



## A MORE COMPETITIVE EDGE WITH TORNOS

**When we think about the Bronx in New York, Swiss CNC screw machines are not the first thing to come to mind. It is therefore quite surprising to find Supreme Screw Products, Inc. there, only a few blocks from the Yankee Stadium. But skills can be found everywhere, and oh, what a high level of skill we discovered there. Over the past few years, when the rest of the market was slowing down, this company tripled its number of employees and its results skyrocketed. How?**



Ralph Lauro, Vice-President of Sales (on the left) and Misha Migdal, President, discussing a quotation for a very complex part.

The company manufactures high-end components for the Defense and Medical industries. It is hard to believe that the parts they produce are finished on automatic lathes. The components look like they were manufactured using several machines with a series of set-ups. However, one Deco, if used efficiently, will eliminate the need for several machines and operators. The result: Better machined parts, higher quality, and at a lower price for the customer.

### **A never-ending challenge**

*"Customers always want better prices and the parts are becoming increasingly more complicated. The challenge is to find clever ways to produce the parts and thus, to be able to make the parts ahead of the*

*competition,"* says Misha Migdal, the company's President. To be one step ahead, Supreme Screw Products, Inc. relies on three elements: Its team of dedicated professionals, its machine pool, and its vision of the business. *"I never say no,"* says the President. He adds: *"We try to offer our customers the best solution time and time again."*

### **The best people**

"I have to train my employees to make them see and think like me in terms of customer orientation and ways of dealing with our business," says Misha Migdal. New York may not have the largest set of skills to draw on for screw machining, but, the company's employees are nonetheless highly skilled

## Presentation

and motivated. *"It is never easy to find well-trained people, so we have developed in-house training to make people achieve the different skill levels that are needed to help our customers,"* explains Paul Zherebtsov, Production Manager. Paul himself is a "graduate" from the training provided in-house at Supreme Screw Products. The first stage, continues Paul, involves the operators. They are responsible for keeping the machines running. They feed and check the machines, as well as maintain them. In the second stage, the operators are able to set-up the machines and edit existing programs. Finally, in the third stage, they can produce the parts, set-up and program the machines; basically, they can do it all. When asked about hiring skilled people, the boss is very clear: *"That's impossible. I hire very ambitious people that are willing to be trained and help the company grow. They are working with Supreme Screw Products by choice."*

### The best machines

*"We're familiar with the different kinds of Swiss turning machines on the market. Before choosing Tornos, we had carefully considered all our alternatives. We chose the Deco machine because it's the only one that can put 4 tools in the material simultaneously. It may be tricky to use it at full capacity, but it clearly gives us a competitive edge,"* states Mr. Migdal, when speaking about the machines. And the boss is also impressed by TB-Deco: *"The clarity of the manufacturing process is just perfect. We can see directly how any change in the balance of operations affects cycle time. The real-time visual tools and the wizards are well done. The software helps us save money."*

**The more complex the part, the more Supreme Screw Products' customers benefit from the company's technology and experience.**

### Where skills make the difference

Paul Cassella, a Tornos engineer says: *"When some people from Tornos Moutier, unaccustomed to Supreme Screw Products' creative work, saw the parts SSP produce using their Decos, they had difficulty believing it."* It is what clearly distinguishes the company from others. But the President is very clear: *"We are not the market's only company to make outstanding parts. Somewhere, there are people as good as us, and we are motivated to always strive for excellence."* The company also invests a lot in its quality system (ISO 9001:2008 and ISO 13485:2003 certified), as well as the people using it. Communication within the company is crystal clear and brief production and quality meetings are held daily. Mr. Migdal says: *"We always offer our customers in-depth knowledge and expertise at the best price and on time, without compromising on quality."* The company's growth clearly points to the management's vision of business.

### The best service

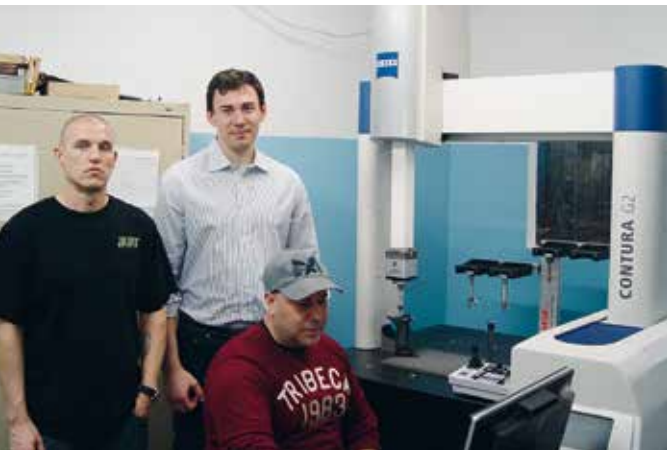
*"We are well supported by Tornos, we have a good relationship with both the US subsidiary and the headquarters in Moutier,"* says Mr. Migdal. He continues: *"We are very lucky in the US as we have Paul Cassella, as well as Roland Schutz, who is in charge of service. These guys are amazing; they help us solve*



David Rubin, Quality Assurance (on the left) and Paul Zherebtsov, Production Manager in front of the "most advanced machine".



Misha Migdal and Boris Shimunov, Shift Supervisor



To guarantee a perfect quality, the company also invested massively in the quality control department. From left to right: Paul Zherebtsov, David Rubin and Hacene Boudebaba, Quality Control Manager.

*our problems quickly and efficiently.*” Roland says: *“We know that we cannot leave our customers with a machine that doesn’t work, it’s bad for them, but it’s also bad for us.”* Tornos USA is also committed to the Swiss quality of Tornos products.

**A partner for the future**

To offer even more to its customers, Supreme Screw Products offers prototype capabilities, component design services, as well as assembly possibilities. With its skills and machine pool, the company aims to machine any part (even the most complex ones) at the best possible price, quality, service and delivery.

*“The parts are only limited if they have not yet found a way to machine them.”*



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**SUPREME SCREW PRODUCTS, INC. IN A FEW WORDS**

- Founded:** 1963
- Current management:** Misha Migdal, took over the company in 2008.
- History with Deco:** First machine acquired in 2003.  
 In 2013, the company now owns 15 machines and has just ordered two more.  
 Deco 10, 13, 20 and 26.
- Employees:** 40
- Markets:** Medical, defense and aerospace.
- Batches sizes:** From prototypes through to large series.
- Main asset:** In-depth knowledge of screw machining for difficult parts.