

▼ **IMPULSE**

Good Solutions = Maximum Benefits.
Swiss accuracy with German thoroughness
...Page 2



▼ **ENGINEERING**

Where there's a will – there's a way.
Absolutely no mundane matter, but tough
everyday business...Page 3



▼ **COLLEAGUE**

"Yes" to equal opportunities.
And members of staff like Annette Ernst have
seen to that...Page 5



Contents

Page 1 Editorial, Title story
Page 2 Impulse, Products
Page 3 Engineering,
Page 4 Marketing, Key's
Page 5 Colleague, Company, Tips
Page 6 Exhibition, News, Ticker

Editorial

Human Resources

Dear business partners and customers.

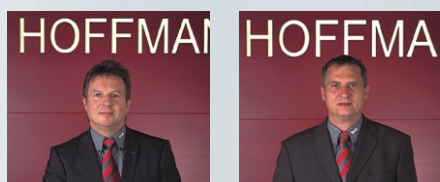
It is generally regarded that, "employees are the most valuable asset of a successful company". It is not the computers, robots or technical equipment but people who create the ideas and concepts. It is they, who make sure that the technical tools do their job. Ultimately they represent the staff of the company. They shape the image and contribute to the competitive edge of the company.

At Hoffmann, ideas and concepts are of crucial importance.

Our customers expect machine technology with innovative characteristics and higher benefits. To achieve this we need intellect, teamwork and expertise. Our colleagues work as a team in all areas and are responsible and efficient. By operating interactively our company moves forward. Creativity, motivation and innovation are the driving force. We are proud of our team. We often don't give ourselves enough credit for the diverse skills of our staff. As well as the „hard skills“ like education, studies and professional training, experience abroad to learn foreign languages, so too are social and method skill just as vital for a successful partnership.

At Hoffmann that means: not only the conception, development, design and construction of our machines – the function and operation must also be explained during commissioning with the customer.

We would like to take this opportunity to thank all our staff for their dedication. They represent our company in the most positive way and thus shape the company's image.



Ihr
Thomas Hoffmann Martin Hoffmann
Managing directors of Hoffmann GmbH Maschinenbau

Titel story

Optimized right down to the corners

The French company Mixal has been in business manufacturing building components since 1983. The former joinery/carpentry firm has now developed into one of the leading manufacturers of Wood/aluminium windows and doors in France. With the integration in the FPEE industrial SA group, it has expanded its product range and at the same time refined its Technology.

The fierce competition in the window business requires more than ever, outstanding quality standards both in the products themselves and in their manufacture. Therefore Mixal offer a greater range and particularly



attractive window designs, short delivery times and highly competitive prices. CEO Francois Lapeze and production manager Patrick Poirier knew they had to break new ground. Above all, the machining and production costs needed to be reduced.

They brought into question whether the frame parts of the wood/aluminium windows had to be exclusively finger joint construction. This high material cost and time-consuming design inevitably reflected in the final price and resulted in the recurring succinct statement of the market: „Too dear“.



Mitred corner joint with Hoffmann Keys and dowels

Through dedicated research they came across the trustworthy mitred-corner- jointing system from Hoffmann. They were immediately struck by the high technical standards and were convinced of this connection method. The corners of a window are the most critical part of its construction. Through a combination of Hoffmann Keys and dowels, outstanding durability values along with pressure and tensile strength values are achieved. The system is based on Counter mitred corner joints in the window frame and sash. These are joined with Hoffmann Keys to create a durable and statically correct joint.

