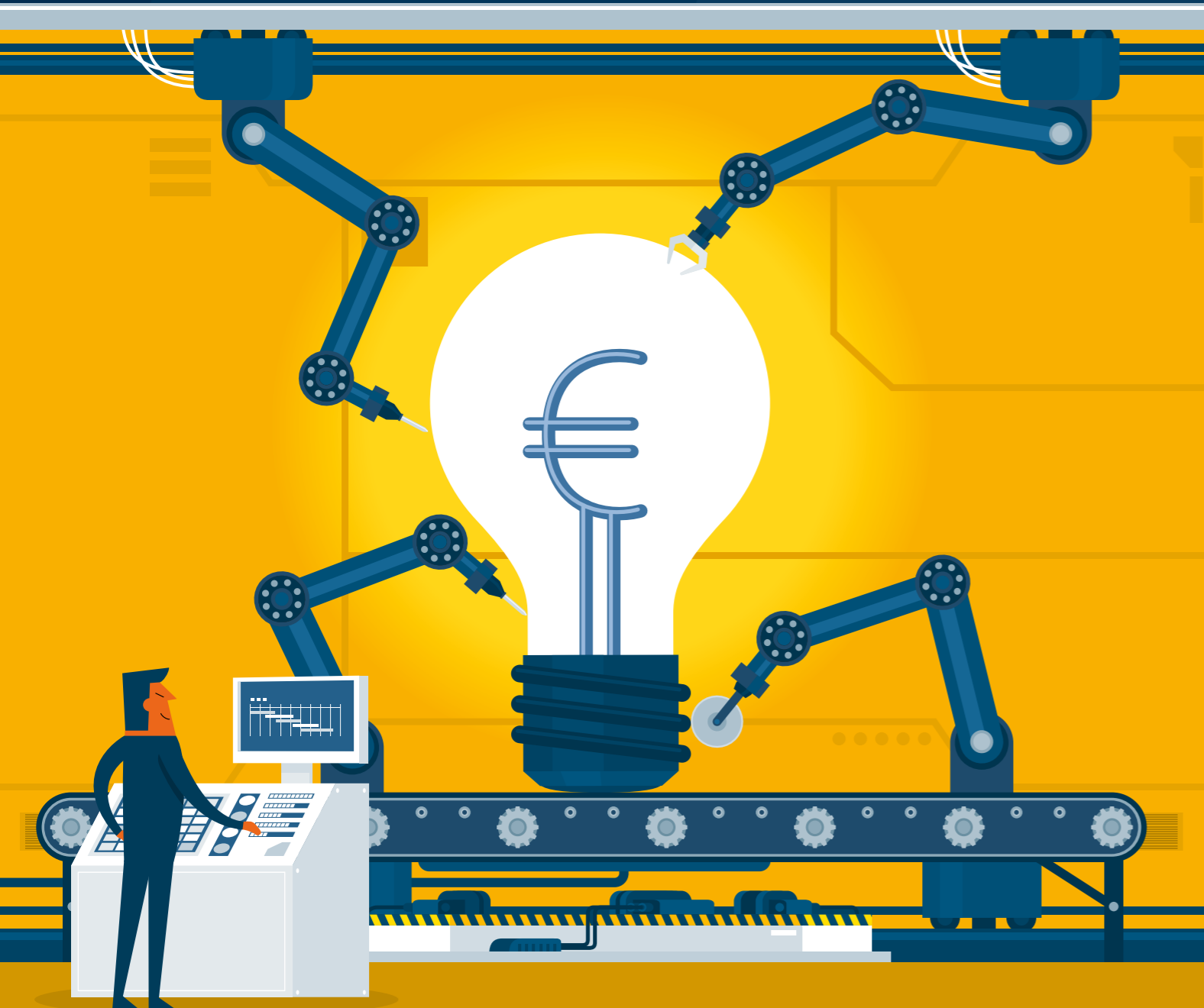
