

The next generation of ultra-emission technology

## BRANKAMP X7: setting new benchmarks

At the EUROBLECH, BRANKAMP presented their innovative ProcessMonitoring-system X7. This new generation is able to convince with technically mature, state of the art monitoring-technology. Even now, BRANKAMP X7 already fulfills the complex requirements to be met in monitoring modern servo presses.

The new BRANKAMP X7 was one of the trade show-highlights at EUROBLECH. The innovative ProcessMonitoring-system proved to be a real eye-catcher, thanks to its modern design. Yet not only the aesthetics are convincing. Within the appealing housing, you will find the finest high technology. Workers for instance are from now on able to register with the system via RFID-technology,



fast and reliably. Other possibilities of the new system are pro-

missing as well: BRANKAMP X7 is already designed to work with the new servo press-technology.

**Ideal for use  
with servo presses**

Experts suppose that production of car bodies and other sheet metal parts will soon be handled exclusively on servo presses even-

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## NEWS

**ENGINEERING:  
GROWTH CONTINUES**



Incoming orders in the German engineering-industry figured in May 61 percent above last year's numbers, as the VDMA, the association representing the local machinery and industrial equipment industry, reported in July. Domestic demand increased about 50 percent, foreign transactions even increased by 68 percent. Comparing the three months from March to May, this results in an overall plus of 37 percent.

**DIN ISO 9001:2008 –  
QUALITY MANAGEMENT  
CERTIFIED**

BRANKAMP just now has been re-certified for its quality- and process-management – according to DIN ISO 9001:2008 (Certificate No. 79637-2010-AQ-GER-TGA). Karl-Heinz Baumfalk, production manager at BRANKAMP, says: "We have installed a special quality-management system." It convinced the external auditor from "Det Norske Veritas" (DNV). Especially clients from the automotive industry pick their suppliers according to certificates. Said certificates grant them that they may rest assured that all processes at their suppliers' plant are running smoothly.

**QUOTE OF THE MONTH:**

**»Small things make perfection, but perfection is no small thing.«**

*Sir Henry Royce,  
Co-Founder of Rolls Royce*



A BRANKAMP CMS-System installed on a Doosan Puma 300L.

Punching-innovation

### The tried and proven PK4U with touch- screen



You cannot imagine modern punching operations without it: BRANKAMP PK4U is a well tested and popular system when it comes to slug detection and other tasks. At EUROBLECH, BRANKAMP introduces the next generation of this successful system: BRANKAMP PK4U Touch. The usual simple and intuitive handling is being complemented by a modern touchscreen that has been adapted to a rough industrial environment.

**The special issue**

Service is the key to success

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## News

### AUTOMOTIVE INDUSTRY: FAST RECOVERY

The German automotive industry is leaving the crisis behind faster than expected according to industry association VDA. Exports were increasing about 44 percent during the first half of 2010 in comparison to 2009. The motor of this development are heavy demands from the USA and China. For the overall year 2010 the VDA expects a level in exports slightly over the rates of 2008 and just under the results of record-breaking year 2007.

### FIGURES OF THE MONTH:

#### Germany: European Patent-champion

Germany	11,384
USA	11,352
Japan	9,439
France	4,031
United Kingdom	1,646
Netherlands	1,595
China	351
Spain	348
Czech Republic	40
Poland	33
Slovak Republic	9

Source: European Patent Office

The number of European patents registered in Germany exceeds that of any other competing nation. In 2009, more than 11.000 patents were approved by the German Patent and Trademark Office on a European level. This bespeaks the innovative power of German companies, who registered twice as many patents as the UK and France put together. One quarter of all European patents is based on the work of German scientists.

### IMPINT

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### Portrait

## No challenge too big for an engineer



"I was simply looking for yet another challenge within the

Karl-Heinz Baumfalk has been part of the BRANKAMP-team for 30 years now. Baumfalk (aged 58) was head of the BRANKAMP-development department for a while now – and since the start of 2010 he is also in charge of manufacturing as production manager.

company", Karl-Heinz Baumfalk explains. In October 2010, the amateur photographer and avid crime fiction reader celebrated 30 years on the team. "As production manager, I have a lot more responsibility for the workers, the whole organizational business complements the technological challenges." During

his 30 years with BRANKAMP, Baumfalk was instrumental to many system-innovations, for instance the development of industrial terminal GT. As the new production manager he is from now on looking forward to not only develop BRANKAMP innovations, but also realize their production.

### Monitored by BRANKAMP

## Sawing like a real pro

Christmas without a Christmas-tree? Unthinkable in Germany, home of BRANKAMP. Roundabout 28 million Christmas-trees are adorning living rooms, offices, churches and public places throughout December. Whether the tree was bought or fetched from the woods on your own – the festive green fellow is usually cut down by means of a motorsaw.

Comparing the first sawing-machines as used in the woods before the year 1900 to the common one

man motorsaws of today, one is faced with an enormous leap in technology: Today, motorsaws are fairly advanced technical products. Centrifugal forces and vibrations gene-

rated by the operating engine are controlled and kept at bay by sophisticated

construction, which enables prolonged work-periods with modern motorsaws. Working with motorsaws involves a considerable amount of danger, which makes relentless quality in production all the more an important issue. Only if all components interact at optimum level will all internal failsafes such as chain braking systems, short circuit switches and handguard work as desired. In the production of high powered motorsaws, manufacturers often rely on ProcessMonitoring-systems by BRANKAMP.



rated by the operating engine are controlled and kept at bay by sophisticated

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## BRANKAMP X7: setting new benchmarks

rywhere. This new press generation employs servo motors which are directly connected to the eccentric wheel, a technology which might soon be the industry's new operating standard. Quality management, optimum adjustments and machine protection – all could be handled by the new BRANKAMP X7. It presents the next generation of

the well proven ultra-emission-technology from the technology pioneers of BRANKAMP. At EUROBLECH, the system was introduced for the first time with hindsight to possible applications in stamping-operations. One thing is clear: When it comes to slug-detection, the new system is also moving way ahead of the field, thanks to its new innovati-

ve possibilities. Excellent signal quality thanks to an "intelligent charge amplifier", up to 24 analogue monitoring channels as well as ideal connection to the modern BRANKAMP FactoryNet are just a few of the plusses the new system offers. BRANKAMP presented the innovative X7-technology at EUROBLECH in hall 27, booth G53.