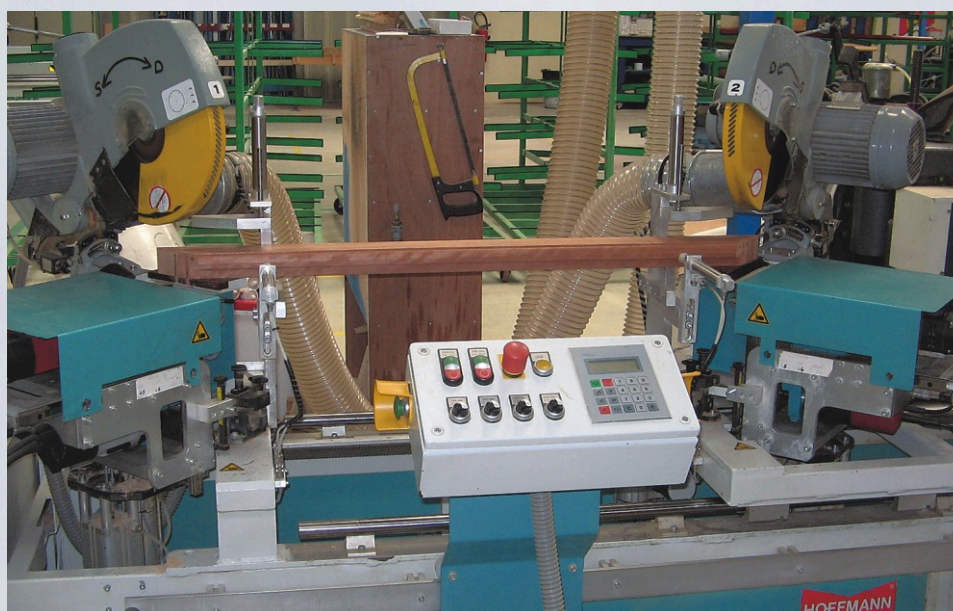
The decision was made! To be absolutely sure, Mixal made several different designs produced with the Hoffmann Key system in wood/aluminium windows as well as samples relating to door mitred joints and had them tested to ensure they met the current specifications and standards. The French accreditations of CSTB, NF, CE as well as „Qualicoat“ and „Qualimarine“. All these certificates as well as the aesthetic appearance of the mitres were a series of arguments which built up and was convincing in every respect. This also means a rational relationship between costs and benefits, both in

manufacture of the components themselves as well as for their characteristics. This resulted in the expected benefits of traditional quality mitres in a straight forward and functional corner joint, which was simple and inexpensive to produce.



Automated routing and dowel-drilling machine PP-2NC

Now the way was open for a fundamental change in their production methods. A Hoffmann PP-2-NC was ordered to process the mitred corner joints with routing and dowel drilling, as well as modifications to process butt-joints. The routed slots and hole positions, in this case, can be variably selected. Which means variable in horizontal and vertical directions or simultaneously in a combination of both? Additionally, a free positioning on the entire cross-section of a work-piece is possible. So, for example 2 x dowel holes and 3 x routed dovetail slots. The processing capacity is designed for work-piece cross-sections in X direction max 210mm and in Y direction 140mm. Another possibility is to process the profiles on a Hoffmann X-line 70" machine which has been purchased. This machine has already been used for many years by manufacturers, for the production of special windows. This is a combination double mitre saw and routing machine with dowel drilling units for simultaneous processing of both ends of a work-piece. It produces precise mitre cuts, dovetail slots and dowel holes without releasing the work-piece.



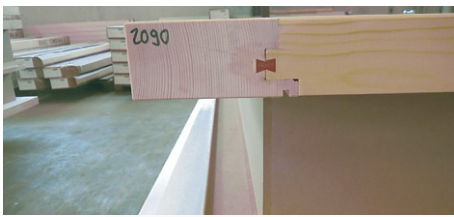
Combination Double Mitre Saw / Router with Dowel-drilling units X-line 70

Combination double mitre saw and routing machine with dowel drilling units" X-line 70".
www.mixal.fr

Impulse

Good Solutions = Maximum Benefits

"We decided to award our current project again to Hoffmann Engineering due to the long standing and reliable relationship with this company who always implement our individual requirements. This was precisely the case with the two previous machines, manufactured for us by Hoffmann Engineering in the last 12months. These "drilling and routing machine centres SO.7.178 are now in full service. They were designed to manufacture the "Combi Module"...building door-set system and will soon be also used to produce the "Combi Module Light" system. Having said that, together with the Hoffmann technicians, we were able to implement all our ideas into the new machine." This statement does not come from a Hoffmann brochure but are the words of



"CombiModule light" pre-finished door frame.

Mr. Martin Schmid, head of sales and marketing department of the Swiss door manufacturer Brunegg AG, who's "Brunex Doors" are equipped with extraordinary features. The company performs a balancing act to implement innovative ideas and solutions in a modular door-set-system whilst providing each customer with a "made to measure" door which fits

in every respect. However, a standard module derived from these doors, is manufactured to the highest Swiss quality standards which is optimized in both price and production costs.

Brunegg AG is one of the top name companies in the market of manufacturing high end quality products, in particular custom built interior or exterior doors. More than six million (6,000,000) doors have been sold in Switzerland alone, demonstrating that innovation and unique solutions are always "en vogue".

The simple clear mounting system, based on modular door construction, brings enumerable benefits to the building worker when fitting door sets. The corners of the door frame are quickly assembled using Hoffmann keys and the frame is ready for installation in less than ten minutes. The component parts for the door set were prepared on the new CNC controlled multi-axis "MX-5-NC" machine from Hoffmann. This machine performs the processes of double mitring, routing and dowel-drilling in combined sequence on the frame components with speed and precision. Since all the machining operations are fully programmable, the operator only needs to enter the dimensions of the 45°section work-piece and the positions of the dowel holes and router slots. All positions are variable and can be easily selected across the entire cross-section of the work-piece. Each machine cycle simultaneously produces a left and right side of the architrave as well as the header section.



