3-shift operation, and equally often for 7 days per week.



Erska Vice President and Sales Director Rainer Krauss during the award ceremony on 12 November.

Erska ECOCELL wins Global Technology Award

Erska was awarded a 2013 Global Technology Award in the category of "Soldering Equipment – Selective" for its ECOCELL selective soldering system in combination with the FIFO TOWER C cooling tower. The award was presented to Erska's vice president & sales director Rainer Krauss during a Tuesday, November 12, 2013 ceremony that took place at the New Munich Trade Fair Centre in Munich, Germany during productronica.

Established in 2005, the Global Technology Awards program from Global SMT & Packaging magazine is an annual celebration of product excellence in electronics surface mount assembly. Premier products based on the finest examples of creative advancement in technology are chosen by a distinguished panel of industry experts.



Ersa training gives you a lead!

Qualified staff can essentially increase your productivity

More than ever, reasonably priced production and maximum quality are the basis for successful competitiveness in electronics production. Know-how and qualification of the staff are the decisive key to success in this context.

Experience shows that employees who are well-trained especially in soldering technologies contribute to a substantial productivity increase in production. Ersa personnel qualification measures are the ideal platform for this.

With Ersa, personnel training and know-how transfer generally have very great importance. For more than 20 years now, Ersa has been passing its great knowledge of processes to do with electronics production onwards in the form of know-how seminars.

More than 5,500 satisfied attendees of this series of seminars are clear proof of their quality.

In the course of the years, Ersa has extended the training and seminar area, together with the customers' requirements, in such a way that courses can be offered for all the aspects of professional soldering.

As the offer has become so extensive in the meantime, the various courses and qualification measures have been put together in a clearly organised way in the "2014 Training and Coaching Catalogue".

Together with the known practice seminars, "Service and Maintenance Training for Customers" has been included as exclusive customer events as well as technology days. Here, there is not only a lot of theory, but also a

practical part with "hands on" on the machines. These technology days have been on offer since 2012 and have been held very successfully with international companies in groups of up to 15 people.

Qualified personnel is the key to increased productivity. Hence Ersa supports its customers and prospects with different employee qualification programmes and know-how transfer both based on practical work. For this purpose Ersa has professional training locations with modern equipment at their application and demo center. Contact your personal Area Sales Manager or local agent to learn more. They will be glad to develop and plan your specific training in cooperation with you.



On the road again in 2014 – the Ersa Roadshow

What started in 2012 with the subject of "Screen Printing & AOI" and was successfully continued in 2013 with the focus on "Soldering Stations and Rework Systems" will also be around in 2014.

The Ersa Roadshow, with its colourful mixture of talk and presentation, has established itself as a successful event concept in combination with the practical "hands on machines" part.

Alongside the official know-how transfer and interesting information about the programme, the roadshow visitors also appreciate the spontaneous exchange about current trends and challenges in the production companies between attendees and experts.

For 2014, Ersa is again planning roadshow events all over Europe. Further information about dates and venues can be found in the near future on

www.ersa.com



Ersa Webshop online!

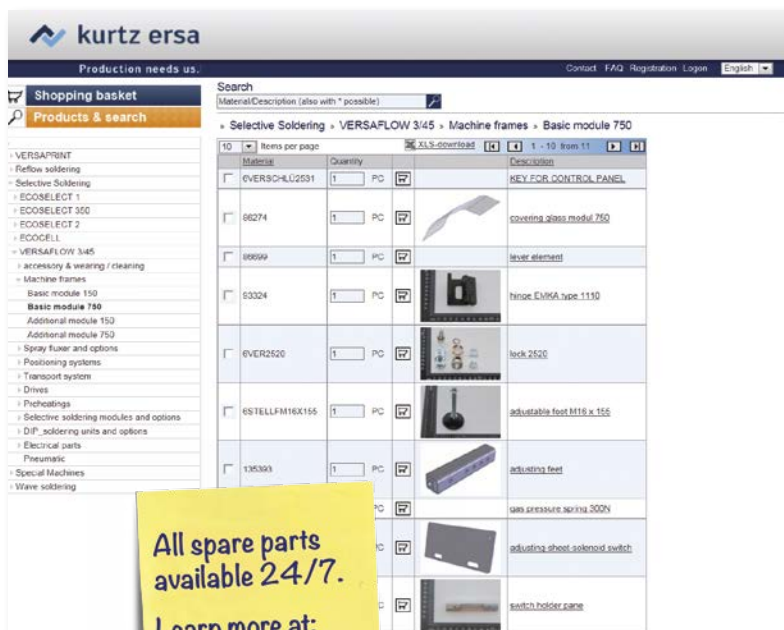
Since 2012, Ersa has been in the web with its own online shop. The offer comprises all the important products and spare parts for soldering tools, rework and inspection systems and is primarily aimed at registered Ersa customers, i.e. representations, traders and industry.

Now, wear and spare parts of soldering systems have also been placed online. Registered customers will find more than 7,000 parts, structured according to machines and components, many with pictures and diagrams as well as brief descriptions for unambiguous identification.

The shop is integrated into the SAP system and thus provides considerable benefits for us and our customers world-wide. They can now obtain extensive information on the products, their availability and the customer-specific terms and conditions around the clock and are no longer bound by office hours. Detailed overviews of orders with an archive function are also helpful.

The parts can be supplied more quickly thanks to the process-optimised handling. Delivery is effected world-wide from the headquarters in Wertheim or from our subsidiaries in USA and China.

