

KROMI
LOGISTIK AG

KTC

KROMI
TOOL CENTER

KEC

KROMI
ECOMMERCE

KWM

KROMI
WERKZEUGMANAGEMENT

KEP

KROMI
ENGINEERING PROCESS

KCo

KROMI
ECONTROL

EMO Hannover is being staged under the motto "Intelligence in Production"

KROMI News *page 01*

The impending EMO in Hannover will once again be a superlative event. Under the main theme of "Intelligence in Production", over 2,000 firms will be presenting products and processes.

KROMI Editorial *page 02*

Whoever has data is king! That, or something like it, is the right formulation of the core problem for companies in the tool management field. This is where KROMI provides new approaches.

KROMI News *page 04*

Three steps to success. Or: consulting, logistics and cost controlling from the market leader KROMI. And the KROMI Engineering Process as CIP.

KROMI Users *page 08*

After a successful pilot phase in St. Michael in Austria, KROMI is taking over the complete tool supply at Bosch Mahle Turbo Systems.

KROMI Worldwide *page 10*

The Brazilian machining specialist Lanmar and KROMI Logistica do Brasil sign a long-term supply contract.

KROMI Internal *page 11*

Since German reunification, the list of customers for KROMI's Magdeburg branch includes many newly established automotive suppliers and machine constructors.

KROMI Internal *page 12*

A newly created meeting and technology section in the Hamburg head office offers additional space for discussions and talks with customers.

EMO Hannover is once again opening its gates from September 16th to 21st, 2013. At the world's leading trade fair for the metal sector, international manufacturers of production technology will be presenting products, solutions and services relating to the material metal under the slogan "Intelligence in Production".

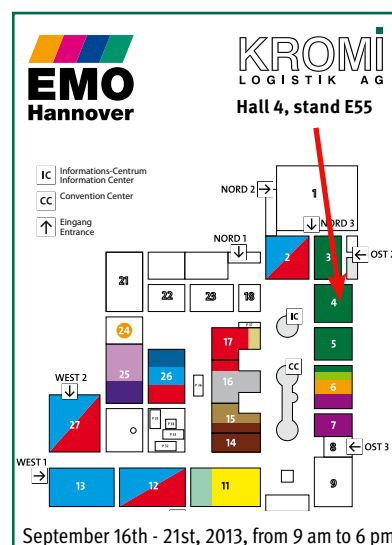
"EMO Hannover will once again be a superlative event for our industry", insists Carl Martin Welcker, General Commissioner of EMO Hannover 2013. "This is impressively demonstrated by the great demand received from companies throughout the world", he adds. Altogether, over 2,000 firms have registered their attendance. On a net exhibition area of just under 180,000 m², these firms will be showing the international trade visitors how they can best solve the challenges they are facing in manufacturing.

The latest machinery will be on show, along with efficient technological solutions, supporting services, concepts for sustainability in production, and many other developments. The main focus of EMO Hannover lies on machine tools for cutting and forming, manufacturing systems, precision tools, automated material flow, computer technology, industrial electronics, and accessories. The specialist visitors to EMO come from all key sectors of industry, such as mechanical and plant engineering, the automobile industry and its component suppliers, aerospace engineering, precision mechanics and optics, shipbuilding, medical technology, tool and mold construction, and steel and lightweight structures. EMO Hannover is the most important meeting-place for production technology worldwide. It is an event where KROMI Logistik AG will naturally also be represented. After all, there is lots of



EMO 2013: precision tool manufacturers will be presenting their latest products and services in Hall 4. (Photo: Deutsche Messe)

news to be reported from the world of tool management. Further enhanced tool modules, professional technology consulting and powerful database solutions are the foundation of the unique KROMI Tool Management concept. We warmly invite you to talk with us at our stand E55 in Hall 4. From September 16th to 21st, 2013, we will be there to welcome you every day from 9 am to 6 pm.

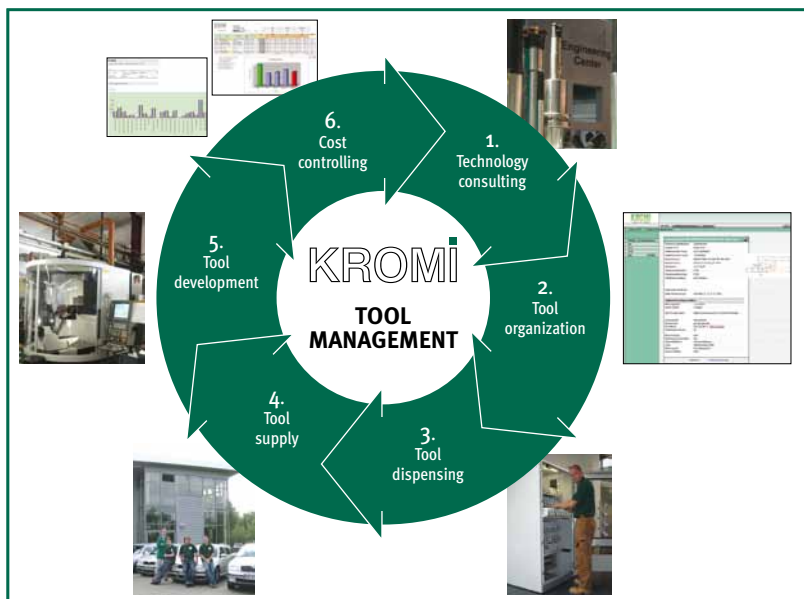


Dear Readers ...