Martin Schmid
Marketing and Sales



Martin Eisele
Production and Logistics

This saves both time and production costs. „According to Martin Eisele "It would not have been economically viable to manufacture both ends of the architrave simultaneously on a standard CNC machining centre" Martin is responsible for production and logistics. This type of machine from



Hoffmann Keys fulfill their job in the Brunex Architrave and Frame System.

Hoffmann requires the work-piece to be clamped only once for all the machining operations – sawing, routing and dowel drilling. All machining operations run at the touch of a button. Due to its simple operation, its high quality processing, and the possibility of variable lengths widths and hole patterns ensures the desired flexibility required in production. This strengthens the argument that customization can be produced at low cost.

So here two companies have met, who both have the same high professional standards and targets. One manufacturing high quality custom interior and exterior doors – with fire retarding, sound proofing or climate controlling properties. The other offering machines with up-to-date solutions to exceed the customers' expectations. A classic example of a working partnership. These are not just empty words written in the motto „ "Good solutions = Maximum benefits" with Swiss accuracy and German thoroughness.

www.brunex.ch



Brunegg AG ranks amongst the first in business for quality and in particular customized internal and exterior doors.

Products

The Professional

Actually, it would have made sense to have called the new profile processing machine centre from Hoffmann "The Professional" as it completes three operations, each machine cycle. Sawing, routing and dowel drilling – and that from minus 45 to plus 45 degrees (-45° to +45°).

It is the new sawing, routing, dowel drilling combination machine, which has been developed primarily for a German window manufacturer who produces various window systems "Off the shelf". This profile machining centre not only processes window components, but also other work-pieces up to cross-section dimensions 140mm wide and 120mm high, and in lengths from 250mm to 6m and beyond.



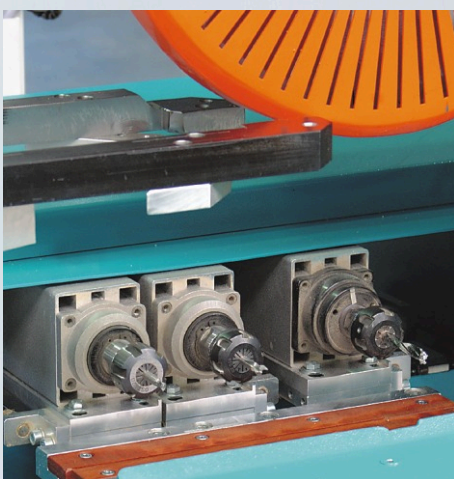
Material support with gripping device

Special features

- > Routing in all four directions: vertically from top to bottom and from bottom to top / horizontally from inside to out and outside inwards.)
- > All of the routing and dowel drilling positions are freely programmable over the entire cross-sectional area (for different window systems or work-piece configurations)
- > Continuous program run throughout the work-piece length.

- > Three processing operations in each machine cycle. Saw -45° to + 45° routing and drilling.
- > High cutting precision.
- > Fast speeds, thereby short processing times and larger quantity throughput.
- > Optimization software with cutting list management.
- > Easy intuitive management of the equipment via the touch screen panel with operator prompting.
- > Clear plane text input, cutting length, routing positions and hole configurations.

- > Drilling positions in X and Y directions freely programmable.
- > Options: Magazine feed, cycled, automatic work-piece feed.



Engineering

Woodworking for Eternity

“Fine Woodworking” – the word conjures up images of handcrafted heirloom furniture or an experienced woodworker using hand tools to build a one of kind piece. Yet aside from these sentimental images, fine woodworking is found in areas most people don’t think of every day – for example in the production of wooden caskets.

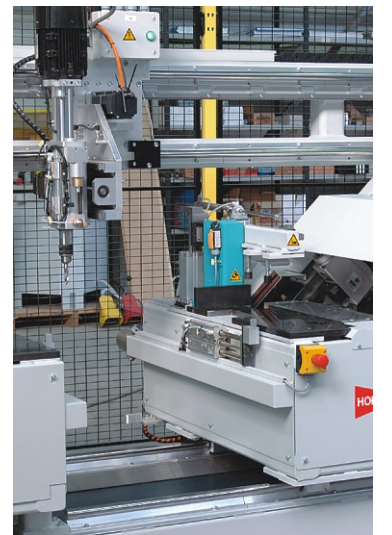
The American casket industry supplies a wide array of different types of caskets, from lower cost cremation models to metal caskets made of steel, copper and bronze to traditional wood caskets in many different species. The fit and finish of a wood casket rivals that of fine furniture, with ornate details and quality craftsmanship abound.

