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### Editorial

## Creative Customers

Dear business partners and customers,

It is a misconception to imagine a design engineer sitting in his study/workshop, (excuse me his 15sq m office) dreaming up new machines or a particular technical solution. It just doesn't work that way. It is even less realistic to simply expect designers to invent new products on a daily basis.

The designer with the most creative ideas is still the customer. This is what we find, here at Hoffmann. Customers know what they require for their production – and this generates the best ideas. This is the moment when our design team will sit together with the customer to realize their ideas and goals. ie. how the overall machine should look, function, handling, ergonomics, technical specification, colour, weight and much more.

A recent example is the modification to the automated drilling and routing machine "PP-2-NC" which is optimized for quick and easy production of mullion and transom joints in façade constructions. A customer asked "Can I possibly use this machine to process the beams when want to use joint connectors from firms such as Raico, Gutmann and Knapp?"

Yes he can ! With an additional fence stop, customised software and other minor modifications to the original machine design, the customer's concept was realised. That was the task fulfilled by our design department.

This is often our daily routine. The industrial manufacturers, ie customers, provide us with a set of criteria from which we develop new technical solutions. The machines then undergo endurance tests during which we look for improvements. The results are then assessed by our design team along with the customer and then implemented accordingly. Field tests are then carried out by the customer to consider further improvements.

This is exactly how it happened with the "PP-2-NC". Thank you to all those who shared their ideas with us. We will be delighted to do it all again and encourage you to come up with more ideas and challenges for us. You are the source of inspiration at Hoffmann.



Yours  
Thomas Hoffmann    Martin Hoffmann  
Managing directors of Hoffmann GmbH Maschinenbau

### Title story

## Routing and Drilling machine with many talents

Although there are many examples of the diverse applications of the Hoffmann Keys, and the versatility of the machine technology, time and again we are presented with surprises and new possibilities to the industry.

Many insiders in the woodwork industry, already know that Hoffmann Keys are officially approved as reliable timber fasteners of timber structures and facades. Timber constructions with profile sections from 50mm have „General Technical Approval“ when joined with Hoffmann Keys and dowels. The combination of dowels and Hoffmann Keys is a reliable and guaranteed joint which meets all the structural and strength requirements. Another advantage is its simple and accurate assembly system which guarantees its high load bearing capacity in such a construction.



The mullion and transoms, when prepared for Hoffmann Keys and dowels for assembly, bring calculable time savings both in the workshop and also on site. The essential part of this time saving is the quick and easy preparation of the sections on the Hoffmann PP-2-NC routing and drilling machine. A high degree of prefabrication can be achieved which results in overall time savings and therefore money when building wooden structures.

Because all the routed slots and dowel hole positions remain variable – horizontally, vertically of a combination of both directions – a customer came up with the suggestion that his PP-2-NC could be modified to process all common connectors for example Gutmann, Knapp or Raico if the current architect specified one of these connectors.

Today, he can do exactly that. The design of the automated PP-2-NC routing and drilling machine was revised and adapted for this and other additional applications. As well as routing the recess for the connectors, the screw holes can be predrilled for position.

Does anybody else have any further ideas or suggestions?



Pocket rebate



Beam



Pocket rebate with pre-drilling



Beam pre-drilled



Assembled



Beam with connector

### Impulse

## Medium sized businesses – the driving force behind our economy

Middle class and urban development are two facts of our society which have historically always belonged together. It is only due to the existence of small and medium sized businesses that cities have developed into vibrant communities.

Small businesses, of which Hoffmann GmbH Maschinenbau is one, are a very important part of our economy. Over the years they have continued to expand. Today, small and middle size businesses represent more than 90% of companies in Germany. They employ around 66% of all employees who are making tax and social security contributions and therefore generate about 38% of total business revenue. For these reasons, those responsible for urban

development and city marketing must continue to develop coherent concepts and at the same time support the medium sized businesses to strengthen their position. As a guide line, there is an expression which is very accurate „Urban development is not done for the benefit of business, but conversely“.

This is why, those responsible for town planning and development must also follow this guide line. Not only to ensure a thriving community, and a city development but also to create a positive environment. Small and medium businesses will then have a livelihood on which they can develop further. Because it is here in these businesses that those

Margrit Csiky  
Director of City Marketing in Bruchsal



resources are generated, which are required for all the many areas of a thriving community.