Even today, the discussion around the subject of tool management remains complex. A clear and unambiguous definition of the term is just as lacking as is a general understanding of its fundamentals. The result is that someone talking about tool management does not necessarily mean tool management. This is shown by a look at the systems available on the market, for example in a market overview collated every year by a well-known trade magazine in tabular form: an abundant number of automatic dispensers for the supply of cutting tools meanwhile exists and special databases for collecting tool data are being offered by various providers up and down the market. They all make a demonstrable contribution to the field of tool management, but none of them solve the real problem faced by companies, which is:

How do we obtain the data?

It is exactly on this point that theory and practice diverge. We see that regularly, also when we introduce our systems to new customers. There is rarely a lack of tools, but there is always a lack of information and data about them. At KROMI we call that the "shambles factor", a problem that is more or less dominant depending on the company. And it is never enough to simply tidy things up once and again, because, without a clever data management and intelligent system technology, everything quickly degenerates back into a chaotic basic state. This is where we at KROMI come to the rescue with our understanding of tool management: we see our consulting expertise not just as mere outsourcing, but also as "looking after" and ensuring trouble-free logistics. We not only create individual lists of articles, we also maintain and take care of them. We not only supply tools, we also manage them and administrate their use. And we provide interfaces to other systems. This is also the basis for our successful collaboration with the measurement technology experts at ZOLLER: the technological merits of a tool-setting device can only be exploited if it can draw upon the relevant tool data. Assembly plans require data about availabilities and storage



As best-in-class partner, KROMI provides all the services of a modern tool management from one source: from technology consulting over logistics to comprehensive cost control – 24 hours around the clock and 7 days a week. (Graphic: KROMI)

areas. And such information is not needed once, but is required continuously and with a constantly up-to-date relevance.

We look forward to being able to present our unique understanding of tool management and our appreciation of its importance to you at this year's EMO in Hannover. Until then, with my best wishes for your success,

Jörg Schubert



Jörg Schubert (Chief Executive Officer of KROMI Logistik AG)

IMPRINT

KROMI
LOGISTIK AG

Publisher:

KROMI Logistik AG
Tarpenring 7-11
D-22419 Hamburg
www.kromi.com

Editors:

Jörg Schubert (responsible)
Dr.-Ing. Marcus Mey

Circulation:

3.500 issues (DE/EN)

Frequency:

every six months

Concept/realization:

Planet 4 GmbH
Mergenthalerstrasse 14
D-30880 Laatzen
www.planet4.de

Design:

Regina Hoffmann
www.derdruckfisch.de

Translation:

Steven Smith
www.smith-translations.de



KROMI Logistik AG outperforms the market

The KROMI Logistik AG turnover has almost doubled since the economic crisis

These figures speak for themselves: after a growth in turnover of 22.5% in the fiscal year 2010/2011 and a further increase of 37.3% in the fiscal year 2011/2012, KROMI Logistik has again been able to increase its revenues by a double-digit amount during the current period. The basis for the strong expansion of business has above all been the consistent growth strategy pursued by the company. The focus during the past year, too, has been increasingly placed on major international customers, which helps make KROMI business more independent of individual regional markets. Moreover, the continuing strength of the overall economy has led to a high demand for KROMI services. Especially at the beginning of the financial year, full order books at KROMI customers have created a great need for precision tools. Although first signs of cool-off tendencies became apparent during the further course of the business

year among KROMI's key customer industries, the stable revenue is evidence of the robustness and diversification of the customer base. "KROMI Logistik can look back on a year of strong growth. We have been able to benefit from the high production levels achieved by our customers. Important pillars of our success have once again been general mechanical engineering customers and automotive component suppliers who have again achieved record results in world markets. Our policy of also concentrating more and more on supplying internationally operating, large-scale machining firms with tools at their different locations is continuing to bear fruit," as CEO Jörg Schubert explains the successful development of company business. "The fact that we are already attaining 34% of our sales with customers from outside Germany also demonstrates the success of our strategy of internationalization."



Business with international customers, in particular, has made a key contribution to increasing KROMI's sales. (Graphic: KROMI)

There is only one drop of bitterness to this success story: the sales and earnings in southern Europe were below previous figures due to the persisting economic uncertainties prevailing in those countries..

Using inventory reductions as a source of liquidity

Systematic supply chain management makes a key contribution to company financing

No one likes to talk about it, but everyone knows it: most companies have excessive inventories. Changing spectrums of items, a wide range of variants and short delivery times are the main reasons for



KROMI cost controller Holger Schneidereit is also responsible for in-house stock control as of this year. (Photo: KROMI)

high stock levels, above all in the field of cutting tools. It is estimated that over 80% of companies have too much "in stock". At least 20% of existing stock can usually be directly reduced without any influence on the ability to deliver. The question is, however, which are these 20%. The fact that this issue can also have an impact on a company's financial stability becomes evident, at the latest, during a finance crisis. The vitally important capital for survival is then bound up in superfluous stocks and is generally no longer available for use in the short term.

There are more than enough measures to reduce inventories, but most of them do not result in the desired long-term success. As with most change processes, there is no shortage of actions and projects, but there is a lack of ability to rethink along the entire supply chain. Suc-

cessful change processes must therefore start in the head, i.e. the management, and assert themselves as a new philosophy from there into all areas. And to the suppliers as well, of course, who have a vested interest in building up "stocks" within a company.

In contrast, KROMI Logistik AG offers its customers a holistic outsourcing concept for cutting tools that is geared towards minimizing inventories. Through the complete transfer of stocks into the possession of KROMI, inventory costs are reduced to practically zero. In parallel, KROMI provides powerful logistics solutions with which the entire supply chain can be streamlined on a sustainable and lasting basis through the reduction of stocks and suppliers. This is achieved without the typical yo-yo effect familiar to most companies from their own projects.