Matthews International based in Pittsburgh, PA is a major manufacturer of caskets in the United States and their recent purchase of two HOFFMANN machines for their York, PA plant further solidifies their commitment to producing quality products.



MX-S0 Side Panel Machine

The MX-S0 Side Panel Machine was designed to produce the four side parts for a casket body or “box”. Precise 45-degree miter cuts are made simultaneously on both sides and four keyways for HOFFMANN Dovetail Keys are routed into the ends. At the same time, a drilling station mounted on an overhead gantry is used to drill mounting holes for side handles. The drilling locations are programmable in two axes (X and Y) for utmost versatility – up to 24 holes can be programmed for each part.



All relevant data including the material length is entered on a touch-screen control panel and stored for future use. With a repeat accuracy of 0.3mm over the length of the machine, producing precise side panels is guaranteed.

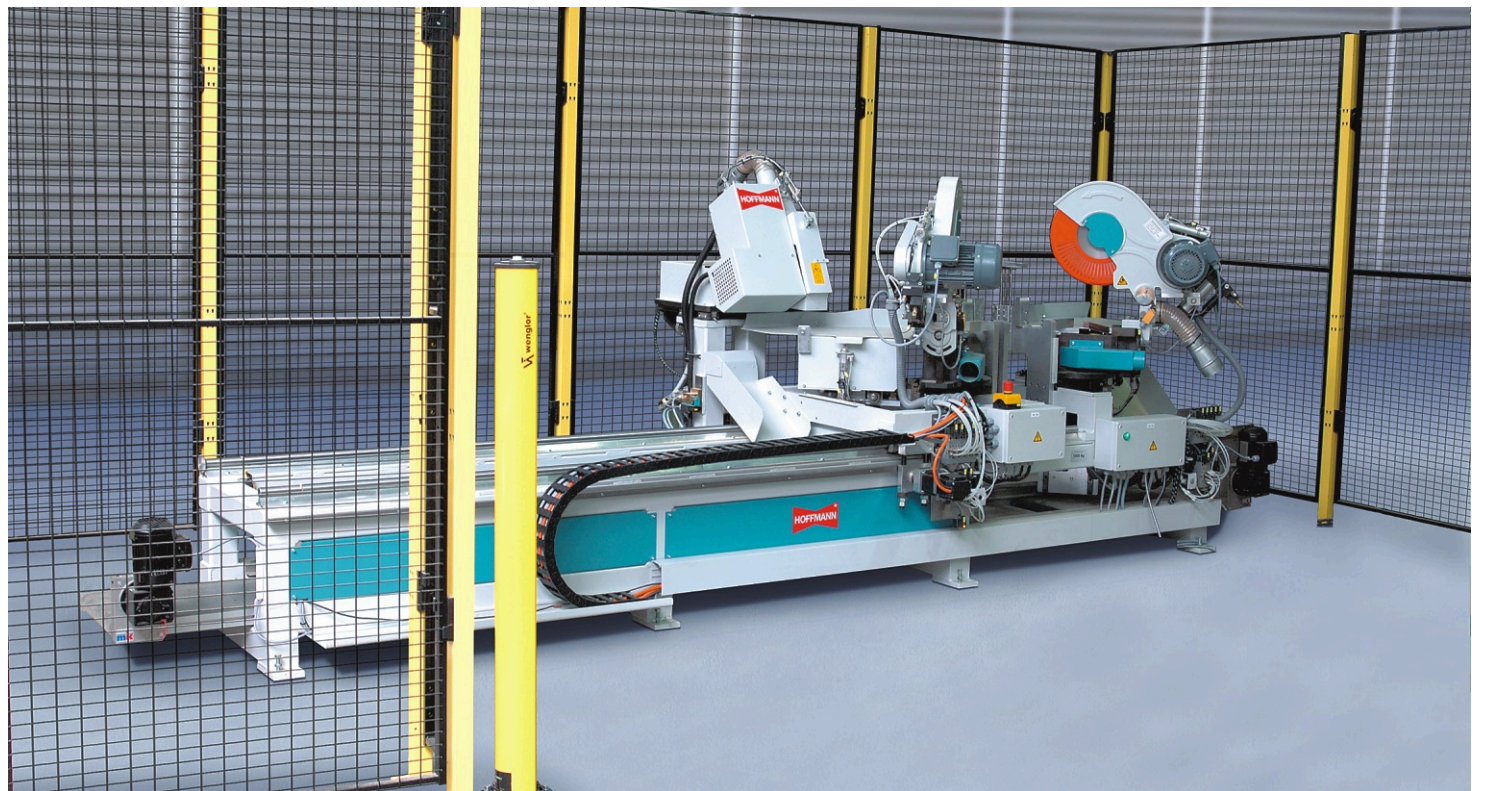
MX-S0 - Top Panel Machine

The production of casket top frames poses some distinct technical challenges, all of which were met by this custom-build machine. The frame profiles are cut at precise compound angles, two vertical and one horizontal keyway for HOFFMANN Dovetail Keys are routed in each end and a centrally located milling head is used to machine a notch for the center divider or “bridge” in the casket lid.

All material length adjustments and the location and length of the dovetail keyways are controlled by a central PLC; even the



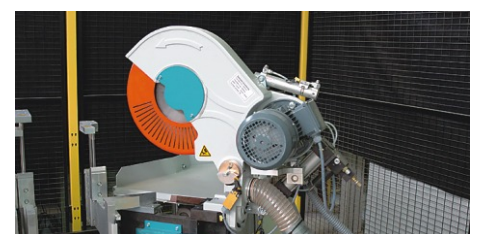
center milling head is on a separate axis and moves automatically to the correct position. The software used by both machines was custom-designed by HOFFMANN to Matthews International’s specifications and has been



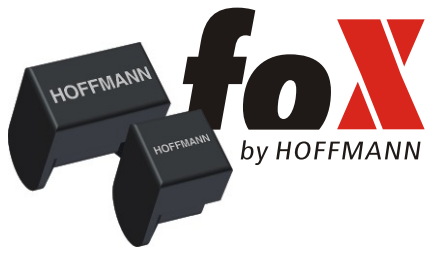
integrated seamlessly into the plant’s operation.

