



hoffmann-schwalbe.de

Fascination

Issue 02-2011

The Hoffmann Journal

▼ MARKETING

Mitred windows. Imagine a small construction company with only ten employees and based in a remote Swiss village...Page 3



▼ ENGINEERING

Hits the nail on the head. Performance and economy are important factors in the manufacturing process...Page 2



▼ COLLEAGUE

The Dovetail Key Queen. 12:30pm. 10 boxes of Hoffmann Keys and one W-2 router bit are classified as urgent...Page 3



Contents

- Page 1 Editorial, Title story, Impulse
- Page 2 Marketing, Products, Current affairs
- Page 3 Colleague, Company, Engineering
- Page 4 Exhibition, Key's, Ticker

Editorial

The Strength of a Trade Mark

Dear business partners and customers.

In business, trademarks play an increasingly important roll. Trademarks are primarily used to customize products and services as well as to distinguish them from those of other companies. In the global market, competition for customer's business is often influenced by product brand awareness, and in particular when purchase decisions are made.

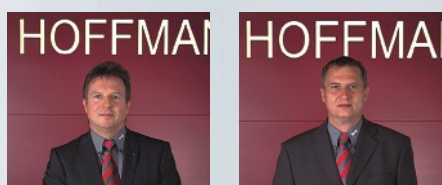
Trademarks can define the corporate image. This is one reason why we have made HOFFMANN® our trademark. With our characteristic logo in the form of Hoffmann-Dovetail Key, our name is distinctive and easily recognized by everyone.



The trademark HOFFMANN® is registered in many countries and patent-protected against copying and plagiarism.

Our trademark is your success! Because HOFFMANN® has a positive image and is synonymous with good quality and uniqueness of our products and services. Customers are brand loyal. You will therefore always be the preferred brand, which could win you their trust.

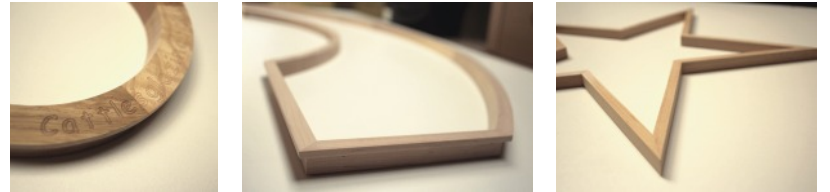
Take advantage of the good name HOFFMANN® to make your business successful. Guarantee your customers high satisfaction, as we too guarantee to do everything we can, so you are always satisfied with our products and services. On this claim, we would gladly be judged.



Ihr
Thomas Hoffmann Martin Hoffmann
Managing directors of Hoffmann GmbH
Maschinenbau

Title story

So easy with the Hoffmann-System



As one of the leading suppliers of "Glazing Cassettes" to the UK architectural flush door industry, Tim Cattle recognizes that the successful development of his specialized joinery business, Cattles, may be due in part, to the Hoffmann Dovetail Key. Based in Broughton Buckinghamshire, they are acknowledged for their "Cattles Glazing Cassettes". Specializing in the manufacture of bespoke glazing cassettes, not only in simple rectangular forms, but also in any imaginable shape. As well as customer's particular profiles and shapes, many other asymmetrical shapes are manufactured and supplied.

The continuous innovation by this manufacturer from square, rectangular,



Tim Cattle

round, or oval glazing cassettes to ladder and "D" shaped cassettes, has enabled Tim Cattle to strengthen his excellent reputation for quality and service. The Hoffmann Key has been a part of this success for the last 13 years and will be proud to continue in this field.