The ancient Roman emperors used to say that „Bread and Games“ are essential for the people. Today it is medium business that generate the wealth (Bread) as a financial base for the games- ie the lifestyle- for people today. And here again, good city planning is required, that takes into account everybody's interests.

Company

# Top Level

A company who has manufactured and installed over 3,000 fire door sets at UK airports must be recognized as one of the best. When the UK's two biggest airports, Gatwick and Heathrow release a contract for tender the specification is not only for fire protection, sound insulation and aesthetic design, but also choice of contractor. Ahmarra is acknowledged as one of the leading manufacturers of fire doors in the UK - not just for airports but also for first-class hotels, schools and luxury homes.

Ahmarra, based in Portsmouth Hampshire, initially started manufacturing 20 years ago as a classic joinery and furniture maker. Gradually the focus of their activities evolved into door manufacturing. The agenda for the research and development department was to manufacture doors to the highest level of quality. In addition to working with the relevant technical institutions, close cooperation has developed locally with Portsmouth University, with the aim of innovating methods of design and manufacture.

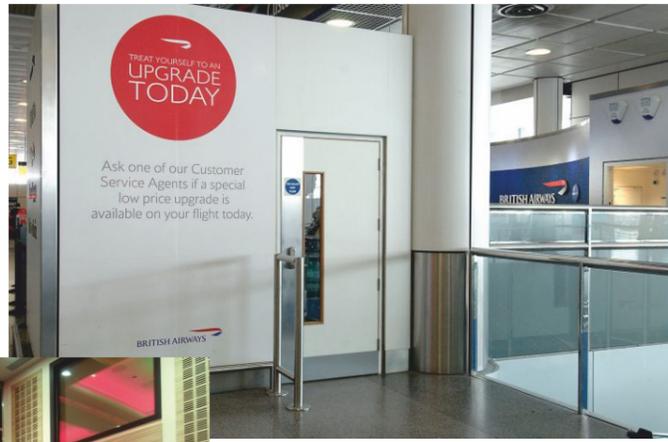
London Heathrow, one of the world's busiest international airports, is served by its four terminals to over 180 destinations in more than 90 different countries. It presented quite a challenge. Certified fire doors with fire resistance in FD 30 (fire retardant, 30 minutes) and FD 60 (fire rated, 60 minutes), plus a sound protection of up to 43dB and various designs and colours, were manufactured and installed. The doors were



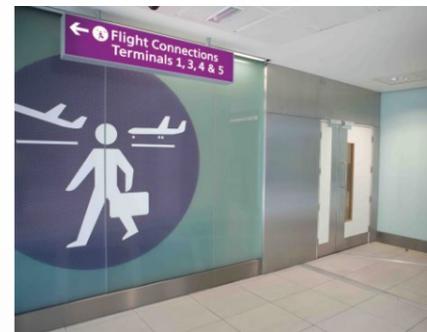
installed either with or without vision panels. The aesthetics play an important role in disguising the actual function of these doors and give the passengers a pleasant experience during their passage through the airport.

Fire doors are designed not only in accordance with the regulations but also with the individual customer and building specifications. With their many years of professional experience, these can be easily met by Ahmarra.

All corner joints of the door architraves as well as the glazing-frame inserts are constructed with Hoffmann Keys. This results in a substantially higher strength and stability to these mitre joints. The customer



is reassured that a mechanical fixing remains in place whatever the climate conditions. For Ahmarra this is a "strengthening" argument in an intensively competitive market such as fire doors. When dealing with the forces developed by fire or explosion, the frame parts are guaranteed to remain in place and therefore the door elements remain stable. [www.ahmarra.co.uk](http://www.ahmarra.co.uk)

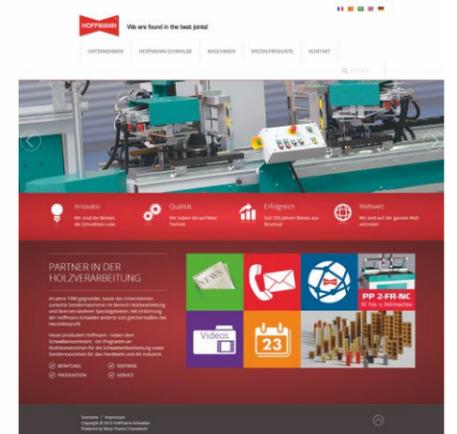


Marketing

# Hoffmann goes future

Neue website - modern, informative, clear and optimised for tablet computers and smart phones!