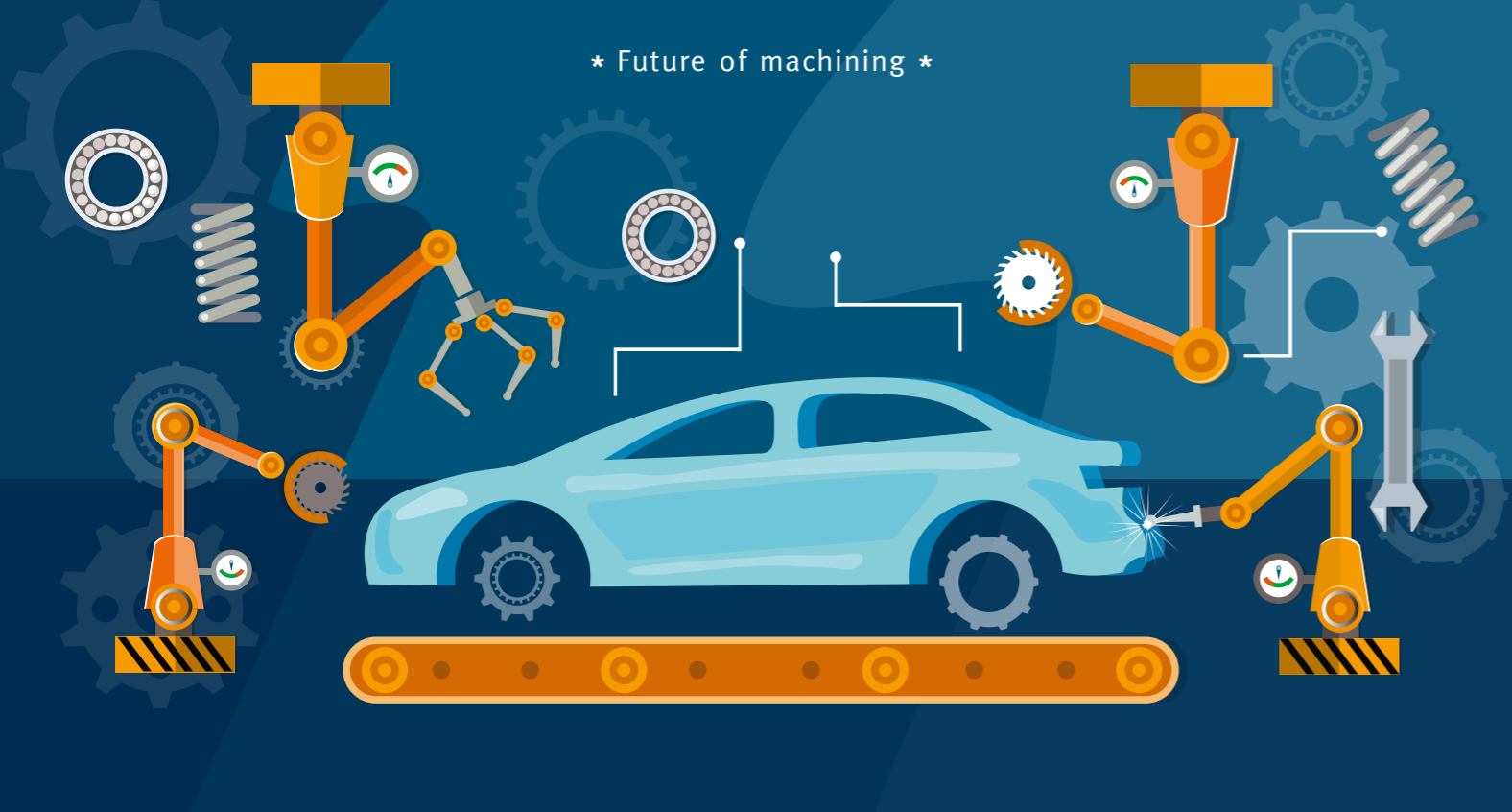