The installation of these two machines improved not only the material flow and efficiency of the plant, it also improved the

quality of the finished product. And that is another step in Matthews International’s commitment to producing the highest quality wooden caskets – Fine Woodworking for Eternity.

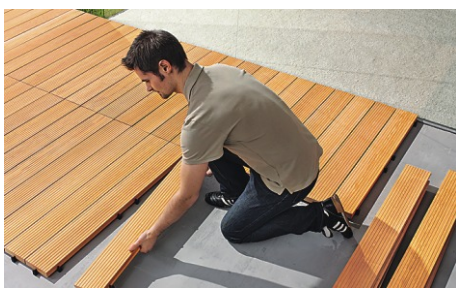


Marketing



Ideal for Trendsetters

Outside living is currently fashionable. Home and garden are increasingly merging into a common living space. In both cases, interior and exterior, the "Right" floor plays a major role in reflecting the taste of the residents. An important part is played in this situation by "FoX" the decking connector which performs without tools and screws. Large areas can be quickly decked out using the "FoX" connector without difficulty



for assembly. The connectors are manually inserted into the pre-machined slots in the

reverse side of the timber boards, piece by piece, until the desired surface area is covered. The routed slots automatically determine the spacing between the boards and set the distance from the ground. All that is required is a stable and flat contact surface such as an old tiled terrace or balcony base.

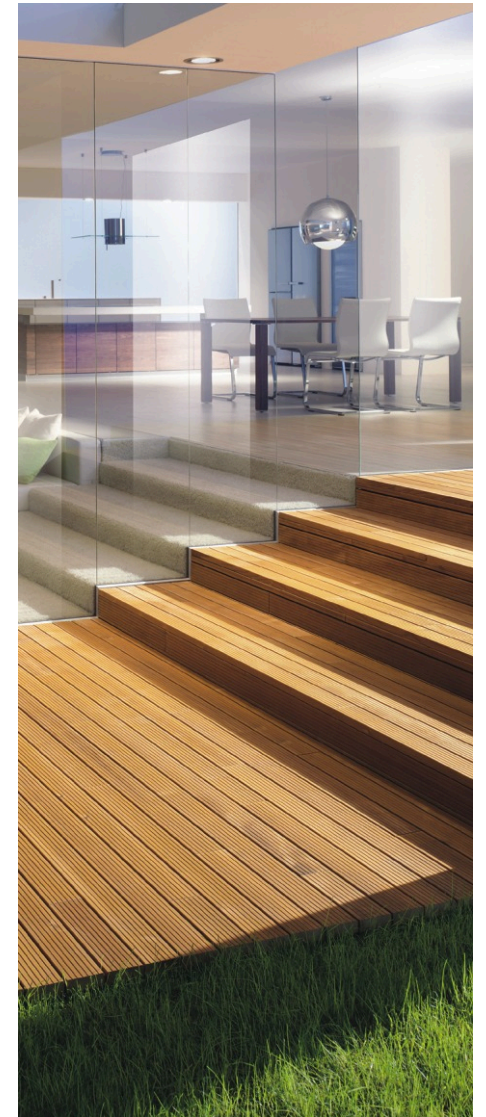
In addition a choice of many laying patterns can be offered: longitudinal, transverse, herringbone or chess board for example. The routed slots can also be positioned so that a combination of different patterns can be achieved by simply arranging the elements into their squares (chess board) or longitudinally. Even wall paneling, screens and balustrade structures are easily achieved. Shape and design are not relevant. Similarly, the spacing between the boards can be varied or it is possible the install the boards tightly together. With an even distance maintained from the base, good drainage is guaranteed under the decking. This will ensure that the valuable wooden components are never allowed to stand in water and that they will quickly dry following a rain shower.