KROMI Tool Management: tools + data = order²!

Whoever has data is king: KROMI supplies both tools and all the data for smooth logistics

The pressure to reduce costs is daily business for today's manufacturing companies. Successful companies have shown that focusing on one's actual core competence is efficient and productive en route to becoming a lean company. Instead of outsourcing actual business processes to suppliers according to the classic make-or-buy principle, effective partnerships with suppliers are high on the wish list of the so-called Hidden Champions. Experience shows that procurement, in particular, is one of the most costly areas of a company. Some manufacturing companies have even built up purchasing departments that reach the dimensions of a full-blown commercial enterprise. In the domain of machining tool supply, KROMI Logistik AG is the only manufacturer-indepen-

dent provider to not only offer the necessary products, software solutions and services, but also an extensive fund of know-how and experience as regards outsourcing. Numerous high-reputation companies are already relying on KROMI as best-in-class partner. "There are many systems in the companies, but virtually no data" is how KROMI CEO Jörg



The long road from chaos to order: with KROMI as best-in-class partner you can safely lean back and relax. (Photo: KROMI)

Schubert describes the typical company situation before KROMI steps in. As a longtime industry insider and outsourcing expert, he knows the problems of his customers exactly: "Most companies are still classically structured. The purchasing department is responsible for the centralized procurement of equipment. Since it has little to do with what really goes on, being an indirect section of the company, many misunderstandings arise between the different departments. Reliable data on consumption are usually not available either, with the result that none of the costs can be optimized. Our tool management solutions are designed in such a way that our customers receive not only just database systems, but also all the data needed for successful production as well."

Logistics isn't everything, but everything is nothing without it!

Robust and practice-proven logistics solutions form the core of the KROMI Tool Management system

Procurement logistics is important for the entire value creation chain of a manufacturing company. But numerous internal and external interfaces, organizational impediments and departmental thinking often hinder the smooth flow. Tensions and attrition occur again and again between the many different suppliers and the in-house production of the company. Experts estimate that in many companies up to 15% of orders are stopped or interrupted due to a lack of tools, despite high stock levels. In most companies, the cutting tools and their accessories are stored in classic drawer cabinets. Alongside these, one can sometimes find automated high-rack facilities, so-called paternoster systems. In practice, however, it is not important which system technology is used, but that all the tools are available and can be found at the right time. "KROMI offers the right logistics solution for each product," insists KROMI logistics expert Jens Kumpert. "All tool manage-

ment solutions have been developed from practical experience and offer service with a guarantee: constant availability and transparency of consumption – around the clock, 8,760 hours a year." Just how well the logistics systems developed by KROMI – namely the KROMI Tool Center KTC, the electronic drawer cabinet ESS, the KROMI Kanban System and the KeC e-commerce solution – work in practice is demonstrated by the fact that more and more customers want to expand the supply services provided by KROMI Logistik AG after the systems have been successfully introduced on their premises. Specifically, this also involves such fields as grinding wheels and the typical C-articles used in manufacture. Such an extension is no problem for the logistics experts at KROMI. The e-commerce software KeC provides a flexible article base or stock list for such cases that can be expanded as and when needed: everything available from a single source!





KROMI not only offers tools and their logistics, but also all the services of a modern tool management: this includes professional consulting services for the reorganization of business processes in purchasing and powerful controlling tools for an effective online monitoring of costs per part. And with our engineering service, we are constantly looking for rationalization potential to further optimize tool costs. (Photo: KROMI)

Transparency through 100% consumption metering

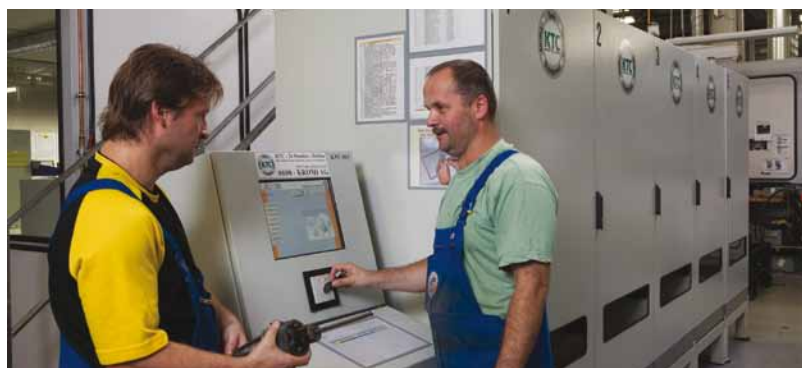
KROMI customers always know exactly what's actually happening on-site



Classic PPS systems determine consumption by calculating the difference between deliveries and stocks. The problem here is that the time intervals available for analysis are of the order of weeks or even months. The KROMI cost controlling system, however, enables the actual consumption of the individual processing stations to be calculated online and stored in a database. Up-to-date data are then available to the customer every 10 minutes to monitor the tool consumption. If these data are compared with the actual production quantities of the machinery, the actual tool costs per part can be determined and compared to the planned figures. Thanks to the closed control loop and the short analysis times, the online-controlled tool cost monitoring system KCo provides an ideal basis for a continuous improvement process to optimize the costs per part. "Through our supply system, we even have access to stocks on-

line," as KROMI CIO Axel Schubert describes the technical possibilities. He manages the online connectivity of all KROMI Tool Center dispensers in real time. "As part of the KROMI tool management, we take on the role of the central tool supplier. Our logistics systems KROMI Tool Center KTC and the electronic drawer cabinet ESS are conceived as a consignment

warehouse, whereby invoicing only takes place after the customer has withdrawn the item in question. All the threads come together here in Hamburg and I can - if necessary - access all items in all systems throughout the world. Figuratively speaking, I therefore have access to what is probably the world's largest tool warehouse."