# Driving factors for the future of machining





# Moving toward the future!

Toni Leyendecker, CEO CemeCon AG

## WHERE ARE WE HEADING?

The developments are foreseeable. There is a wealth of evidence from analysts and market researchers: The combustion engine is under greater scrutiny than ever before. And while this form of mobility is standing still, vehicle concepts with alternative drives are very much in the fast lane.

Entire fields of production and services are interwoven with the automotive industry in a very essential way. The same applies to the machining industry: tool manufacturers, coating companies, regrinders etc. But all those production and service fields are interwoven with the classic automotive industry.

New mobility industries have different roots: telecommunication, IT, online business etc. They are used to faster product cycles and clearly react unconventionally to challenges and requirements.

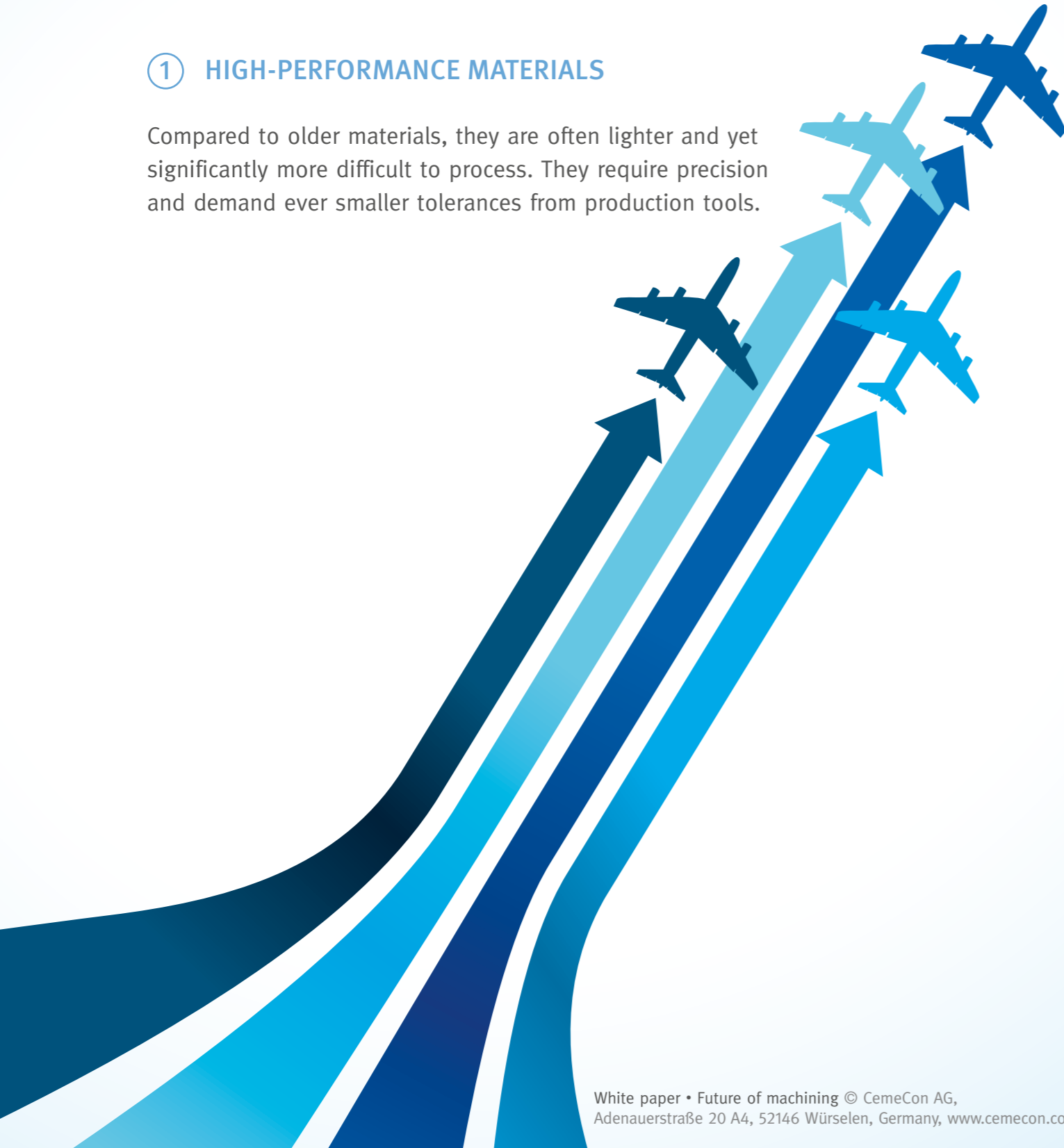
They're not interested in rougher aspects and think in microcosms where small dimensions can achieve enormous effects. Whoever already carries the innovation gene within them today will succeed on the competitive markets of tomorrow. Mobility on wheels will be a market of many. High-performance materials will have to be processed in aeronautics, biomedicine, communication and fields we can't even imagine today.