These were the parameters with which we designed our new website [www.hoffmann-schwalbe.de](http://www.hoffmann-schwalbe.de) It is immediately launched in German, English, French and Spanish.



Through a clear navigation, the site offers an improved clarity. A few clicks will take you to all appropriate pages and relevant information. It is simple to access all the information about Hoffmann, its products and services.

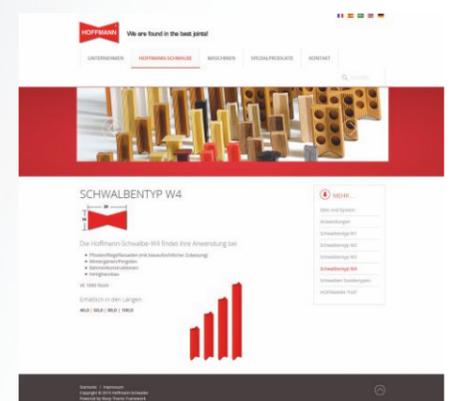
These are the categories:

- Hoffmann-Keys
- Standard machines
- Special machines
- Accessories
- Customers service
- Videos
- Show dates
- News
- Organisation.

With one click of the mouse you can, for example, read all the published issues of „Fascination“ our company news letter, or see the interactive map of our country and world headquarters in Bruchsal, also our global offices and sales partners.

Win virtual images of Hoffmann Maschinenbau GmbH and get to know our company better by browsing our new website.

More importantly for us is the personal contact with you. So if you are near to us in Bruchsal or want to visit our factory and showroom – we would warmly welcome you any time.



News

# Training at Hoffmann

The new qualification in customer service begins at Hoffmann with the training of the team members. This principle applies in particular to our new dealer / distribution partners who, as representatives of the Hoffmann organization, operate their businesses throughout the world.

The most recent example of this, is the major market in Brazil. Parallel to this year's exhibition FIMMA BRAZIL, Hoffmann have created a new sales structure in southern Brazil. In addition to our long-term partner Ferramak Merchant Comercial Ltda from Braco do Norte, Santa Catarina, another company has shown interest in representing Hoffmann in the local region.



Owner and Managing director of the firm Renê Matias, who attended to visitors at the Hoffmann stand during the recent FIMMA show, recently visited our Bruchsal factory for two weeks to increase his knowledge of our equipment. It was important for him to learn about the extensive range of Hoffmann machinery and to familiarize himself with the „inner qualities“ of the Hoffmann products.

**We sincerely thank you for your participation, Renê and we look forward to a long and successful relationship. The Hoffmann Dovetail...the "KEY" to success.**



Colleague

## The Wizard

For many years Arnd Wenz has taken care of the development and design of Hoffmann machines. He has been a member of our team since 1994 and has vast experience in his field. At Hoffmann the wide range of our products does not give him an easy job. However, that is not the reason why, during his leisure time, Arnd is a passionate magician...but more of that later.

His designs are diverse and his abilities are as great as his ambition. Today, maybe a revision of the „Tried and Tested“ Hoffmann MU-2 manual model, is underway. This basic machine came on to the market in 1993 as a new development. Following a few up-grades over the years it is still very much up-to-date. Then, maybe tomorrow a customer from USA wants some bespoke modifications to the PP-2-NC the twin headed, NC-controlled, drilling and routing machine. And in between more documentation, operators' manuals and preparation work for safety inspection for CE certification mark. A busy man with always something to do.

Arnd also has a special talent which is plain to see. He is quick to understand the requirements of a customer and implement them into a machine. Special characteristics



of all Hoffmann machines, particularly when it comes to larger production equipment for manufacturing windows or furniture components, is cycle-times, handling, tool selection etc. these are all crucial for efficient production and therefore the economic operation of the plant. Customer satisfaction and quality of service are the basis of the initial product development. Therefore these areas form the decisive boundaries for every commercial success. These are the areas where Arnd transcends.

For Arnd Wenz, motivation and energy for the extensive day job is fuelled by his hobby of magic. Balls appear then suddenly vanish, a rabbit unexpectedly changes colour, oranges appear on the table out of nowhere. There is always a trick guaranteed, an ace up his sleeve. Maybe – or certainly – this arises from working with tricky constructions and conjuring up wizard solutions.

Company

## New Partner for Hoffmann a new sector in England

Picture frames are a downright prime example of the application of Hoffmann Keys. The corners of the frame must fit precisely, otherwise even the most beautiful picture loses its effect. Accurate routing of the dovetail slots give guidance and alignment to the profiles. The application of the Hoffmann Key is ideally suited for frame corners, whether they are four, six or eight-sided frames, as well as fine detailed sections or heavy profiles.