KTC is a consignment warehouse: any removal of a tool is automatically recorded and assigned to the cost center of the employee that is stored in the system. As a result, any problems at the machines can be quickly identified and allocated to individual orders. (Graphic: KROMI)

KROMI Engineering Service: join us in the quest for hidden gold!



With the KROMI Engineering Process, KROMI provides a system to optimize the tool costs per part

KROMI Engineering, as part of a modern tool management, is concerned with the planning and optimization of all cutting tasks in production. In addition to the definition of a technologically and economically optimal process chain, this also includes, of course, the optimization of NC programs and tool use plans as part of work planning. The goal is to reliably identify the actual cost drivers in the process. In general, significant savings can also be achieved by optimizing the use of existing tools. Specially developed, multi-language software tools support a systematic approach and allow a comparative examination of different scenarios. In this way, KEP can also be deployed as part of the order costing. The result of KROMI technology consulting is the discovery of hidden rationalization potential that can be clearly expressed for most customers in euros or dollars. "The technology is important, but in the end it's always the costs that decide," as KROMI's COO Bernd Paulini explains the motivation behind

KEP. "Nearly all discussions about the right tool have a technical background. This is not unusual, because innovations in the tool domain are very extensive thanks to modern high-performance materials. In practice, however, the respective machine also plays its part in determi-

ning whether the potential can be implemented to enhance performance. This is where our KEP process takes effect: through the NC program, we analyze the cost of a tool on a machine, identify the main cost drivers, and then optimize the overall result - the cost per part."



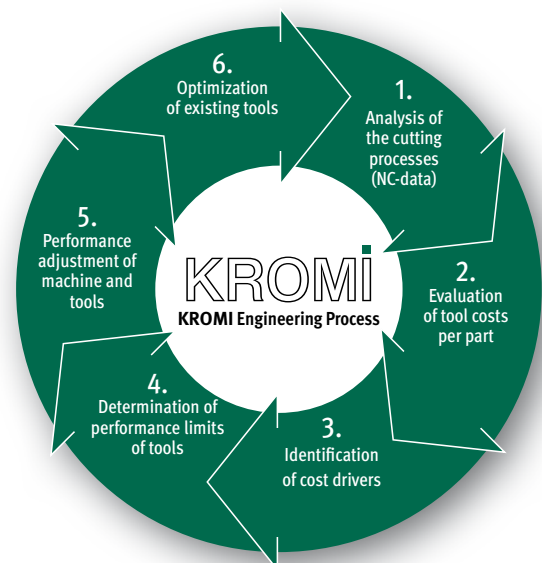
The search for rationalization potential is the core idea behind the engineering process KROMI KEP. Real savings in the manufacturing costs per part are the objective. (Photo: KROMI)

KROMI Engineering Process as control loop

Qualified KROMI technicians offer detailed machining know-how as engineering service

The KROMI Engineering Process (KEP) stands for a systematic approach to optimize cutting processes with a clear focus on cost reduction. In a first step, present tool costs per part are calculated using existing NC data. In close co-operation with the respective tool manufacturers, KROMI experts then determine the theoretical performance limits of every individual tool. Subsequently, the theoretical performance capabilities of the tool are tuned to the actual performance limits of the relevant machine tool. Thanks to the comprehensive experience of the KROMI tool specialists, expensive test series can usually be avoided. KROMI partners only carry out such tests in particular cases so

as to reliably identify the real cost drivers within the process. As a rule, substantial cost savings can also be obtained by the optimal use of already existing tools. However, this requires a preceding analysis of the current cutting process to evaluate the available room for improvements on a numerical basis as well. As a result of these activities, customer-specific process plans are generated with optimized costs per part.



KROMI and ZOLLER: the best of two worlds

The KROMI and ZOLLER interface in the DIN 4000 structure yields cost savings in twin-pack

KROMI

LOGISTIK AG

The machining experts

Since 1997, KROMI has been concerning itself with tool-related logistics concepts. The KROMI Tool Center KTC supplies production areas directly on-site with all key tools. Internet-based e-commerce solutions bring the ordering process right to the workplace of production staff if desired. This allows the entire tool procurement logistics to be outsourced as an external service. The goal is to optimize the costs per part.

Typically, a tool-setting device is used as a stand-alone solution in conjunction with the NC programs. All the individual components and complete tool assemblies for the assembly and dismantling of tools can be managed using special software. The precondition here is the constant maintenance and updating of the master tool data and a prompt recording of the ongoing tool consumption. This is exactly where the potential lies for a combination of the two tool management systems from KROMI and ZOLLER: whereas in the standalone solution the master data and transaction data has to be entered manually to a major extent, the required information can be exchanged in future via an interface between the two systems. After all, all the data needed for the tool presetting, and therefore ultimately for optimizing the machining process in the ZOLLER system, are delivered, so to speak, free to the door by the KROMI logistics systems.