## ARE WE READY?

# Success factors

## ① HIGH-PERFORMANCE MATERIALS

Compared to older materials, they are often lighter and yet significantly more difficult to process. They require precision and demand ever smaller tolerances from production tools.



## ② TIME TO MARKET

Nothing new: It is still a key requirement and has become even more urgent in view of the new diversity. Diversity of materials, diversity of parameters and a constantly growing diversity of competitors in a globalized world.

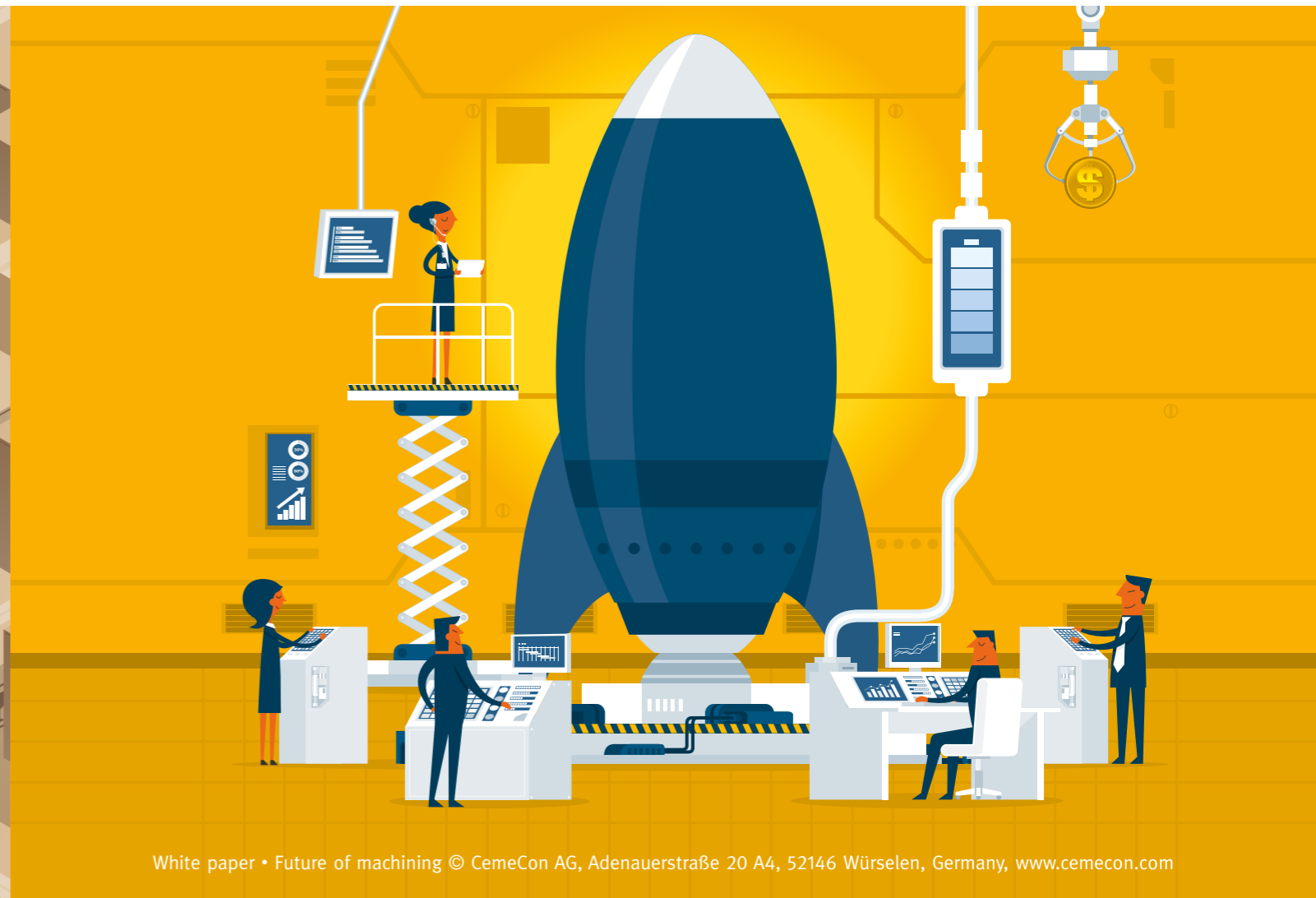
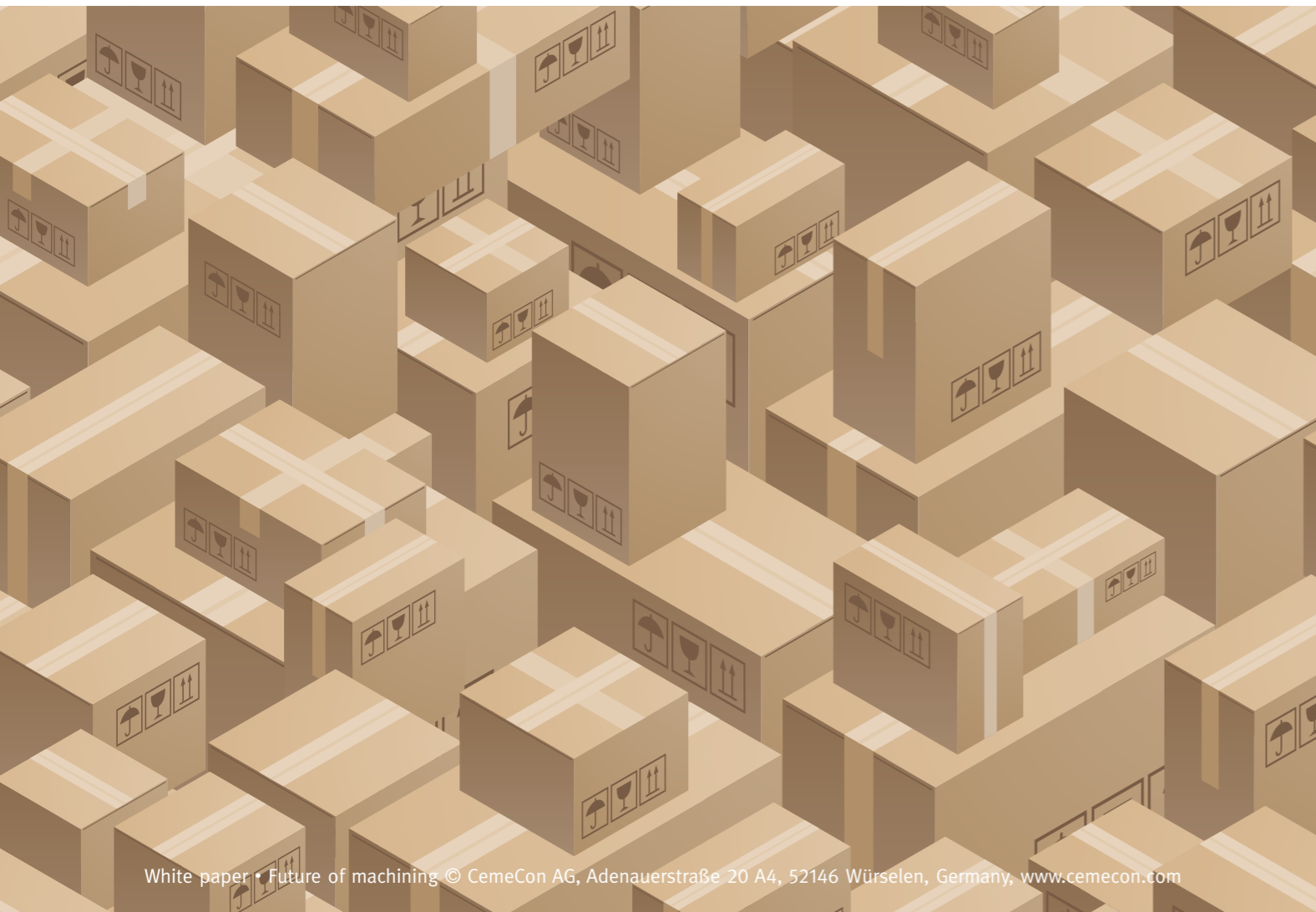


### ③ BATCH SIZES

These are already changing today. They are ever smaller, more individual and more precisely adapted. And they need to be delivered quickly. Small batch numbers combined with ever more diverse specifics mean far greater complexity in production.

