

## Seamless Transition



### **HORN USA expands production with its own HiPIMS coating systems**

In 70 countries, the top players in automotive, chemical, aerospace, medical technology, and tool and mold making industries trust HORN's precision tools to drive their success. The USA is one of the most significant markets for the cutting tool industry and is becoming increasingly so. In its quest for perfection and enhanced service, HORN USA has now integrated a state-of-the-art coating line with two CC800® HiPIMS systems into its production process. This allows HORN to supply US customers with customized solutions for their individual requirements rapidly. The trust built over years of collaboration between HORN and CemeCon in Europe and North America has paved the way for a seamless transition to in-house coating for HORN USA.

HORN's trademark is delivering high-quality precision tools for demanding machining operations with short delivery times, which is where others struggle. To make this guarantee worldwide, you need high-performance production facilities with cutting-edge technology around the globe – especially in key markets such as the USA. At the main plant in Tübingen, Germany the unique HiPIMS technology from CemeCon has long been one of the cornerstones of HORN's success. Since 2004, HORN USA has had its precision tools coated by the experts at CemeCon, Inc. Now the production in Franklin, TN has been expanded and enhanced with in-house coating expertise to be able to support the US market quickly and efficiently with fully optimized products.



From day one, HORN USA was able to deliver the same quality as CemeCon with its own coating line

## The perfect combination for in-house coating

“It was clear to us that if we were to switch to our own coating production, we had to produce the same coatings ourselves, from day one. We needed to produce the same quality as before using CemeCon’s coating service and we needed the new products from Tübingen to be easily duplicated in the US. In other words, we needed the same technological capabilities as in Germany. And the training to not only integrate the coating technology into US production, but also to fully take advantage of its potential,” says Chad King, General Manager at HORN USA.

„For just over a year, we’ve been revolutionizing our COATING PRODUCTION in Franklin, thanks to our DYNAMIC PARTNERSHIP with CemeCon. By blending cutting-edge technology with unparalleled process expertise and SYNCHRONIZED TRAINING, we’ve achieved a flawless transition to in-house coating. From day one, we’ve delivered EXCEPTIONAL QUALITY and gained the power to INNOVATE OUR COATINGS and tailor them to our exact needs.“

Chad King, General Manager at HORN USA

HORN looked for and found a solution with its long-standing partner CemeCon. HORN invested in a turnkey coating line – consisting of two HiPIMS coating systems, substrate pre- and post-treatment equipment, and all other necessary peripheral systems – with technology “made in Germany” and training “made in the

USA”. Chad King comments: “With CemeCon as our technology partner, we have received the all-inclusive turnkey package: First, the technical equipment and second, the full customer service package complete with knowledge transfer, training for our employees, and support from the coating experts from Horseheads in collaboration with our German colleagues. This combination is perfect and allows us to do an outstanding job!”

## **Unique knowledge transfer ensures a smooth start**

When integrating an in-house coating line into the production, CemeCon has a decisive advantage: The experts use the same technology in their coating service every day – in all coating centers around the globe. As a result, the team at CemeCon, Inc. knows the coating and peripheral systems, processes and workflows down to the smallest detail and provides its customers with optimum support. “HORN and CemeCon have a decades-long partnership – both here in the USA and in Germany. This means we know HORN’s requirements and high-end quality level inside out,” says Ryan Lake, Sales Manager at CemeCon, Inc.

The operation of the HiPIMS coating system is self-explanatory; the key to the success of in-house coating production lies in understanding the workflows and the entire process from start to finish. Over the years, CemeCon has optimized the processes so that they are easy to learn and understand. “We pass on our knowledge and experience during training at our coating center in Horseheads, NY or at the customer’s site. The training is identical for customers and our own employees. We know from our own experience that our training quickly and reliably imparts the know-how needed to master the coating process successfully. And if there are still questions, we continuously support our customers whenever it is needed,” says Eli Roberts, Technical Manager at CemeCon, Inc.



The transition to in-house coating production went completely smoothly at HORN USA – thanks to CemeCon training

## Seamless continuation of quality

Chad King: “For just over a year, we’ve been revolutionizing our coating production in Franklin, thanks to our dynamic partnership with CemeCon. By blending cutting-edge technology with unparalleled process expertise and synchronized training, we’ve achieved a flawless transition to in-house coating. From day one, we’ve delivered exceptional quality and gained the power to innovate our coatings and tailor them to our exact needs.”

## HORN Group

[Paul Horn GmbH](#), based in Tübingen, Germany, has been developing and producing grooving, longitudinal turning and slot milling tools with impressive performance and reliability since 1969. In 70 countries on all continents, companies in the automotive, chemical, aerospace, medical technology and tool and mold making industries produce with precision tools from HORN. The success of the high-performance tools is based on four pillars: an in-house research and development department, in-house coating technology, in-house carbide production and in-house manufacturing technologies. More than 25,000 standard tools and over 150,000 special solutions speak for themselves. Thanks to cooperation with international locations and numerous partners on all continents, HORN can reliably support customers worldwide.

[horn-group.com](http://horn-group.com)

Paul Horn

CC800® HiPIMS

HiPIMS

In-house coating

Automotive industry

Medical technology

Tool and mould making

Aerospace

Coating plant