The method of joining wooden components with „FoX“ is extremely variable and flexible yet, they remain firmly jointed. The connectors, made of natural rubber, are naturally flexible and resilient yet the components remain secured together. „FoX“

is also durable and can be reused: for example the decking can be removed and re-assembled if required. Again, no specialist tools would be needed. This makes it particularly interesting for marketing tactics. „FoX“ can open up an entirely new group of potential customers: gardening and landscaping companies, wood mills, wood flooring manufacturers, timber merchants and suppliers. For these companies, decking and balcony floors are everyday business. If „FoX“ was included in your quotations, then this could result in an increased value to each contract. Sales agents for „FoX“ can use them to expand their services to their customers. Also you may consider the regular joiner.

For the regular joiner this opens up new and additional business though the sale of attractive wood floors. The design spectrum is diverse and the „product“ features high quality and a flamboyant appearance. Depending on the size and design of the decking, off-cuts and even left-over wood can be used for this purpose. The special router required is fitted into the Hoffmann Dovetail routing machine which may already be in service in the workshop. Alternatively a dedicated machine may be purchased for this purpose. And of course „FoX“ as well.

If you wish to proceed in this matter, Hoffmann would be pleased to provide a specific customer targeted mailing for your attention. Please request.



Keys

The Hoffmann Key – Synonymous for secure jointing

The idea of the Hoffmann Key is based not only on the building of the machinery but also on the characteristic dovetail shape, which is recognized in the woodworking industry as a feature of quality. The dovetail groove, with its sloping sides and three contact surfaces mean that alignment and grip act simultaneously.

They are the best essentials for a precise, interlocking, secure joint. In order to enable optimal flexibility between work-piece sizes and configurations there are four standard sizes (i.e. cross-sections) of Hoffmann Keys available. Each size is available in a variety of lengths. Thus, the correct Hoffmann Key is available, relevant to its static strength requirement, in each application in service.



Do you know all the types and sizes? Take a look at them here:

<p>W1</p> <ul style="list-style-type: none"> > Frames (pictures, mirrors, cassettes) > Strips (mounted) > Cornices > Georgian bars > Drawers <p>6,0</p> <p>10,0</p> <p>14,0</p> <p>18,0</p> <p>22,0</p> <p>30,0</p> <p>40,0</p> <p>50,0</p> <p>60,0</p>	<p>W2</p> <ul style="list-style-type: none"> > Internal outfitting > Plinths and mouldings > Panels cladding > Door linings > Furniture > Frames <p>6,0</p> <p>9,5</p> <p>12,0</p> <p>14,0</p> <p>15,8</p> <p>18,0</p> <p>20,6</p> <p>22,0</p> <p>25,4</p> <p>32,0</p> <p>38,0</p> <p>46,0</p> <p>60,0</p>	<p>W3</p> <ul style="list-style-type: none"> > Internal outfitting > Work-tops > Corner seats > Frames > Handrails > Curved/arched windows > Wood/aluminium windows <p>12,7</p> <p>15,8</p> <p>17,5</p> <p>19,0</p> <p>25,4</p> <p>31,7</p> <p>38,1</p> <p>46,0</p> <p>52,0</p> <p>60,0</p> <p>80,0</p> <p>100</p>	<p>W4</p> <ul style="list-style-type: none"> > Post/beam construction / facades (with building approval) > Conservatories > Pergolas > Frame structures > Prefabricated houses <p>40,0</p> <p>60,0</p> <p>80,0</p> <p>100</p>
--	---	---	--

Hoffmann Keys in mm

Colleague

"YES" to Equal opportunities

Quota of women in the work place! This is the topic continually being discussed in politics. Stringent laws regulate the equality between men and women in society, politics and business. Even when this legislation is often not needed.

