

LATERAL THINKING

IS A GREAT TOOL!

Uli Werthwein im Gespräch mit Maxi Q. zur Avantec-Agenda 2018, den vier Key Applications und zur Sache mit dem »Q«.

1 | Is it really all about the »Q«?

UW | Well, if you make a living in the world of machining; that would be a resounding „yes.“ Avantec milling cutters are designed to deliver maximum chip volume rates Q. In our eyes, besides evidence of productivity and cost effectiveness, Q is also a benchmark for the quality of a production process as it relates to process reliability and precision.

2 | Let's talk about precision. In 2017, Avantec placed the focus on its key application »High Precision.« Did this yield any new insights and benefits for users?

UW | We made a very conscious effort to review milling processes under the aspect of reproducing precision. Whenever the machine tool reaches critical high load operation levels, our high positive tools offer one enormous advantage: soft cutting. This precision is attained in conjunction with significantly longer tool lives; hence we achieve greater precision and thus also more Q. On the other



hand, this means that more stable and powerful machines make even better use of our tools' Q potential.

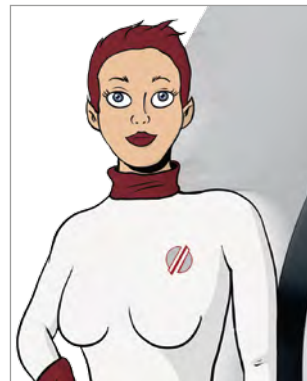
3 | What are these four key applications all about? What is the purpose of allocating the tools to these four »key applications«?

UW | From a strictly functional perspective, this is a very clear and simple method to help customers navigate our product portfolio. Within these four categories, we define the milling operation requirements. This

vision enables us to ask ourselves and our customers the right questions. Is it high depths of cut or rather dynamic high feed machining that delivers more Q? Is it possible to consolidate roughing and finishing into a single operation? Which tool is best for the finishing of functional surfaces? And which offers the longest tool life to implement high levels of precision?

4 | What do you especially promote inside the company and encourage among your employees?

UW | One key ingredient of our recipe for success is lateral thinking. My father was my role model as far as that is concerned and we successfully continue on that path. Lateral thinking is a fantastic tool if you want to create extraordinary ideas and solutions - and to be innovative. The German word is „Querdenken“ - so it even contains the letter „Q.“



5 | So, what's on Avantec's agenda for 2018?

UW | We are going to continue to research, test and ultimately further develop our tools within our four key applications. This time, the focus will be on »Heavy Duty.« We will conclude the analysis of the chances and limits inherent in additive

processes and evaluate the results. New markets and scopes of application, as well as customer satisfaction levels, communication, digitalization and automation are always on the forefront of our agenda across all departments. It's definitely not an overloaded, but sophisticated to-do-list for our entire team.

6 | How would you complete this statement: : „Without Q ...?

UW | ... you're missing something!“ (laughs)

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