

Overwhelming success on EuroBlechfair

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Gietart launches **new service concepts**

Continuity. Safety. Uninterrupted production. Every time we ask our customers what they really expect from our service-department these words keep coming back. To be able to give guarantees in that area and to clarify who can expect what from whom Gietart introduces something new: service contracts.

For smaller apparatuses like copying machines or forklift trucks it has been there for years. For a large and complex installation like a shot blast machine it is an absolute novelty.

To be able to make every customer a suiting offer we have developed two packets: "Basic care" and "Total care". The first possibility means that our service department will maintain the installation together with the customer ("We will do it together"). The "Total care" concept means that we will completely take over the maintenance ("We will do it for you"). At this point in time the contract stipulations are being laid down, the brochures are being printed, the ERP software is being implemented. It may be clear that this concept is too extensive to introduce all over the world at the same time. That is why we will do this in fazes. For more information you can contact us by way of www.gietart.com/servicecontract.

We will be in touch shortly.



New website **online**

With pride Gietart presents her new website, which was made according to the new look. Firstly, the new website has a refreshing new presence, making navigating even easier and surveyable. The site also contains a lot of information about the new series of shot blast machines, our extensive service-possibilities and our history. In the future, the site will be extended with more languages and interactive pages that will improve the communication with our customers even further. Look for yourself: www.gietart.com.



COLOPHON

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Communication as a key factor

A new year often starts with good intents. My good intent for 2007 is: establish even better communications with you. Knowing more about what's going on with you, in our market, and inform you better about our possibilities. We are pleased to notice that the improving world economy is also having a positive effect on the steel market. However, this should never be an excuse to lean back and assume that existing products sufficiently satisfy the customers needs. For a company that fulfills a leading roll in its market, and wishes to fulfill this leading roll, innovation is necessary, means and goal at the same time. You can read more about our opinion on this subject elsewhere in this publication. To be able to accomplish innovations that really mean a step forward it is not only important to use and improve the internal technical possibilities, but at least equally important to be in continuous, close contact with the market.

With proper pride I can introduce the new Gietart Pages to you. From now on we will inform you twice a year about developments in the appliance and processing of steel. Of course, we would like to tell you all about what we, at Gietart, are working on. This first copy is nearly completely about that. But we find it much more important to learn about your opinions and experiences. This will happen in the copies to come. We hope that, with this magazine, a new platform has been born for users of steel to exchange experiences and keep informed about the latest developments in their area of expertise.

I wish you an enjoyable time reading and hope to hear from you!



Paul van Doesburg

CEO

Elsewhere in this newsletter is mentioned how Gietart has introduced the new series of shot blast machines on the Euroblech fair with great success. In this article we want to clarify the reasons why we developed this new generation of shot blast machines.

a cooperation with a specialized bureau for industrial design. These specialists, with their independent and open-minded input, were a valuable addition to the internal project team.

Why Industrial design?