More under: www.ersashop.com



Always Up-to-Date with the new Ersa-App

As a service to its customers, staff and interested parties, Ersa has introduced a free smartphone app with many interesting functions. One of the highlights is a calculator to determine cycle times of equipment for different production processes as well as throughput or cost-per-unit of a PCB-assembly. Thus cost-efficiency studies can be performed quickly and reliably, making available vital information for determining the TCO.

To directly communicate with sales and service, all world-wide locations are listed together with contact persons and contact data. Also available is a comprehensive dictionary of technical terms. Company news, trade shows and further events as well as product information are linked to the website and available at the tap of a finger.

The web-based Ersa App is available in German and English, runs on all current smartphone operating systems, is easy to install and it is free-of-charge.

www.app.ersa.com



Just scan QR code with your smartphone to install the Ersa App.

Wü2run – setting the pace at Kurtz Ersä

At the 8th annual corporate run in Würzburg, the "Firmenlauf WÜ2run", 3,500 participants assembled on the evening 4 July at Würzburg's Dallenbergbad, the starting point and finishing line for the 7.5 kilometre run. The route led along the cycle track on the banks of the Main and over the Old Main bridge, where the "Vierrohren" fountain in front of the town hall represented the turning point.

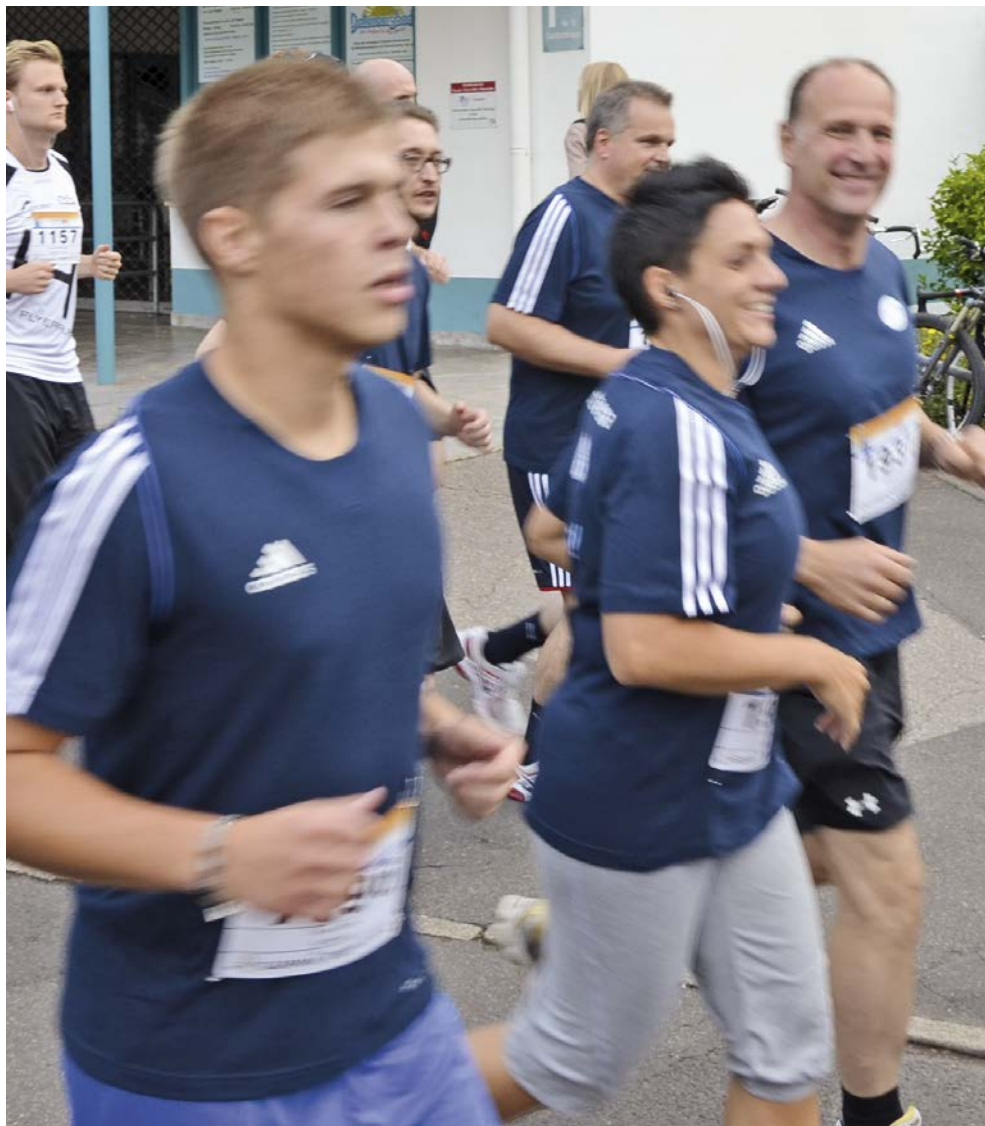
Cheered on by spectators along the route, and the numerous Kurtz Ersä employees who formed a supporters' club and came to wave banners,



the whole of the Kurtz team was inspired to give their best performances. Even the rain which set in could not dampen their spirits. The showers had gone by the time they reached the finishing line, which enabled the runners to get their breath back and rest in the pleasant surroundings outside the Dallenbergbad.

The Kurtz Ersä team was well satisfied with their first involvement in the Würzburg corporate run –

everyone made it to the finishing line! No injuries, and excellent performances! An excellent atmosphere among runners and supporters! So the event was a great success and it is no wonder that all those who were there



agreed they wanted to return the following year. This will hopefully also motivate other employees to take part in 2014.

This would mean Kurtz Ersä could gain an even higher place in the rankings of companies with the most participants. However, for this year, reaching 9th place was more than enough – no mean feat for a first attempt!