BRANKAMP focuses on clienting and service

# Service is the key to success

If German companies lose customers, then bad service is the reason in seven out of ten cases, according to service-expert Sabine Huebner. A frightening ratio. All the more, because great service gives companies a competitive edge. BRANKAMP has embraced service for many years in its company philosophy. That shows in daily practice, when the 15 men of the service-crew are on the move.

“Of course, innovative products and fair pricing do play an important role, yet more often than not it is our comprehensive service offer which makes the decisive difference“, says BRANKAMP-manager Hans-Peter Schneider.

There are few white spots on the BRANKAMP-service map: After all the company is present around the globe with four national service bases, 43 points of contact worldwide, as well as subsidiaries in Italy and the USA – not to mention the eleven employees of the core service-team based at the company headquarters in Erkrath. “In an average year, we all put together cover 420.000 kilometers on the road“, says Georg Tapaß, one of the five leading service-technicians. “That’s roughly eleven times around the planet.“ BRANKAMP offers full-service from one hand – ranging from consulting and installation to maintenance and repairs. Thanks to their competence and their long years of experience, the “service-pros“ from BRAN-

KAMP also develop unusual and special ProcessMonitoring-solutions, tailored exclusively to their customers’ needs. In order to stay up to date in the ever-changing world of industrial production, all members of the service force undergo state-of-the-art training at regular intervals. “This is very important, because it’s only like this that we may offer our customers the best service possible“, emphasizes BRANKAMP-employee Walter Nieland.

## Intelligent software for more service

ProcessMonitoring-systems from BRANKAMP support companies and enable a smooth production process. In order to be able to master this task, they have to be in permanent top-shape. BRANKAMP-service staff visit clients on a regular basis and check the respective ProcessMonitoring-systems in use. “Keeping maintenance at regular intervals secures that installations are always ready and thus has a considerable influence on achieving a per-

manent optimum in productivity“, says Hans-Peter Schneider, BRANKAMP-manager, pointing out the advantages.

And if a malfunction does happen or a systems-swap becomes necessary, speed is of course of the essence. “The faster and the better we are, the earlier our client will be able to restart production“, says service staff-member Volker Simon. The FactoryNet-tool Safe and Rescue (SAR) for instance makes swapping / exchanging systems a piece of cake: Until its introduction, ProcessMonitoring-systems had to be adjusted manually after their launch. This tedious procedure becomes obsolete thanks to SAR, since FactoryNet stores all relevant monitoring-data on one central server. Upon initial installation, new ProcessMonitoring-systems equipped with SAR find this FactoryNet-server out of their own accord and simply download the stored data from said server.

In our internet-age, BRANKAMP of course also offers comprehen-

sive service via online-connections. This encompasses user-support, software-updates and maintenance. And the priority is on security of course: For these remote services, BRANKAMP employs nothing but the most recent and secure technology.

## Knowing how to do it

In order to achieve an optimum in production, the entire potential of man and machine must be put to use. Further training is one decisive factor here, as Hans-Peter Schneider knows. “Investing in hard- and software alone is not enough. Employees must be trained well in dealing with new technologies. A tool after all remains a tool – and it is only as good as the person handling it.“ BRANKAMP has thus developed a comprehensive training-concept for optimum usage of ProcessMonitoring. Next to seminars at the headquarters in Erkrath, BRANKAMP also offers field-training at clients’ production facilities.

## The lead-crew of the BRANKAMP-service staff



Werner Goebel



Uwe Möller



Walter Nieland



Volker Simon



Georg Tapaß

Innovative design for BRANKAMP CMS-system

# Excellent work on the man-machine interface

Clear outlines, clearly laid out control panels, timeless and yet reinvented: Since design and usability are experiencing more and more emphasis in production as well, the BRANKAMP-development department has worked with great care on the outward appearance of the successful machine protection system CMS. The result: an innovative “facelift“.



If you think design is less important in industrial goods than in consumer products, then you're wrong. Innovative design heightens usability and safety. One more reason for BRANKAMP to never rest on their laurels in this area.

A fresh color-scheme, lay out of user interface according to the most recent ergonomic findings as well as a sturdy metal-frame, which makes the device even

more precious and longlasting: In redesigning the CMS-interface, user habits were observed in order to arrive at real improvements. Thomas Krieger, BRANKAMP sales-expert: "We wanted to offer the user essential improvement while not forcing anything on him." And one more frequent wish from clients was realized: The innovative SSC-function has now become a default-standard for all CMS-units. Krieger: "The SSC-pro-

gram permanently checks CMS-functions. Our customers kept on demanding that this should be introduced as a standard-feature." BRANKAMP's design-team succeeded in refurbishing the man-machine interface. Better design after all does not just look better – it also heightens usability and improves the device ergonomically. This influences the costs and benefits-ratio in the entire company. Krieger: "If you have fun at work, you per-

form better, that much is clear." And: The design-improvements are not realized at the expense of the known BRANKAMP-quality: "You've got to be careful there", emphasizes Krieger. Since even though industrial manufacturers by now put greater value on design, one thing still remains obvious: "They also demand relentless adherence to the quality standards by which they usually measure the performance of our systems. "

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