In this day and age more and more

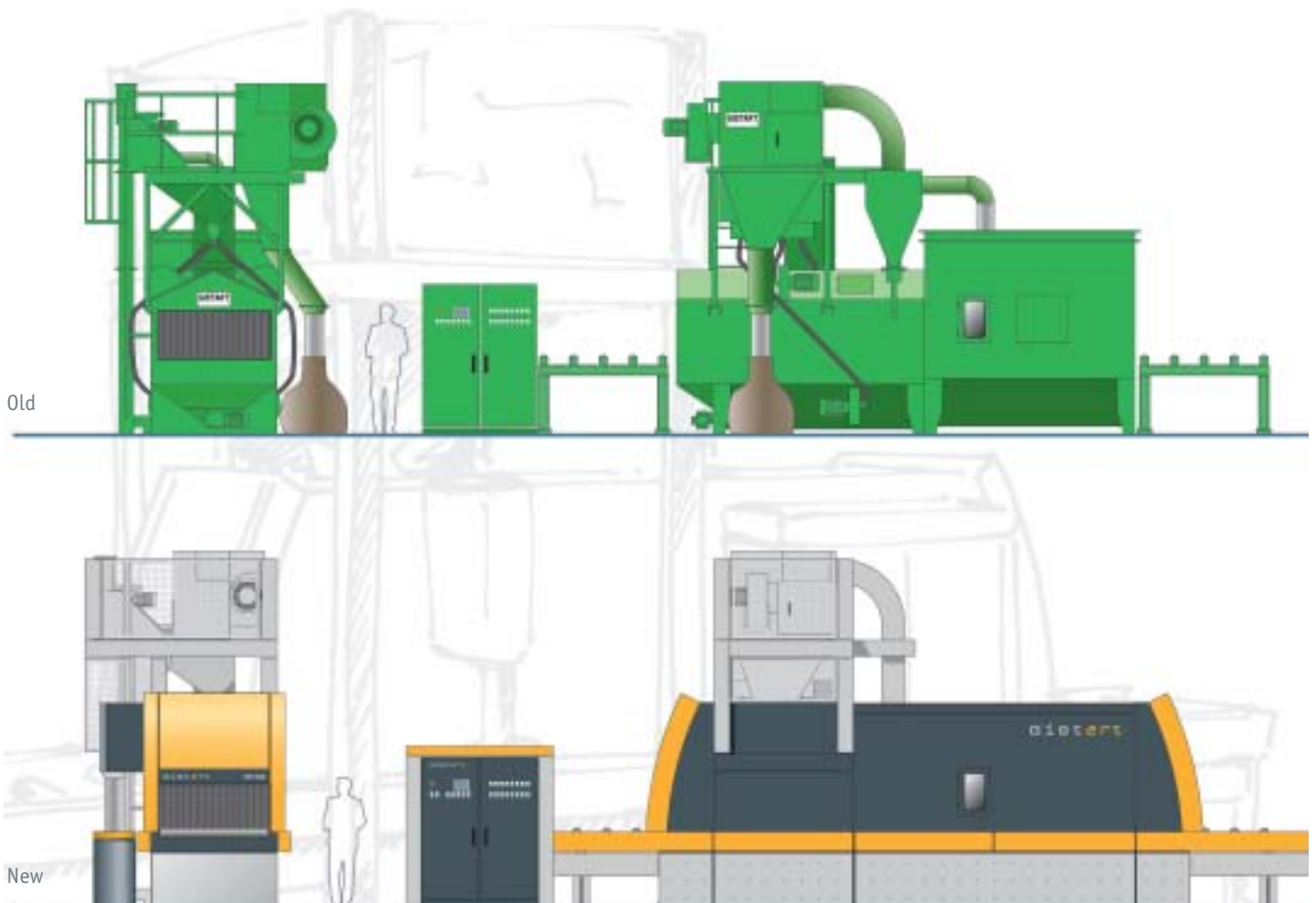
executing final assembly of the product. Industrial design is a key factor in this process. A well-designed machine does not only provide optimal room for the necessary functionality. It also offers distinguishing power in the market and in this way allows the development of an own identity that can connect customers

New series of Gietart

The original goal of the project was to build a shot blast machine, in which all of the knowledge gathered throughout the years would be put to optimal use. A machine that does not only blast as before, but is very user-friendly and, the most strikingly, a machine that looks good. In order to realize this objective as good as possible we entered

production is placed out toward regions where the costs of labour are low. Producers in Western Europe have only one option: changing from all round producers to specialists in the areas of conception, design, marketing and innovation. Production, especially mass-production of suitable parts, changes into

and producer. In this way the manufacturer has a chance to grow, even in a market where severe competition puts continuous pressure on the margins. Or, to put it another way: industrial design can be a decisive factor in the inevitable switch to a knowledge economy that Western Europe faces and therefore also



in preserving economical activity and employment.

Approach of the project

A project team consisting of people from engineering, sales, marketing and external industrial designers was given the task to redevelop the Gietart shot blast machine.



shot blast machines

Under the guidance of the industrial designers the first step was to establish how the products of Gietart at that time could be characterised with the aid of catchwords. By linking statements like “solid”, “price worthy”, “old-fashioned” or in fact “modern” to a product the designer gets a feeling about how the current product is experienced. He can then decide on the direction in which to develop by linking similar statements to the desired product. It soon became clear that optimal user-friendliness and a beautiful and distinguishing look would be the most important demands for the new product.



Result

The Sprint is definitely worth a second look! The conspicuous colour scheme of anthracite, orange and light grey is guaranteed to attract attention in any industrial surrounding. The fixed form of the superstructure, the machine house and the brush/blow off unit are accentuated by the beautiful orange arches on the in- and outlet. The machine can be easily accessed through wide opening doors and

inspection openings. They have been constructed in a way that guarantees fast and easy access to the machine without injuring the appearance. The superstructure almost seems to be a luxurious balcony, but is in fact the ingenious junction of filter unit, abrasive cleaner and abrasive container. In this way functionality and design have joined forces in a total concept that gives new meaning to the notion “shot blast machine”.