ZOLLER

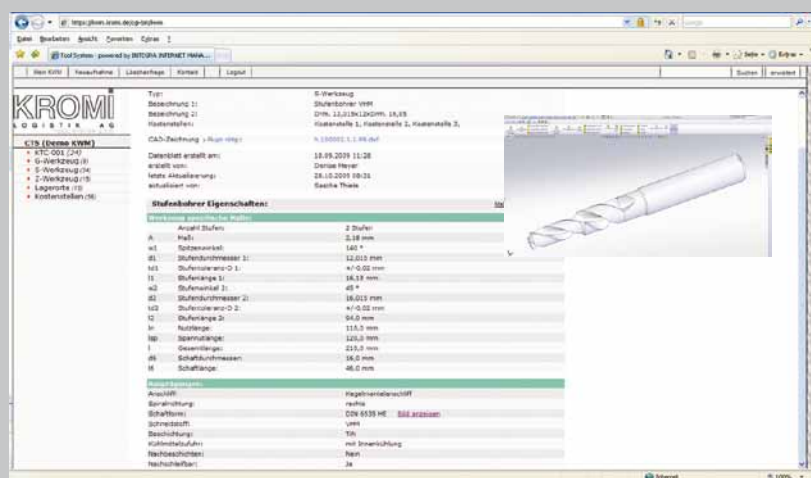
Erfolg ist messbar®

The measuring experts

For over 60 years now, ZOLLER has been presenting the future of measurement: with cutting-edge technological innovation, high-quality products and outstanding customer service. ZOLLER measures tools with a precision of 2 microns – quickly, simply, with micrometer accuracy and reliably. Precisely measured and pre-set tools mean less waste and machine downtime, higher quality and more profit. The goal is to optimize the machine operating time.

KROMI tool management KWM as the central basis

Electronic tool master datasheet enables simple administration – for tool assemblies too



The electronic tool master datasheet contains all the technical data of the tool and functions practically like a tool pass. Thanks to the data links between the systems, all components can be easily found in the various KROMI logistics systems. (Photo: KROMI).



The interface between KROMI Tool Management and ZOLLER TMS is ready for use. (Photo: Zoller)

Bosch Mahle joint venture on the fast track with turbochargers

In diesel engines, the use of turbochargers is now common practice. The trend toward downsizing is now giving the turbocharger a high growth potential for petrol engines as well. This is because smaller engines with the same performance can replace the normally aspirated petrol engines with capacities of 1.5 to 3.0 liters that are currently in wide use through the application of turbocharging in conjunction with petrol direct injection.

For a long time, the market lacked a quality-oriented, innovative and reliable European manufacturer of turbochargers with system expertise. That was the case until the two companies Bosch and Mahle decided to work together in 2008 and establish the joint venture Bosch Mahle Turbo Systems (BMTS) - after all, the expertise of both parent companies complements each other perfectly.

Bosch occupies a worldwide leading position in both gasoline direct injection and common-rail technology for diesel engines, and Mahle has many years of experience in the production of turbocharger components. The startup therefore had optimum preconditions for a success story. By 2016, the young company intends to implement projects with seven customers - and produce around 2.3 million exhaust gas turbochargers annually. Other projects are already in the process of being ac-



Bosch Mahle Turbo Systems offers a portfolio of innovative products: turbochargers for passenger cars and commercial vehicles that are always adapted to the specific requirements of the respective engine. (Photo: Bosch Mahle Turbo Systems)

quired. The goal is to attain a market share of 15 percent in the medium term.

The Stuttgart-based company also intends to become the market leader in terms of quality. A good example of this is the end-of-line test developed and introduced by BMTS: the turbochargers are driven by compressed air at the end of the production line and subjected to a function and leak test in order to ensure

the optimal interaction of all individual parts with the smallest of production tolerances. All data are stored on a component basis. This not only enables the production quality to be documented, but production parameters can also be optimized and field returns tracked and precisely analyzed.

For the VW Group, these achievements were reason enough to honor Bosch Mahle Turbo Systems with the Volkswagen Group Award in 2012. Prof. Dr. Martin Winterkorn, CEO of Volkswagen AG, and Dr. Francisco Javier Garcia Sanz, Group management board member with responsibility for procurement, particularly praised the outstanding reliability of BMTS and its innovative way of working. "The active exchange of knowledge between our companies is making a significant contribution to our jointly successful course in the development and improvement of turbocharged petrol and diesel engines," as they express the recipe for success in the award certificate.



A view of the core of a turbocharger reveals two sensitive areas: alongside the compact and innovative bearing, it is above all the impeller and turbine that constitute the core competence of the company Bosch Mahle Turbo Systems. (Photo: Bosch Mahle Turbo Systems)



PROFILE



Company: Bosch Mahle Turbo Systems

Foundation: In 2008 as a joint venture between Bosch and Mahle

HQ: Stuttgart (DE)

Employees: around 400

Sector: Mechanical engineering

Products: Turbochargers for passenger cars and commercial vehicles, boost pressure regulation, actuators



Tool management in a class of its own: after the successful completion of the pilot phase in St. Michael, Austria, Bosch Mahle Turbo Systems commissioned KROMI Logistik AG to manage the complete supply of tools for the production plant in Blaichach. (Photo: KROMI)

“We also want to put the turbo into tool management”

Interview with Achim Fedyna, Vice-President, Production Technology, at Bosch Mahle Turbo Systems

KROMI newsletter: Mr. Fedyna, why is the topic of machining tools so important for Bosch Mahle?

Fedyna: The quality of our products is largely determined by our manufacturing processes. We work with extremely small tolerances. We therefore need very stable, sophisticated technologies. Even though the tool costs have a share in the total cost of a component that is not very large, the influence of tools and machinery on the overall result is fundamental.

KROMI newsletter: Why are you working in this area together with KROMI as your service provider?