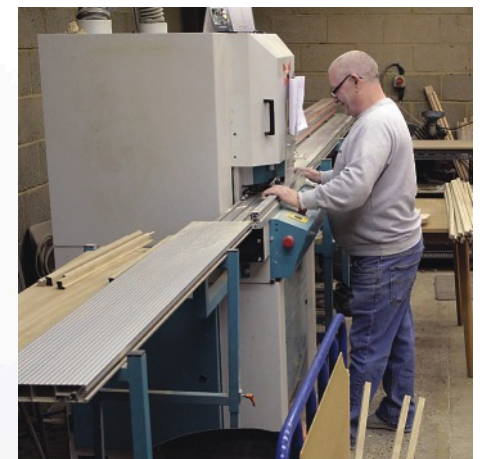
The double dovetail shape of the Hoffmann Key creates a stronger and more accurate joint in the frame and has become a distinguishing trademark feature of "Cattles Glazing Cassettes".

Likewise, the very simplicity of this secure jointing method has become an important and key characteristic for production manager Steve Swadling. This has led to the increase in Hoffmann machines being used in production. Recently some standard machines were modified to enable the easy production of the "hidden joint". This way, circular glazing cassettes can be manufactured in the most efficient manner.

Today a range of Hoffmann machines can be found in daily use. Hoffmann Double mitre saw MS35, routing machines PP-2, PU-2 twin and several MU-2P machines. As well as two specially developed drilling machines.

Through close cooperation with Tim Cattle

and Steve Swadling, further development of machines has broadened the range of the Hoffmann machine programme. Currently the engineering / design department at Hoffmann are working with Cattles on a new machine solution. Soon the next level of innovation will be achieved.



Managing partner Tim Cattle says: "The willingness of Hoffmann, to develop and manufacture machines for our special applications is definitely an important contribution to our business success. It's so easy with the Hoffmann-System. Thanks"

www.cattlesglazingbeads.co.uk

Impulse

New thoughts about wood

As one of the leading magazines for the wood processing industry in German speaking countries, DDS reports on the latest trends and new developments. An interesting example is the so called "Wood modification". Thermal wood (Heat treated wood) or chemically treated wood (such as "Accoya") was applied, so that properties such as durability and dimensional stability can be significantly improved. This use of our native timbers allows significant expansion of opportunities. This is especially true for species which, due to their natural biological low durability, are not suitable for weathered and stressed applications or high moisture areas. Timber decking and garden furniture manufacturers are making increasing use of

this modified timber. Although there are already three different types of wood products available from the approved list of the window manufacturers

association, this development can only be welcomed from the perspective of the producers. In a two tier window market, with white plastic as the entry level and the wood-aluminium in the premium section, the high price of the scantlings from Accoya, Thermo-Wood & Co are in a difficult strategic situation. Interestingly for the window manufacturer however is that following the impregnation of the thermal wood, the fibres are only slightly lifted and therefore an intermediate sanding is possibly not necessary.

The resulting dark colours which are associated with thermal treatment should be seen as an opportunity presented for internal design and not underestimated. Local beech, ash, etc. can therefore be used to produce parquet, veneers and cut profiles in noble



Hans Graffé,
chief editor of dds
trade magazine

dark shades. Thus, heat-treated wood is a sustainable alternative to tropical wood species or to expensive hardwoods such as walnut. The bottom line is we can say that the teething problems of wood modification are eliminated and to slowly introduce this new product to the market. In the long term it remains to be seen which product segment takes it up and what price level prevails.

PS: A 36 page Special can be found on this theme on our web site. www.dds-online.de

Marketing

Marketing Tool: Mitred windows

Imagine a small construction company with only ten employees and based in a remote Swiss village. To remain competitive in this challenging window market in Switzerland, they must be able to offer extraordinary products with "the WOW factor". And still maintain high quality.

The way this is achieved, is shown by the firm Thöni Fanestras GmbH from Tiefencastel. In the years since its foundation in 1975 they have developed advanced window manufacturing technology. They attract attention to themselves with particular specialities. The latest example of this is window frames with mitred corners.

