

# PRESS RELEASE

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## **Nine products from new range launched simultaneously!**

Moutier, 20 May 2008

The main European and American trade fairs are approaching this summer and Tornos is taking this opportunity to unveil its new Delta range. This series of machines was born of the agreement reached with Tsugami, comprising nine models from 12 to 20mm in 3, 4 and 5 axes with the Swiss manufacturer now delivering an altogether simpler range of machining solutions.

We met up with Alain Augsburg, the man in charge of the Delta line at Tornos to talk about this radical new development.

### **Question**

Mr. Augsburg, why did you create this Delta range - does it not represent a departure from what I might call the historical market for Tornos?

### **Alain Augsburg**

In actual fact, this new range is perfect in keeping with our development strategy, and we wish to offer machining solutions for all types of needs relating to automatic turning machines. With Delta, we will be offering entry-level products. Our customers need different machines depending on the workpieces they have to produce. We are being asked to provide simple machines that enable these customers to create relatively straightforward workpieces in a cost-effective manner.

### **Question**

Could you tell us more about this agreement with Tsugami? Are these Delta machines true Tornos machines, or are they Tsugami products?

### **Alain Augsburg**

There is no doubt about this matter: these are true Tornos machines, which happen to be manufactured by Tsugami. Essentially, we are working with Tsugami as a manufacturing partner, producing Tornos machines on our behalf. The assembly lines in these factories will include beige machines as well as machines made to the new design and sporting the colors of Tornos.

### **Question**

What prompted you to work with Tsugami, are they not one of your competitors?

### **Alain Augsburg**

True enough, we are sometimes in competition with one another, but only on rare occasions. You see, Tsugami products complement rather than compete with Tornos products. This is true in terms of their differences on the market in terms of level and presence.

Our agreement is founded on several points, one enabling us to produce Delta machines at Tsugami, a company with a good production capacity. Both parties stand to gain from this arrangement. Secondly, Tsugami is going to help us promote our multi-spindle turning machines in Asia.

### **Question**

What underlines this partnership decision? Would it not have been simpler to develop the Delta range yourselves?

**Alain Augsburg**

The partnership enables us to benefit rapidly from expertise in the production of simple machines. If we had launched ourselves into the industrialisation of this type of product from a standing start or virtually from zero, we would have needed much more time.

**Question**

This Delta line is intended for the production of simple workpieces and is distributed by the Tornos network. What is the intended target market?

**Alain Augsburg**

Our Delta 12 and Delta 20 machines are aimed at all companies involved in the bar-turning business and who manufacture simple workpieces requiring 3, 4 or 5 axes machining. It's certainly true that we will be offering new means of production to our existing customers, providing a wider range of choice as well as offering the same to all the other companies out there who are not yet customers of Tornos.

**Question**

It is well known that the more complex the parts being manufactured, the more scope is needed to adapt the machine. Sometimes, this type of product is also sold with a turnkey setup, i.e. ready for immediate operation. What will the Delta machines have to offer in this regard?

**Alain Augsburg**

Our machines are sold fully equipped whilst it is still possible to add a few options; we are talking of simple machines. These are not the DECO units on which virtually any device or fixture can be fitted. Here, we are looking at quite a different scenario. With regard to turnkey setups, I would say that the door is not closed, but this approach is not common with this type of product.

**Question**

What training provision is available for buyers?

**Alain Augsburg**

We will deliver this service. Given that this is a range of simple machines featuring standard programming, Delta only requires a small amount of training provision.

**Question**

You do not program this family of machines with TB-DECO, do you?

**Alain Augsburg**

No. The performance of the TB-DECO increases as the number of axes rises. The simpler the machine, the less this system benefits can offer. Since Delta machines are very simple, we opted in favor of standard programming.

**Question**

Could you tell us about the machines being offered?

**Alain Augsburg**

We are bringing nine machines to the market in the first instance: a 12mm unit with 3 axes, one with 4 axes and a 12mm unit with 5 axes. The 12 mm 3 and 4-axis machines are being offered with rotating tools. Then we are fielding three 20mm machines, with 3, 4 and 5 axes respectively.

**Question**

What is the difference between these units and other products on the market?

**Alain Augsburg**

We have placed great emphasis on the ergonomics of these machines. It is obvious that, for very simple machines, the basic functions required of them are very simple to deliver, so emotional considerations perhaps weigh more heavily in the balance.

We will be providing a true Tornos machine that operators will find very agreeable to work on. The simplicity of access, good visibility, ease of tool changing are all features that make the Delta range a competitive and highly effective alternative to other products on the market. One important element is our ability to offer a complete range. If it arises that one particular Delta machine is not perfectly adapted to customers needs, we can offer them a Sigma or a DECO e, or even perhaps a DECO a.

**Question**

What can you tell us about the bar feeder and its options?

**Alain Augsburg**

We are going to be selling a choice of machines with or without a bar feeder. Obviously, the bar feeder we provide is one adapted to suit the price of the machine. With regard to the options, as mentioned above there really are very few to choose from.

**Question**

You are banking on offering machining solutions at a carefully considered price to enable customers to manufacture simple workpieces. Traditionally, this market has called for a great deal of responsiveness. What will be your delivery lead times?

**Alain Augsburg**

The first machines will be available towards September/October 2008 and thereafter we will be planning on the basis of delivery lead times of 2 to 4 weeks.

**Question****Decomagazine**

Many thanks Mr. Augsburg; we have a firm date in our next edition to talk to you in more detail about the characteristics of these machines, with a view to presenting the entire Delta range to our readers.

**Last minute**

Delta 20/5 II (20mm 5 axes equipped with rotary tools) was exhibited at Siams in Moutier (Switzerland) from 20 to 24 May 2008.

For all questions relating to the Delta range, please feel free to contact Alain Augsburg at all times [augsburger.a@tornos.com](mailto:augsburger.a@tornos.com)

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