Fedyna: There are several reasons. Firstly, there is of course the reliable and stable supply of production with tools through the KROMI Tool Center. However, that alone would not be enough. What is more important are the consumption data we obtain from KROMI and compare with the production figures. In addition, the current tool costs per component can be calculated. This immediately shows us where we stand in the ongoing process and where we have to make immediate readjustments.

KROMI newsletter: What else was important for you in the decision phase?

Fedyna: In order to implement the project in our own company, factors impacting profit and loss are of course particularly important. This includes the reduction of stock by acquiring the tools from KROMI. Also decisive were the savings targeted by KROMI, which are already having a positive effect on the overall result.

KROMI newsletter: How do you see the project after completion of the pilot phase?

Fedyna: We already realize now that the collaboration has fully met our expectations. For example, we have significantly increased our knowledge about the condition of our tools. The potential that had already been recognized can now be shown on the basis of concrete data, with the result that we can carry out further targeted improvements in these areas.

KROMI newsletter: How does the collaboration work in practice?

Fedyna: We wanted a partner who competently assists us as regards the potential for rationalization in production. With KROMI

as a vendor-neutral tool manager, we now have on-site support at all times and, in particular, we have someone who takes intensive care of all tooling matters and procedures together with our employees in-house.



Achim Fedyna, Vice-President, Production Technology, has reoriented the issue of tool management within Bosch Mahle Turbo Systems. (Photo: BMTS)

INTERVIEW

NEWSLETTER

Lanmar and KROMI Brasil sign contract

Particularly in the oil and gas industry, the Brazilian company Lanmar is respected as a specialist for the production of small and medium-sized parts and structural components. The company's machinery mainly consists of high-speed 3-, 4- and 5-axis CNC machining centers. One company focus lies on the machining of special materials such as titanium, Inconel, aluminum, stainless steel and high-strength alloys.

In June 2013 the company signed a tool management supply contract with KROMI Logística do Brasil. This is already the tenth contract on the Brazilian market won by the Brazilian subsidiary of KROMI Logistik AG since its foundation in March 2009.

The KTC automatic tool dispensers now installed at its new customer Lanmar are among a total of 30 units that are meanwhile performing their services in Brazil between the states of Santa Catarina, Paraná and São Paulo. If things develop ac-



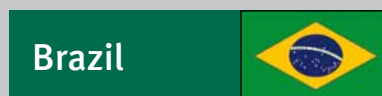
For 40 years now, the name Lanmar has stood for quality components made of hard-to-machine materials. While the company focused more during its early years on tool and die construction, its customers now come from the aerospace, oil and gas industries. (Photo: Lanmar)

cording to the plans of KROMI's Brazilian managing director, Jenis Diz Acosta, this number should almost double during the next two years. Negotiations to this end are already in full swing. And the chances are good, because the company is optimal-

ly set up for business expansion with its location in Joinville, Santa Catarina, and a second office in the city of Capivari in São Paulo. From these sites, all customers can be effectively supplied with the usual KROMI reliability.



Managing Director Jenis Diz Acosta looks after the interests of KROMI customers in Brazil. (Photo: KROMI)



KROMI

Logística do Brasil Ltda.

Kromi Logística do Brasil Ltda
Av. Coronel Procópio Gomes, 548
Bucarein - Joinville - SC - Brasil
Cep: 89.202-300

Tel.: +55 47 3027-2081
Fax: +55 47 3027-2081
Mobile: +55 47 9159-4301
e-Mail: jenis.acosta@kromi.com
Skype: [jenis.acosta](https://www.skype.com/jenis.acosta)
www.kromi.de



PROFILE



Company: Lanmar Ind. Ltda.

Foundation: 1973

HQ: Hortolândia (BRA)

Employees: around 330

Sector: Mechanical engineering

Products: Components for the oil and gas industry, specialized parts for the aerospace industry, machining of special materials



The KROMI team at its Brazilian customer Lanmar (f.l.t.r.): Rafael Secco (Equipment), Antônio Nacib (Production), Thomas Leder (KROMI), Mariana Marcolino (Purchasing), Edson Silva (Engineering). (Photo: KROMI)

In São Paulo state, more specifically in the city Hortolândia, the manufacturing specialists Lanmar have their headquarters. The machinery on the premises includes many large-scale plants for machining large parts for both the aviation industry

and the oil and gas industry. The equipment embraces 35 machining centers, 22 lathes and numerous special machines. In a market marked by growth and turbulence, Lanmar is one of the dynamic companies who will also be concerned with the

development and optimization of products and processes in the future. With this goal in mind, its employees are being supported and accompanied from now on by KROMI in its capacity as a competent partner for tool management.

INTERVIEW

KROMI newsletter: Mr. Amate, why has Lanmar chosen KROMI?

Amate: There are three main reasons for our decision in my view: 1. We want an effective cost control of tool consumption. 2. We want to streamline tool purchasing with KROMI and reduce the number of our suppliers. 3. We want technical consulting, both in optimizing our processes and in the development of new projects.

KROMI newsletter: What is the significance of KROMI for warehousing, purchasing and availability?

Amate: The key advantage is the guarantee that, with KROMI, we have the right tool at the right place – and we have it exactly when it is needed. And we can have all that without fixed storage costs, paying only when something is needed.

KROMI newsletter: How high are the potential savings you expect from your partnership with KROMI?

Amate: During the first year, we expect overall savings of the order of 10%.

KROMI newsletter: Were any difficulties encountered when introducing the KROMI tool management system, or afterwards? If so, what were they?

Amate: The only concern we had was whether our previous suppliers, who no longer deliver to us directly but have to deliver through KROMI, would accept the new approach.