Again and again, company founder Gisep Thöni and his partner Franco Simonet found that their quest to establish new customers and win contracts, was restricted by the conventional mortise and tenon joints in traditional window manufacture. This was the reason why they decided to go with mitred corner joints and thus stand out from the crowd. While searching for a satisfactory and competent system partner they came across Hoffmann Maschinenbau GmbH "The Hoffmann Dovetail Key"

The jointing system developed by Hoffmann for mitres, is based on a combination of

Hoffmann-Dovetail Keys and dowels. These produce frame corner joints with structural stability and high corner rigidity, where there are both compression and tension loads. At the same time a durable seal in the joint is achieved. Even the penetration of moisture can be permanently prevented. The strength of this corner joint was specially tested for Switzerland at the Swiss Institute for the wood industry - SH -Holz in Biel with extensive testing and examination, in particular the behavior of this window structure under various climatic conditions.

The two business partners were equally impressed with the relative simplicity of the manufacturing method of the frame and sash elements, which are provided by Hoffmann Maschinenbau and their supplementary Dovetail technology as well as their bespoke customized machinery.

Thöni Fanestras chose the option to modify the CNC sawing / milling / boring combination "ServoFlex 5", on which the wooden parts are completely processed in one single machine cycle. The method of operation: Both ends of each window profile are processed simultaneously. That means, cut to the exact length (Mitre Saws), dovetail key slots routed, as well as dowel-hole drilling. By automation of the working

cycle, each frame part can be completely processed in less than 25 sec.

It is a major concern that, in order to survive in the window market and provide job security for employees in a small mountain community such as Tiefencastel, can only be guaranteed with high product quality and continual progress of technical development. Simonet Franco says: "The companies involved are all convinced that, by making the transition from mortise and tenon joints to mitred corners, we have made a step in the right direction. We want to be one of the leading companies in Switzerland to offer windows and façade elements of wood and wood combined with aluminium. Window frame elements with mitred corners have become an important characteristic".



www.fenster-thoeni.ch

Current affairs

News in Brief

Noteworthy success

The well-known French window manufacturer Marchand will no longer use the traditional mortise and tenon joint method to manufacture the corner joints of their windows. They are convinced that the Hoffmann-System "Mitre Joint" is by far the better solution. With immediate effect, all Marchand-Wood Windows will be constructed using Hoffmann Key and dowel joints. Even more: the mitre joints will be processed using the combination machine Saw / Router / Drilling machine MX-5 NC.

England

Continuing to development of the British market, we welcome two new enthusiastic partners to our dealership network. Machine dealers JJ Smith Ltd of Liverpool and Gerrymet Ltd of the West Midlands. We look forward to a successful relationship.

Ireland

Our business representative company in Ireland JB Woodworking Ltd has been dissolved. One of the partners, Mr. John Jackson has formed a new company and has, with immediate effect, taken over the distribution and service of the Irish market. His many years of experience with our products and his relationship with Hoffmann will certainly help, especially in the difficult economic climate in Ireland, to build a good successful business in the future. Good Luck, John.

Russia

Our current partner, OOO DESIN-M in Moscow, is to concentrate all future focus for business in the areas around the capital city. Following this we have appointed two further dealers in the areas round St. Petersburg and Nowosibirsk to distribute our products, with our support, in this huge country. We wish them – and ourselves – much success.

Radio controlled measuring stick



Products

Improved Measurement

After an intensive development phase, we proudly presented our new length-control and positioning system ELA2 at the LIGNA + 2011 exhibition in Hanover.

ELA 2 is both an electronic length-stop and positioning control unit. Similarly, it can be attached to other makes of machine in the market.

The operation is efficient: Faster part positioning and higher precision working functions, this leads to reduced errors and fewer rejects.

It consists of a stable base, strong roller conveyors and high-quality linear bearing carriage for quiet, jolt-free running of the positioning slide. ELA 2 is in fact perfect semi-automation at a fair price.