A major specialist framing supplier in England now offers The Hoffmann system with all its positive characteristics and advantages to its wide range of customers. Lion Framing Supplies Ltd. was founded in 1997 by Martin and Margaret Harrold and supply framers and galleries with picture frames, mat board, hanging systems materials and numerous equipment associated with professional picture framing. The company is internationally orientated with currently over 50 employees at several

locations in UK. Great importance is focused on maintaining a high level of quality in the areas of service, technical support and customer care. So, an ideal partner for Hoffmann.

We warmly welcome Lion and are very pleased to have them on board. [www.lionpic.co.uk](http://www.lionpic.co.uk)



Nicola Harrold and Jack Siwinski promoting Hoffmann machinery and products at a major framing exhibition this year.

Headquarters of Lion Picture Framing Supplies Ltd in Birmingham.



Products

## A breath of fresh air through a new window system



A system with many possibilities – this ever present desire, of the entire window manufacturing industry, will never be achieved in the near future with poor ideas and failed concepts. Having said that, as long as there is a pool of powerful lobbyists this will be avoided. Instead, more and more almost doctrinal rules – applied mostly to Germany – become a regulating nightmare. The result is that more and more window manufacturers abandon their businesses because they have no opportunity to evolve. This means that the larger companies grow even bigger.

A system with many possibilities is the significant feature of the new wooden window from Hoffmann, which after prolonged testing by Pfb GmbH & Co (building components test centre [www.pfb-rosenheim.de](http://www.pfb-rosenheim.de)) has been given its seal of approval and introduced to the market. An essential attribute of the new generation of windows is the mitred corner joints which are secured with Hoffmann Keys - first approved and introduced to the market in 1999. Once again it was confirmed by Pfb as superior quality to the standard finger jointed corners. To date there is no example, worldwide, of a window, with mitred Hoffmann joints failing in service.

A further characteristic of the new Hoffmann wooden window system is its economically optimized, efficient manufacture. Those who wish, can buy the finished profile scantlings in bar length from Hoffmann or from other timber suppliers at very short notice. They can then focus on the manufacture of the frames and sashes. This saves the window manufacturer huge investment costs in machinery and tooling, reducing his manufacturing costs and therefore producing cheaper windows.

You too can benefit from the new Hoffmann wooden window. These are some of the applicable points raised when arguing the case with window manufacturers from every country.

- > Options of wooden windows or wood / aluminium windows in different design variations IV78 / IV88 / IV98 / IV108(=passive house qualification)
- > All geometric profile designs are possible – straight, oblique, edged or radiused.
- > Strong design with high demands on aesthetics and value through mitred corner joints secured with Hoffmann Keys and dowels.
- > High resistance to weathering due to aluminium cladding or protective coating.
- > Low-cost production...ie no excessive investment costs in dedicated machinery and tooling and the ongoing costs of maintenance, tool service and interruptions to production.

- > Use of commercially available timber blanks. Just-in-time purchasing finished profile scantlings or alternatively their own company profile designs.
- > Tested quality: air permeability according to DIN EN 1026, water tightness according to DIN EN 1027, resistance to wind load according to DIN EN 12211: Examination of the ultimate loading of window corners in tension.
- > Meets all the requirements of current energy saving (EnEV)

\* If you are interested we can furnish you with a copy of the original test results. Please request by email to [mh@hoffmann-schwalbe.de](mailto:mh@hoffmann-schwalbe.de)

As a complete beginner to the manufacture of the Hoffmann window system, the initial investment would be less than €50k. Please contact us for everything you will need for an affordable, high-quality production line. Machinery, fasteners and even profiled panels and scantlings for wood / aluminium versions. It may also be possible to convert your existing machine without much effort.



Exhibitions

## Potent LIGNA 2013

“This exhibition has emphatically established its position as the worlds’ leading international exhibition for wood and forestry equipment...“...this is the case put forward by Dr Jochen Köckler, member of the board of directors of Deutsche Messe AG in Hanover and fully endorsed by the results found by us at Hoffmann. More than 40% of the visitors came from abroad in 2013. Additionally, the Ligna Show held its reputation as a show of new products and global decision making meetings.