- 1 *Brush*
- 2 *Filter cartridges*
- 3 *Interior superstructure*
- 4 *Rubber curtains*
- 5 *Abrasive cleaner*

The Euroblech is the most important fair for manufacturing and processing plates worldwide. It is organized every two years on the well-known fair complex in Hanover, Germany. For Gietart it made for an excellent opportunity to allow the market to meet the new shot blast machine.

The sprint was shown in hall 12, on a spacious stand that was built in the new Gietart style.

Overwhelming success on EuroBle

Euroblech 2006

A few figures: 1409 exhibitors from over 40 countries showed their products and services to nearly 65.000 visitors. The fair covered 7 halls and net 76.000 m² exhibiting space. The great rise of visitors from outside of Germany was remarkable: a 25 % plus compared to the Euroblech 2004. This mainly concerns visitors from European countries, but the number of Asian visitors turned out to be more than doubled. The vast majority of the visitors indicated to be satisfied with the comprehensive range of products on offer and with the international flavour of the show.

Sprint

This was the moment of truth for the Sprint. Even though there had been extensive research to establish the degree in which the market would accept such a large change of machine and company, it was an exiting moment. What would the

reactions be like? It soon became clear the Gietart crew didn't have to worry: the

machine was greeted with great enthusiasm! As an example, this became clear when the chairman of one of the biggest exhibitors, a worldwide renowned producer of laser cutting machines, took the time to personally pay his respect. It became clear through the reactions of customers, colleagues and other interested parties. And it also became clear through the number of people that halted to admire stand and machine or even photograph it.

Stand

The stand was in fact the first real appliance of the new style of Gietart. Anybody who took the new brochure or even reads this newsletter will recognize a number of elements of style. The stand definitely formed a worthy stage for the new machine. The 6 meters high, black walls, the long bar and the seats were built around the Sprint and accentuated the colours and forms which distinguish the machine.





ch fair



Success

The number of visitors on the stand more than doubled, compared to 2004. Over a hundred companies have asked for a meeting shortly after the fair or for a quotation. A few customers even bought a Sprint on the spot! In the meantime, Sprint machines have been sold in almost all European countries. To Gietart it is clear: the road taken is the right one. In the years to come all Gietart products will be redesigned according to the new concept.

Germany – the Netherlands

Everybody is in the world of transport knows that Krone is a renowned manufacturer of trailers. Not everybody knows that every trailer is shot blasted in a Gietart machine.



In 1996 Krone bought his 3rd Gietart machine, a CH 3000-10 for this goal, which removes the rust and other impurities from all angles and crevices of the construction. In order to free the trailer from abrasive it is mounted to a giant carrying axle, which lifts the trailer edgewise and turns it around a number of times. After that it is cleaned in several acid baths, painted by hand and transported into the final assembly line. Twentyfivethousand pieces every year. A special service of Krone is the possibility to park the finished trailer on the - guarded - premises in Werlte until the customer needs it. Hundreds of trailers are standing in line, waiting for their new owners.

The people from Krone and the maintenance crew from Gietart had discussed it before: it was time to change the level of the traditionally emotionally charged soccer match Germany – the Netherlands. On the 28th of October 2006 it finally came true. The Gietart team and their supporters left by bus for Werlte, Germany where the day started with a welcome and a factory tour.

After that the soccer match was played and justly won by the Krone people. Fortunately this did not damage the good spirit and the day was ended with a festively barbecue. The revanche is set for the springtime, in the Netherlands.

The right address for used shot blast machines

Good to know: the Gietart group has a specialized division for buying, demounting, revising and erecting all kinds of surface treatment installations all over the world. In 2003 a separate department was founded within Gietart, because the existing organization could not help the customers with demands in this area in the way they deserved. Thanks to the great success, in January of 2007 the step was taken to serve the market for used machines in an independent business unit: USTB GmbH (Used Selected Turbine Blasters) is building its own company hall with offices in Germany and will exclusively focus on the special demands this market makes. For any challenge in which a used surface treatment installations could be the right solution, USTB is the right partner to talk to.

www.ustb.com