Special Characteristics

- > Operated by a touch-screen panel with a 5,4" Display
- > clear, easily understood measurement input
- > Higher operating speed
- > Robust wear-free linear unit
- > Integrated work-piece counter
- > Space for 99 saved spread sheets
- > USB port for external programming of the system
- > Option: measuring unit to operate by „blue-tooth“
- > With intuitive software programming



Table with integrated roller conveyor



Colleague

The Dovetail Key Queen

12:30pm. 10 boxes of Hoffmann Keys and one W-2 router bit are classified as urgent and must be sent out together with documentation on the new NC controlled combination, Double mitre saw / router / dowel drilling machine, as well as five catalogues which must be sent out today by first available post. The customer is in a hurry because he has just received an order to manufacture 35 doors and must deliver them before the weekend. He has also shown strong interest in the recently developed MX-5-NC machine because he has already quoted

for an even larger contract and eagerly awaits confirmation. If this should happen then he must upgrade his machinery to increase his production.

This is the signal for Marianne Vogel, our colleague in the dispatch department, to get started. With her motto of "No such thing as can't" she expertly packs the goods together with the appropriate paperwork ready for collection by our DHL carrier. Marianne knows that the customer will have his goods next morning and can immediately start producing his doors. Sea freight, air freight, country-specific packaging requirements - our dispatch expert knows and ensures that the combined shipments are reliably dispatched on time. And therefore our customers can depend on her.

Marianne is also known as the Dovetail Queen. Because on average she has stock of about



1 million Hoffmann-Keys under her control - with 73 different standard sizes plus custom-made ones - it is not always an easy task for her. She watches with eagle eyes that the stock never falls below a certain limit. Her monitoring system and the internal organizational structure of the warehouse

stock works perfectly. Just like other parts of the warehouse, whose operations she has so well-organized.

Marianne has held this position since May 2002 in our incoming and outgoing goods warehouse. Her professional attitude and appearance always guarantees that everything runs smoothly. Our partners at home and abroad particularly appreciate Marianne Vogel for her friendly character and careful dedication. During a factory visit it is almost mandatory for our guests to call in on our dispatch department.

One more thing: her passion is preparing good food, which we all enjoy from time to time: We know of no better "beef roulade" - we all make sure to be there when Marianne is in charge of catering, on our weekly staff lunches.

Company

Our Partner in Argentina



The firm HDV Hugo Daniel Valetto has been established and developed in Argentina for over 32 years. They offer a wide spectrum of products for the Woodworking industry, metallurgy / metal processing industry and the automobile industry.

companies such as Renner Sayerlack / Brazil, Franklin International / USA, Durante & Vivan / Italy, Festool / Germany, Dynabrade / USA, Sagola / Spain, and also Epristinta Tencoavance / Brazil, SA Atanoes / Argentina ... and now for Hoffmann as well.

The company was founded during Hugo Valletto's engineering studies to supply products to the chemical industry. From these early days, it has developed into a family business with approximately 50 employees spread across the country. Mr Valetto operates his business with great enthusiasm and dedication. Special importance and emphasis is placed on customer-oriented service.



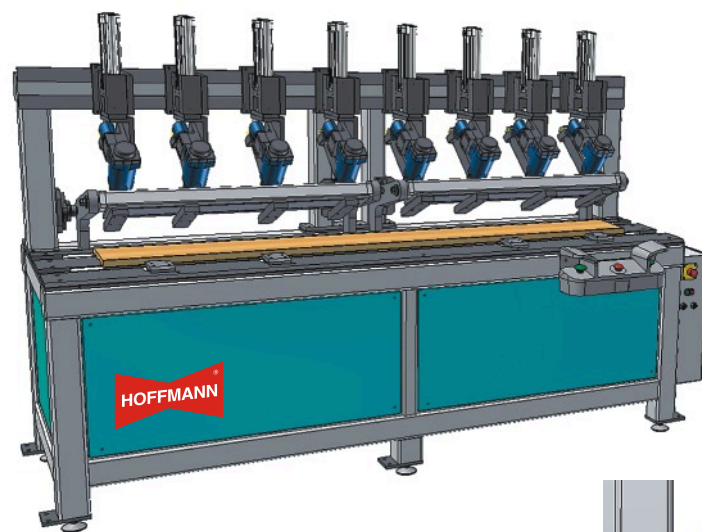
Mr. Hugo Daniel Valetto

Mr. Valetto writes: "In Argentina, we are particularly proud to be representing Hoffman Maschinenbau from Germany."

