

Newsletter Newsletter



MASTER TOOL, LLC
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Fig. 1



Fig. 2

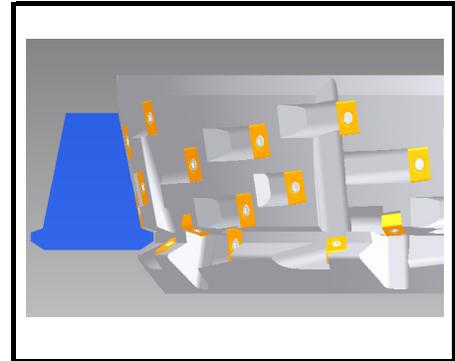


Fig. 3

Over a year ago, Don Bolton, the Sumitomo sales engineer in Oklahoma, had a customer that was buying a new machine to mill the weld preparation forms on the edges of heat exchanger panels (see **Fig.1**)

These panels would be milled on a vertical, twin spindle, special rail type of machining center. The machine would have twin 100 Horsepower milling heads to machine both sides of the heat exchanger panels at the same time (see **Fig. 2 & 3**). The materials would range from Inconel to 300 series Stainless Steel.

The competitors were Walter and Sandvik and the initial quote request called for 10 inch diameter cutters for two different forms. Over the next few months the cutters changed from 10 inch to 12 inch to 14 inch and finally to 16 inch diameters. The number of forms to be machined increased from two (2) to six (6).

There was a lot of confusion and not a great deal of information from the customer. But with Don's diligence, a great deal of support from his manager, Jay Martin and a very good distributor relationship with the end user we were able to present a final design and price.

It is also interesting to note that after Don received the order from the customer one of the questions that he asked was "why did you give the order to us?". The answer was very interesting and telling. The customer said that besides the fact that they liked our design - we treated them with respect. They said that during the year of changing things like the cutter diameters and part forms and all of the re-quotes - both of our competitors became very impatient with them. They felt that the competitor's sales people "talked down" to them and did not completely answer their questions. They also said that was never an issue with Sumitomo or Master Tool. We were always respectful and answered all of their questions.

Even though this process took almost a year to complete, the result was a very large order for a number of special milling cutters. This also will result in a very high volume of standard insert business in the years to come.

Congratulations must also go to the Master Tool design engineers. They developed a design that was very easy for the customer to understand and believe in.