At Hoffmann, the proportion of women has never been an issue. At least 50% of the jobs in the office are occupied by women. Female colleagues are seen as competent staff

members. More important are their qualifications, their commitment, dedication and responsibility towards their job. One of these women is Annette Ernst – a long-term employee who has taken care of the administration of Hoffmann-Schwalbe since 18.11.96. When she started as an administrator in the team, there was much foundation work to be done. Installation of office software, technical purchasing, preparation for exhibitions and much, much more. During the firms' early development in the 90's she had to organize and coordinate not only the national markets but also the internal expansion of the firm. This is still the case today. Annette is responsible for accounts receivable, accounts payable, payments both at home and abroad, as well

as reminders. These are just a few of the important areas trusted to her care. She carries this work out to perfection. She goes about her work calmly, however always emphatically, when outstanding payments are due. Then again, trade shows and collaboration in marketing and human resources. Subsequently, she always has plenty to do but little opportunity for major breathing spaces. There are probably few business partners who do not know and appreciate Annette Ernst. As a competent and helpful member of staff she promotes the company image in every respect. Regarding questions of equality, there have never been any discussions to the contrary. And members of staff like Annette have seen to that.



Company

USA - the land of opportunity

Being the world's largest economy, the United States are an important business region for every international company, and Hoffmann GmbH is no exception. From the very beginning, we have established and cultivated strong business and personal ties to the US and we are proud to say that the US market has grown to be the largest export market for Hoffmann GmbH.

To better serve our customers in the US, Canada and Mexico, Hoffmann Machine Company, Inc. was founded in 1990 on Long Island, New York. After a number of expansions the company was relocated to the foothills of western North Carolina in July 2005. Being located about an hour north of Charlotte, NC allows us to better serve our customers from a more centralized location.

Aside from office space, the Valdese, NC location also includes a spacious warehouse where all standard Hoffmann machines as well as an extensive supply of spare parts,



accessories and Hoffmann Dovetail Keys are kept in stock.

A showroom and workshop are available to demonstrate the full range of equipment to customers and distributors and Hoffmann

employees travel frequently across the country to support our customers.

Our long-time employees are like family and they look forward to speaking with you soon.



Markus J. Hueber
General Manager / Tech. Support
MHueber@Hoffmann-USA.com

Gary Kaufmann
Sales Manager / Tech. Support
GKaufmann@Hoffmann-USA.com

Kim Johnston
Office Manager, AP/AR Depts.
KJohnston@Hoffmann-USA.com

Carrie Dietrich
Receptionist & Customer Service
CDietrich@Hoffmann-USA.com

Tips + Tricks

Just try it out

Hoffmann Engineering is increasingly seen as a compatible system provider when it comes to cooperation with customers to develop bespoke machinery specifically to their remit. Practical tests are usually carried out to determine the best possible solutions. That means "Just trying it out". Our factory in Bruchsal is equipped with a

wide range of machinery and accessories for demonstration and trials. Here we can make samples when practical, or suggest solutions to your jointing problems. Simply visit us. Bring your own work-piece samples and be prepared for regular working procedures – Sawing, routing, drilling, and assembling. Together we can discuss many options to determine which solution best meets your requirements. We can also consider which machine type would be applicable to your production needs or factory layout. But it is you who are the experts when determining the needs and requirements of your company – our specialist staff, with more than 20 years of "Hoffmann experiences" can show you how to maximize the opportunities available with the Hoffmann Key. Therefore we invite you to use the service available! You are welcome to



visit our show room. This service is available at all times – even at short notice or at weekends. We can also organize for groups of visitors. So if you wish to come to Bruchsal with friends or business partners to find jointing solutions or assist in your product development, we are at your service. Apart from the "Hoffmann seminars" be sure to check out the excellent wines of the Baden-Württemberg vineyards (a significant point not to be overlooked). **We look forward to you visit.**



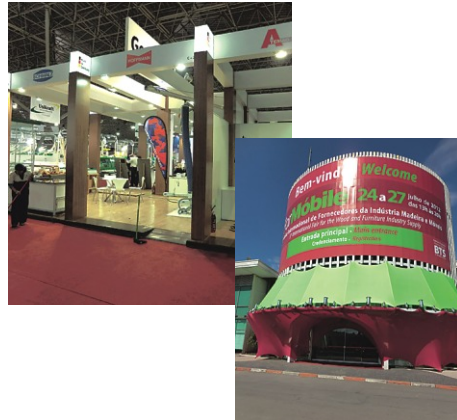
Exhibitions/Trade Shows

Trade Shows – Overview of the industry

Exhibition and trade shows are an interesting and important platform which companies use to present their products to the market. In 2012, Hoffmann GmbH Maschinenbau were present again at several national and international events. Here we are focusing on two events, one in Brazil and the other in USA

ForMóbile Sao Paulo/Brazil 24–27 July

Together with our partner Ferramak- Mr. Markus Ziel and his team – the various Hoffmann Key techniques were demonstrated in the “German Pavilion” alongside other prestigious companies such as Altendorf, Homag Group, Festool and Schmalz. The Hoffmann jointing system is still somewhat in its infancy in Brazil, so there was something really new for the exhibition visitors to marvel at.