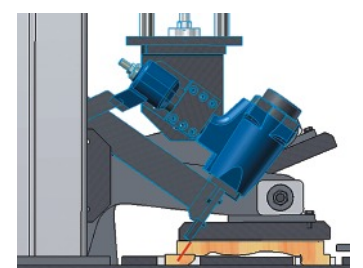
We are convinced that with the help of Hugo Daniel Valetto the Hoffmann-Dovetail Key will soon have become synonymous with Argentina like River Boca, Tango, Malbec, Dulce de Leche, bife de chorizo and last but not least Maradona, the brilliant footballer in his heyday.

Their head office with about 1000 m² space is situated in the city of Rosario (Santa Fe). Thanks to their broad-based sales organization with branches in Buenos Aires, Cordoba, Posadas and Mar del Plata as well as good cooperation with exclusive distributors in NOA Argentina, the Cuyo region of Argentina in the south, a practical nationwide network distribution is assured.

Mr. Hugo Daniel Valetto has been a long time exclusive representative for renowned



Work-piece with moulding during stapling



Engineering

Hits the nail on the head

Performance and economy are important factors in the manufacturing process for a Hoffmann customer who fastens long strips of hard wood to the edges of panels up to 2000mm long. Normally when this work is done using pneumatic stapling machines it must be rational. More specifically, there are eight stapling units, arranged in a line, which automates the machine to secure the strip to the panel in one stroke. This was another task for the engineering / design department at Hoffmann, who already knew the client, for whom they had previously solved a number of special tasks with special machines. So now history repeats itself: The challenge was to construct a semi-automatic stapling / assembly machine, as an 8-fold staple machine, so to speak - required to perform to the customer's specification, efficiently and economically.

The Specifications

- Work-piece minimum and maximum length, work-piece width and thickness, min. cycle times. Output / d, security provisions, ergonomic design details, energy consumption. Major design features are to be as follows:
 - > Clearly structured controls
 - = Easy operation
 - > Easy loading and unloading
 - = Operator friendly production
 - > Work-piece fixation
 - = Exact work-piece positioning
 - > Safety technology = Dual hand controls
 - > Maintenance
 - = Annual maintenance schedules
 - > Service support from Hoffmann Technicians

The Concept

Construction design is, as a solid machine table with a welded steel tube frame for work-piece support and bridge unit. To this bridge, eight stapler devices are attached. The strips to be attached are manually loaded into a magazine at the rear of the machine. The board is then pushed through the machine against the seam of the strip.

By pressing the start button, the clamping units fix the work-piece against the board, in addition, the board is secured by the clamping bridge from above. When all clamping units are secured then the eight Stapler units automatically activate and simultaneously insert the staples. The clamping units then release and the board is removed - Complete! The working cycle is achieved with programmable logic control. Additional function: Further, horizontal clamping units with the option of setting and clamping a second strip on the operator side of the board and with fixing being purely manually.

Our Basic Policy

At Hoffmann, bespoke machines are principally developed in close consultation with the client. Thereby each stage of construction is completely checked for compliance with the customer's specific requirements. This continues through test runs and finally to installation and acceptance by the customer in his factory.

If you should have a specific task or problem to solve, we will gladly rise to the challenge.