### ④ PROFILE

You could also call it brand management. A strong market position depends on the unique characteristics a brand communicates. As simple as it may sound, that sometimes even means visual qualities such as the tools' individual color scheme. Brands will be able to stand out even more if they can impress in terms of performance. The most successful brands will have both attributes.





## ⑤ OPENNESS

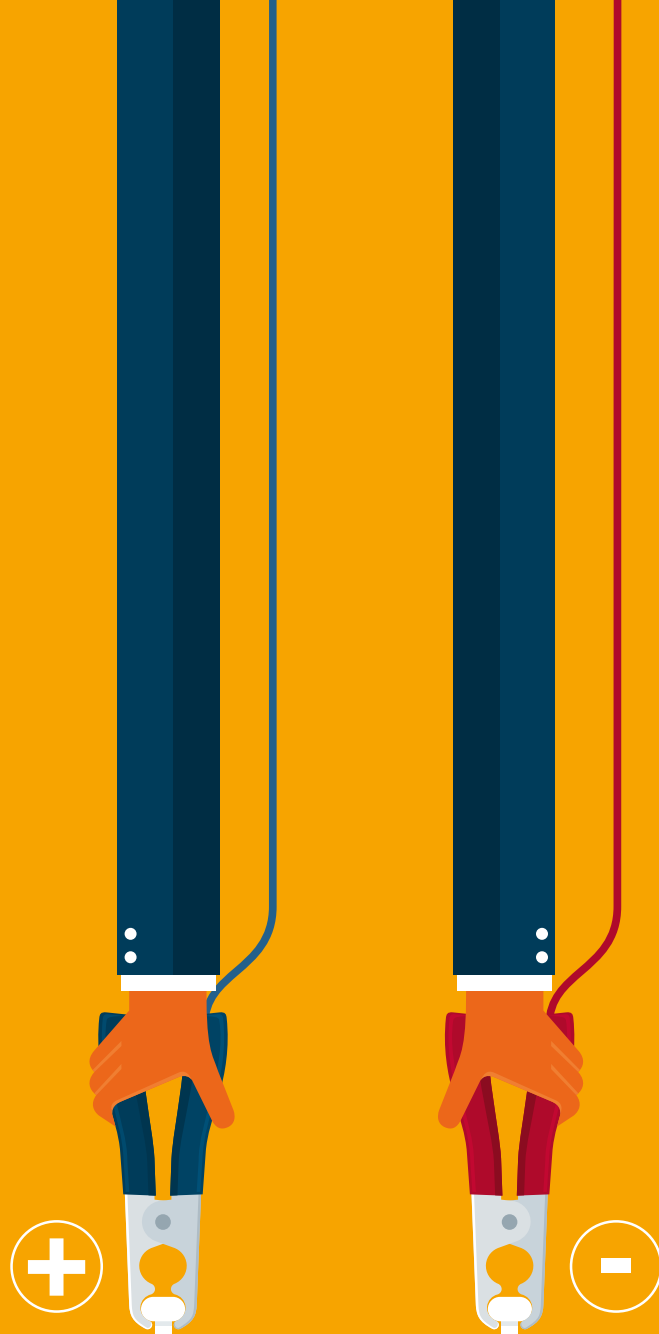
Closed systems have always had foreseeable sell-by dates. Flexibility, individualism and fast adaptation do not thrive inside black boxes. Open systems are required that allow sustainability through maximum parameterization while also protecting and supporting the intellectual property of visionaries.



## The trend?

Moving away from standard coating as a commodity and toward coating as an answer to market requirements. Reaction, speed, flexibility and a forward-looking approach continue to define the required qualities on the precision tools market. In fact more so today than ever!





CemeCon provides worldwide coating construction, coating services and coating systems from a single source. Every day, Cemecon coats up to 80.000 precision tools in premium quality at the world's largest coating center for machining tools, using coating units developed by CemeCon.