The Brazilian market is developing rapidly and the forthcoming soccer World Cup will give it even further momentum. You could say, this is the market where you need to “Keep your eye on the ball” There was keen interest in the Hoffmann Key jointing system and the machine technology, but the expected number of visitors could have been higher. Prospective customers were not only Brazilians, but many had traveled from deepest Manaus and many major cities. Even international companies, based within the country, for example Israel, USA, UK and Germany, who manufacture their products there, were among the interested visitors to the exhibition.

Hoffmanns’ South American expert, Wilma Schwedes, was there prior to the start and during the show to ensure that everything went

according to plan. Setting up the machines, refreshing the sales personnel with the latest machine developments, price determination, sales arguments from the Brazilian point of view, etc. etc. was all part of her brief. Then in the evening, representational duties, for the firm “Ferramaks”, during the invitation for all exhibitors in the “Cruzeiro’s Bar”. Additionally a reception at the Consulate General for the Republic of Germany in Sao Paulo which included the Chamber of Commerce for the entire German Pavilion and VDMA.

Wilma’s statement after the show „Even Brazilian wood, whether it is well or poorly cut, can be nicely joined with a combination of Hoffmann machinery and Hoffmann Keys.

Many thanks to the Ferramak team – and especially a sincere thank you to Markus Ziel.

International Woodworking Machinery & Furniture Supply Fair (IWF) Atlanta/USA 22-25 August



The prestigious trade show IWF was held again this year in Atlanta/USA 22-25 August. It has always been a good indicator of the American economy and gave positive signs of recovery. Thanks to rationalization and low interest rates, the US market has gradually started its return journey following the crisis.

Unlike many other European manufacturers of woodwork machinery, Hoffmann GmbH Maschinenbau and its subsidiary Hoffmann Machine Co Inc have remained loyal, throughout the crisis, to the show in Atlanta.

This year saw the 20th anniversary of the IWF show, but in terms of area somewhat “Compact” than previous shows.

The quality of visitors was very satisfactory and entirely to the benefit of Hoffmann. Visitors and exhibitors from more than 90 countries attended this important, North American, trade event.

This trade show was a good opportunity to present in turn, both time tested Hoffmann machinery, new machinery/techniques and Hoffmann technical services to interested visitors.

See you all again in Atlanta at the next IWF Show 20-23.08.2014.



News

W12 Birmingham...very British

Just as „W-12“, the largest exhibition for woodwork machinery in the UK, draws to a close, most of the machines from the show stand are already on their way to their new homes (thanks to spontaneous show sales).



W-12 is a long established event, held for many years in Birmingham, UK. This is the UKs renowned, bi-annual show where all those associated with the industry, manufacturers, distributors, dealers and the media convene under the one roof. And of course, more importantly our customers!

Even with the reduction in the number of exhibitors and hall space, the exhibition was successful not only for Hoffmann GmbH but also our British subsidiary Hoffmann UK. Our colleagues can return home with pride and satisfaction. Customers who visited our stand, showed great interest in our products and had constructive and satisfying discussions with our staff. There were a



number of specific enquiries for bespoke machinery. At the end of the show Kathleen Cornthwaite, our UK manager was proud to announce “Most of the machines on the stand have been sold.

This is yet more proof that direct contact with customers at the shows cannot be replaced by virtual relationships.



Ticker Ticker

More active environment protection

> Active environmental protection and the realization that “future resources are being thrown in the bin” have encouraged Hoffmann to lead the way in the recycling of all valuable transport packaging – plastic, paper, cardboard and wood.
The Climate-Protection-Certificate opposite

shows, it was calculated that in 2011, Hoffmann made savings of 1237.61kg CO₂ savings solely through the recycling of transport packaging.

Environmental and climate protection are important issues for all of us!



Imprint

Publisher	Hoffmann GmbH Maschinenbau
Responsibility for content	Thomas Hoffmann
Editorial office	Rudolf Bartl
Layout	Michael Mantwill