Exhibitions

Tango olé

New markets, new customers, new ground. These were the circumstances for our export sales manager, Wilma Schwedes on her business trip to Argentina. Hoffmann had booked a stand at the FITECMA exhibition 5th to 9th July 2011 where Mrs. Schwedes could also meet Mr. Hugo Daniel Valetto. A business relationship had been initiated with him prior to the show and this was to be further developed during the course of the show.

After some problems with the delivery of machines and building of the stand - which has happened in Argentina previously - the exhibition started. The official opening by leaders of the country's business and economic community gave an immediate boost of



interested visitors to the stand. Wilma was always in charge and control of the situation. With the assistance of our new partner Hugo Daniel Valetto she inspired the visiting public and many decision-makers from the industry with professional demonstrations of the equipment and technical discussions. The feed-back was accordingly good. Especially on the first two days, but also through to the end, they were virtually overrun with visitors. Mr. Valetto was suitably impressed and has since shown himself as a committed partner. Hoffmann has won a new partner in Argentina.



It was most certainly the right decision to take part in the FITECMA exhibition. Our new Argentinean partner had already confirmed several good orders during our return journey, as well as many concrete quotations.

Many thanks, Señor Valetto!

Dovetail Keys

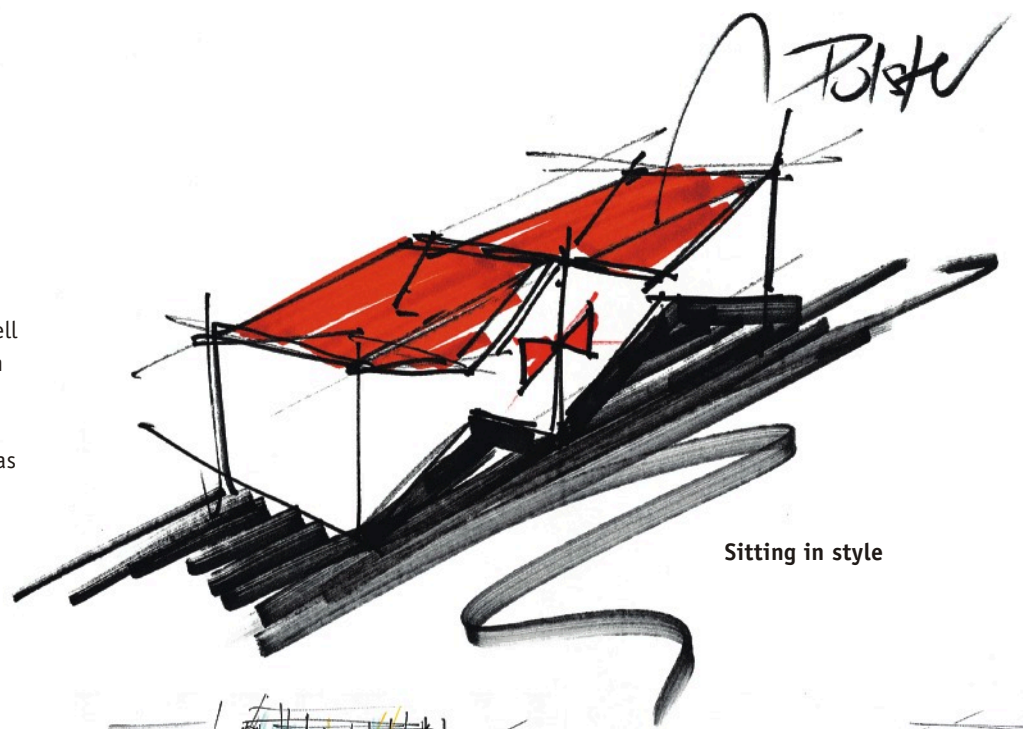
Stylish Shapes

Hoffmann Keys have been accepted worldwide for their performance as a multifunctional connection means. The Dovetail shape, however, has developed into something special associated with an expression of personal design.

It has evolved into an icon which enhances shapes and refines design.