KROMI newsletter: Are you satisfied up to now with the way the project has been going with KROMI? Have your expectations been fulfilled?

Amate: Yes, we are. KROMI has fulfilled all aspects of the partnership that have been agreed between us so far.



Works manager Samuel Amate has decided in favor of KROMI Tool Management. (Photo: KROMI)

Partner for automotive suppliers and mechanical engineering

The KROMI branch in Magdeburg has grown continuously during recent years



In 2006, the Magdeburg KROMI experts moved into the new branch location in the Carnotstraße. With 290 m² of office space and 240 m² of warehouse area, the site is now well prepared for business. (Photo: KROMI)

The collapse of the German Democratic Republic initially had disastrous consequences for the East German economy. Industrial goods production, for instance, declined 70% by the beginning of 1991. The measures created under the so-called Reconstruction East program were intended to revive that economy. Numerous companies responded to the call from politicians and settled close to original industrial areas. Automotive component suppliers and engineering companies, in

particular, took advantage of the opportunity and the attractive conditions on offer, which resulted in the establishment of many highly modern plants on „green-field“ sites.

The management of what used to be KROMI Logistik GmbH also saw a good chance here to expand. Therefore, in 1997 a Magdeburg branch was established in the Erich-Weinert-Straße with 150 m² of office space and 50 m² of warehouse facilities. Three employees ran

the marketing and distribution activities for eastern Germany and the south of Lower Saxony, initially as a pure trading enterprise for cutting tools. Two years later, the first tool management customer could be won over in Burg, a larger town around 35 km northeast of Magdeburg. Parallel to the Hamburg parent company, a reorientation towards the wider domain of professional tool management also took place in the eastern branch. And did so with increasing success – because more and more customers were convinced by the merits of the unique tool management concept provided by KROMI Logistik. In 2006, a move into new premises in the Carnotstraße became inevitable. With facilities comprising 290 m² of office space and 240 m² of warehouse area, the KROMI team, which now totaled nine members, was able to provide comprehensive all-round services for eight logistics customers.

In the meantime, even these figures are history. No fewer than 16 employees currently work in the modern office and warehouse and 18 logistics customers are now being supplied via automatic KROMI systems. And as regards the KROMI Engineering Service, the Magdeburg team is no less successful than their colleagues in Hamburg either.



Jens Kumpert runs the Magdeburg branch of KROMI Logistik AG together with his team of staff. (Photo: KROMI)



KROMI
LOGISTIK AG

KROMI Logistik AG
Niederlassung Magdeburg
Carnotstraße 27
D-39120 Magdeburg

Contact:
Mr. Jens Kumpert
Tel.: +49 (0)391 636 009 -0
Fax: +49 (0)391 636 009 -99
email: info-md@kromi.com



New technology and conference area in Hamburg

At KROMI headquarters, employees now have additional space for project meetings and customer discussions

The dissolution of unused storage capacity is one of the basic measures under the KROMI tool management concept. The company has now for once been able to apply its experience to its own premises. As part of the office building extension at KROMI headquarters in Hamburg, what used to be a tool warehouse on the ground floor of the main building was no longer needed. As a result, this area was converted into a technology and meeting area. This project had always been high on the list of priorities because of the rapidly growing business operations at KROMI Logistik AG. Owing to the small window area in the section, an innovative lighting concept with indirect overhead illumination was implemented during the conversion.



Change in use: in only a few weeks, the former goods warehouse on the ground floor at Tarpenning 7 was turned into an attractive, open-spaced technology and meeting zone. (Photo: KROMI)

The friendly voice on the other end

Executive assistant Julia Meyer celebrates ten years of service

Most of our customers and business partners already know Julia Meyer from phone calls: for a little over 10 years now, she has been part of the core staff of the constantly growing KROMI team in Hamburg and has been patiently ans-



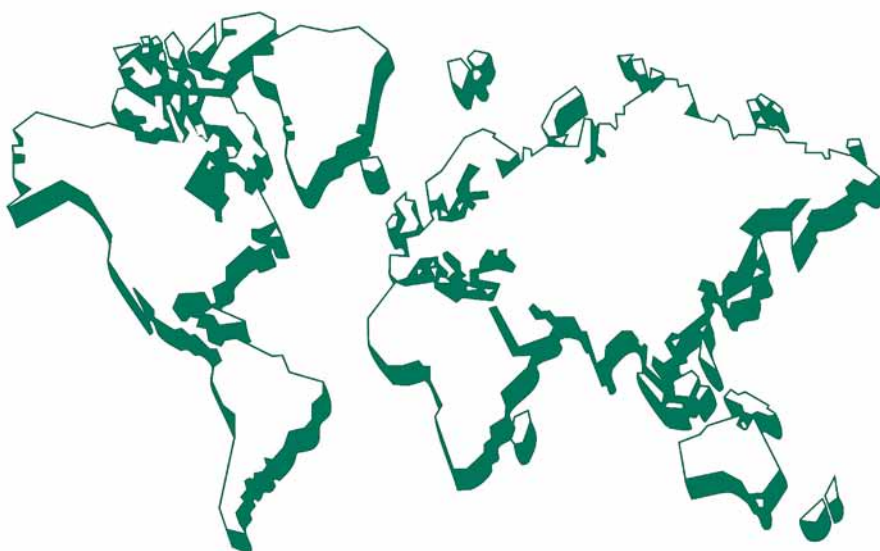
Most of the customers know Julia Meyer after her ten years in the KROMI team. (Photo: KROMI).

wering the questions and needs of all her callers. As a trained specialist for wholesale and retail trading, she began her career with KROMI at what used to be KROMI Logistik GmbH and therefore witnessed the company's IPO in 2007 at close hand. Due to her long-standing experience with the company and her familiarity with customer concerns, she is in charge of the secretariat at KROMI's Hamburg headquarters. Her duties meanwhile include all the functions of an executive assistant such as coordinating appointments and meetings for the four KROMI board members. Alongside her work, Ms. Meyer, who was born in Elms-horn in the northern German state of Schleswig-Holstein, devotes her time with great dedication to her – in her own words – “best friend”, who answers to the melodious name of Botijo the XXXI. This is not the name of any head of the Catholic Church, but a spirited four-year-old horse from the race Pura Raza Espanola, a native Spanish breed that is strictly regimented since 1912 and better known as the Andalusian or Pure Spanish Horse.