We also unveiled new developments and additional features at the show. The CNC-controlled multi-axis machining „MX-5 NC“ for processing components with sawing, routing and drilling. These new features received good response from the visitors. A new application for example is the processing of lighter frame structures with lightweight components in the production of windows and doors in both wood



and wood/aluminium versions using mitre coner construction.

Yet another highlight was the automatic routing and drilling machine „PP-2-NC“ which has been optimised for the fast and easy production of post and beam constructions ie. Facades. The node connection itself can be constructed with either dowels or Hoffmann Keys. Now the sections can be processed for assembly, using all standard types of connectors such as those available from firms like Gutmann. Knapp or Raico.

We are very satisfied with the Ligna 2013 exhibition results, because its role as a worldwide platform for new ideas and machinery has been confidently fulfilled.

## Fimma 2013 in Brazil with positive highlights

From 18th to 22nd of March 2013 the exhibition “Fimma” was held in the very south of Brazil. It was organised by MOVERGS „The Association of Furniture Manufacturers in Rio Grande do Sul. It is one of the leading exhibitions in Brazil for the timber industry with particular focus on general woodworking and furniture manufacturing including fittings, accessories and raw materials.

From around 653 exhibitors there were some 200 from abroad. With over 45,000 visitors, a new record was reached, especially since about 6,000 came from outside Brazil. For Hoffmann

this meant not only contacts in Brazil but also in South and Central America, Guatemala and Chile. We were also able to make new contacts with dealers from Ecuador, Peru and Uruguay. Even some contracts were signed and concluded.

Equally important for Hoffmann is that we were able to restructure our business in Brazil. The firm Ferramak Commercial Ltda in Rio Grande do Sul – Santa Catarina, as well as Patrick and Elenina Simon and their new company CASAVImport in the Guarulhos neighborhood of Sao Paulo were part of this reorganization.



Dovetail Keys

## Masters of their trade: Swallows

In early spring, through to late summer here in Europe, we find the air often filled with flights of swallows. They are such masterful fliers that they can fly at up to 50mph and manoeuvre at the blink of an eye. Their steam-lined bodies, tapered wings and forked tails lend themselves ideally to this purpose. When it gets cooler, they're off South. They winter over in Africa, then in spring they return home to their same nesting places.

Swallows are also flying weather indicators. When the sun shines, warm air thermals take flying insects high. The swallows follow them in their hunt for mosquitoes, flies and beetles. This is the basis for the folklore expression “When the swallow’s flying high, brings the finest weather bye.....when the swallow’s flying low rainy weather you will know”. In Europe the swallow “Schwalbe” lends its

name to the wood joint we know as the “Dovetail”and hence the Hoffmann Schwalbe which we know as the Hoffmann Dovetail Key. Hoffmann Dovetail Keys are also masters of their own craft. Their name is synonymous with the shape of the forked tail of the bird with such versatile flying ability. This is no folklore expression, but a statement of fact. The double-dovetail shape of the Hoffmann Key makes it possible to use this configuration as a multi-functional method of securing two parts together economically and effectively. The principle of the Hoffmann Key... “Schwalbe” stems from the four- dimensional



oblique ribbed sides which grip into the wood as it is driven into place. At the same time the edges are aligned which is an essential prerequisite for accurate, secure joints.

Swallows and Doves are diverse breeds. So we extend the use of the words to another meaning: **Swallows and Doves are masters of the air – Hoffmann “Schwalbe” Dovetails are masters of joints.**



Tipps + Tricks

## Every workshop should have one

The Digital Multi Gauge is a highly versatile digital instrument for measuring and setting all kinds of tools as well as tooling on all Hoffmann routing machines.

Facts and Data:

- > Measuring range: 135/83mm router depth.
- > Accuracy: 0,01 mm per 10 mm
- > 3 measurement planes: horiz. - vertical - 45°
- > 3-fold display: metric- imperial- fractional representation.
- > 2 Hardened steel measurement surfaces. Flat and pointed.
- > Sturdy polycarbonate housing.
- > Supplied with Battery: 3V CR20322



Ticker Ticker

### A little upgrade from Hoffmann

Upgrades are for making life easier. You too can make one if you own an “MU-2” similar routing machine from Hoffmann.

Then equip your machine...with a centre-line indicator for accurate positioning when working to pencil lines on your work-piece!



How do you benefit:

- > The centre-line of the router is precisely denoted.
- > The work-piece position and router slot is located exactly in line with the pencil mark.
- > Angle joints are made immediately without trial and error.
- > The result: work-pieces are joined quicker and speedier assembly



## Imprint

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