Hoffmann Keys are strong for use in every day applications in living experiences as well as in projects for lifestyles - a combination of high tech design and practical benefits. See for yourself - we have asked an architectural designer to draw up a few ideas for you.

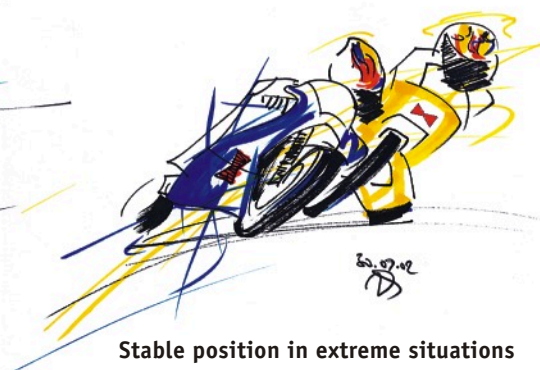
Looking for your best priority!



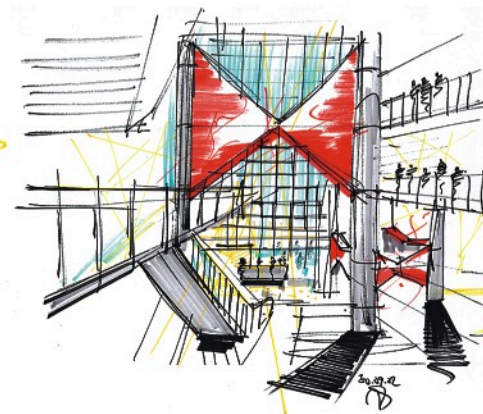
Sitting in style



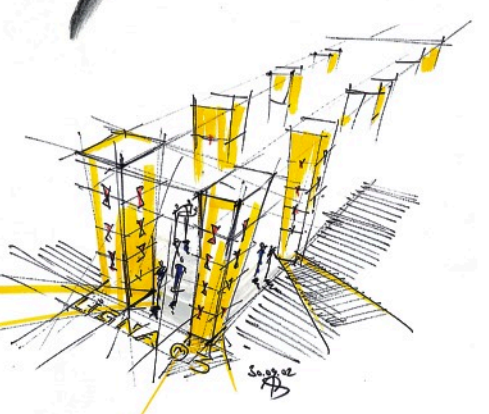
Upright in wind and storm



Stable position in extreme situations



The gate to worlds of adventure



Communication at the highest level

Ticker Ticker

Gone fishing

> That was the notice hung on the Hoffmann door when eleven members of staff from Bruchsal together with our English colleagues John and Kath teamed up for a fishing trip to the beautiful area of France - The Alsace. Our dear friend Daniel Zwickert, manager of Hoffmann France had organized the entire trip. The lake was well stocked with trout, carp, and perch and also some pike and catfish. As the fishing began, the fun factor and the atmosphere was exceeded only by the excellent weather enjoyed and of course the resulting catch. As so often the case, the largest fish were caught by the beginners and the smallest by the professionals. Daniel donned his chef's hat and provided a tasty BBQ in the shade of his wooden summerhouse, beside the lake. A great time was had by all...thank you Daniel.



Good deed

> As has been the practice for many years, the Hoffmann truck was seconded for the annual summer camp for the youth group of St Peters catholic church in Bruchsal. It provided transport for all the tents, luggage and equipment for the group to and from the camp site... Reliable as ever.



Dealer Training Courses

> Our new scheme to make use of the "Summer quiet period" was an outstanding success. This year was the first time "Summer Training" in Bruchsal was offered, as suggested by one of our business partners. During the summer holiday period, employees were able to show all the latest Hoffmann machine technology and innovations from the LIGNA 2011 exhibition.

Imprint

Publisher	Hoffmann GmbH Maschinenbau	Editorial office	Rudolf Bartl
Responsible	Thomas Hoffmann	Layout	Michael Mantwill
		Frequency	3 Issues/year