Exceptional

Masterly performances cannot only be reported about the services of KROMI Logistik AG, but also from within the ranks of its employees. For instance, KROMI accountant Enrico Merzdorf was able to win the title World Amateur (Senior) Champion at the World Masters Games in Turin on the 4th of August 2013 in the category decathlon with a total of 6,023 points. Merzdorf sprinted his 100 meters sprint in a fantastic 12.34 seconds, threw the javelin a respectable 41.48 meters, and completed the final 1,500 meter run in a time of 5:07.08 minutes. Strength, speed and endurance are the cornerstones of success, according to Merzdorf, who represented the Hamburger SV sports club at the games – attributes, incidentally, that are also an advantage in his activities at KROMI Logistik AG. The entire team warmly congratulates the winner on his remarkable success.

Welcome to the Professionals!



Headquarters:

KROMI LOGISTIK AG
 Tarpenring 7-11
 D - 22419 Hamburg
 Phone: +49 (0)40 53 71 51 - 0
 Fax: +49 (0)40 53 71 51 - 99
 eMail: info@kromi.com

Branches:

KROMI Logistik AG
 Carnotstraße 27
 D - 39120 Magdeburg
 Phone: +49 (0)391 639 009 - 0
 Fax: +49 (0)391 639 009 - 99
 eMail: info-md@kromi.com

KROMI Logistik AG
 Albert-Einstein-Straße 8
 D - 40699 Erkrath
 Phone: +49 (0)211 30 26 99 - 21
 Fax: +49 (0)211 30 26 99 - 29
 eMail: info-nrw@kromi.com

KROMI Logistik AG
 Stuttgarter Strasse 115
 D - 73054 Eislingen
 Phone: +49 (0)7162 17 - 155
 Fax: +49 (0)7162 17 - 980
 eMail: info-sued@kromi.com

Subsidiaries:

KROMI Logistik Spain, S.L.
 Portal de Castilla, 60 bajos
 ES - 01007 Vitoria
 Phone: +34 945 156 878
 Fax: +34 945 155 607
 eMail: info-es@kromi.com

KROMI Slovakia s.r.o.
 Mariánska 24
 SK - 971 01 Prievidza
 Phone: +421 - 46 - 5439 201
 Fax: +421 - 46 - 5439 202
 eMail: info-sk@kromi.com

KROMI CZ s.r.o.
 Žitavská 27/362
 CZ - 460 01 Liberec 11 - Růžodol 1
 Phone: +420 - 485 111 124
 Fax: +420 - 485 111 124
 eMail: info-cz@kromi.com

KROMI Logística do Brasil Ltda
 Av. Coronel Procópio Gomes, 548
 CEP: 89.202-300, Bucarein - Joinville - SC
 Phone: +55 47 3027 - 2081
 Fax: +55 47 3027 - 2081
 eMail: info-br@kromi.com

Offices:

KROMI Logistik AG
 Kontor Danmark
 Nordborgvej 81
 DK - 6430 Nordborg
 Mobile: +49 (0)172 4290362
 eMail: info-dk@kromi.com

KROMI Logistik AG
 Biuro Polska
 c/o Sauer-Danfoss
 ul. Logistyczna 1
 PL - 55-040 Kobierzyce
 Phone: +48 727 40 80 00
 eMail: info-pl@kromi.com

Agencies

PROXIMA H.T. s.r.l.u.s.
 Piazza Mercato, 15/17
 I - 35037 Teolo / Padova
 Phone: +39 049 59.13.936
 Mobile: +39 348 261.261.3
 eMail: info-it@kromi.com

TOPTOOLS Technology
 Libertatii Blvd. No. 1
 Bl. A1, Sc. 3, Et. 2, Ap. 52, Sect. 4
 RO-040127 Bucharest, Romania
 Phone: +40 21 335 11 70
 Mobile: +40 723 326 979
 eMail: info-ro@kromi.com

Technopolice Group
 Dm. Ulyanova str, 42, building 1
 RU - 117218 Moscow
 Phone: +7 (419) 125 91 71
 Fax: +7 (419) 125 91 81
 Mobile: +7 (916) 900 88 47
 eMail: info(at)technopolice.ru

KROMI

LOGISTIK AG

The next issue will
 appear in March 2014,
 and will include the
 following topics

KROMI Trade Shows :

Review: what impetus has been created
 by EMO 2013 in Hannover?

KROMI Germany:

Airbus: KROMI and ZOLLER will be
 lining up together at the start for the
 big hope A350

KROMI Europe:

Russia: the first tool management
 projects are also springing up in the
 Country of the Czars

KROMI Worldwide:

KROMI is growing at a disproportionate
 rate in Eastern Europe too

KROMI Internal:

"Our Swabian arrow": presentation of
 the KROMI branch office in Stuttgart