

Newsletter



Taking part in the B2Run corporate run

Dear ALPHA LASER Customers and Distributors,

Current economic news worldwide does not exactly present a rosy outlook for the future.

The so-called Euro crisis, restrained economic growth in the all-important Asian markets and cautious consumer behavior in the USA are key reasons why we are faced with negative headlines on an almost daily basis.

It is therefore reasonable to ask the question: how will small and medium-sized firms manage to hold their ground under these difficult conditions?

Here at ALPHALASER, we are fortunate in having a very loyal customer base and a competent distributor network upon which to build.

Furthermore, the new products AL-SWS, AL-RB and AL 500, and the established systems from VL 50 through to ALFlak 300, have achieved wide acceptance in the market.

Of course, this year we shall again be bringing out new and reworked laser systems, which we shall present to you in November at EuroMold 2012.

Economic development is, of course, something that is outside our control. What we can do, however, is to stay in tune with and respond rapidly to your requirements, continue to improve quality, and bring you tools that you consider to be good value for money.

Nor, sadly, do we have any direct influence over the news. However, we can bring you our own news in the form of this newsletter, so that we can look to the future optimistically together.

We hope you enjoy reading it and wish you a successful second half of 2012. With warmest greetings from the town of Puchheim,

W. Seifert

Prof. Wilken

Do you have a company vehicle with an ALPHA LASER device depicted on it?

Send us your photos and we'll publish them in the next Newsletter.

Next trade fairs

FAKUMA

Friedrichshafen

16 - 20 October

Hall A4 / Stand 4014

EuroMold

Frankfurt

27 - 30 November

Hall 8.0 / Stand F96



We look forward to seeing you!

AL-SWS - the sensor workstation

Our new multifunctional laser workstation for the manufacture of sensor elements was extremely well received at the Sensor +Test trade fair in Nuremberg

This machine is equipped with variable inserts which are easily interchangeable, so that the entire range of special task settings used in sensor manufacturing can be covered in one system.

The AL-SWS effortlessly welds and cuts tubes with a diameter of up to 12 mm, e.g. sensors or sheathed cables, resistance thermometers, thermocouples or sheathed thermal elements.

The following work steps can be carried out:

- Contact welding
- Circular welding
- Micro welding
- Cutting
- Sheathing welding under mechanical pressure
- Special applications in consultation with the customer

This laser system can also be used for applications in medical engineering.



AL-SWS with inserts

Delivering the red Flak

Nohra – conveniently situated between the fine cities of Weimar and Erfurt, and easy to reach via the A4 motorway – is where PML-Lasertechnik GmbH has its headquarters.

PML is an experienced laser service provider in the field of tool and mold making and exclusively uses devices from ALPHA LASER for laser welding.

When PML ordered its eighth laser from us – another ALFlak mobil, this time in the company's color of **Bordeaux red** – we decided there and then that we wanted to be there when it was delivered. After all, PML is the only company that owns all of our mobile lasers: **ALM, ALMax, and ALFlak**.

We were extremely curious to see where our various devices are being used.

No sooner said, than done. Armed with a barrel of beer and some Bavarian snacks, we followed the smart red machine northward.

What we saw at PML left us most impressed. An entire hall full of ALPHA lasers!

We got to know employees there who are extremely motivated and proud of their expertise in welding.



PML Lasertechnik company vehicle

The three mobile machines





What makes PML so successful?

PML's customers particularly value their wealth of knowledge of tools and molds, their materials and their ability to deal with specific problems.

This makes PML an extremely competent service provider. Having formed the company as a subsidiary of his father's business DMF Werkzeugbau GmbH, Jens Märker, together with Steffen Panzner, started in March 2002 with two laser welding devices and 15 customers. Today they serve 260 customers, with eight lasers and 13 employees.

What's more, PML is set to expand still further. A new hall which can accommodate even larger and heavier molds is currently being built. "The current crane is limited to a weight of 10 tonnes. This is now no longer sufficient, since work on molds weighing up to 60 tonnes is needed for many car manufacturers", explained Jens Märker.

A further factor in PML's success is its flexibility. Customers can call in without making an appointment and can either pick up their work piece after a cup of coffee or, for bigger jobs, come back the next day to collect their mold.

In addition to its welding service, the company also offers follow-up services such as milling, turning, eroding and retouching in collaboration with its parent company DMF.



Well worth the wait... platinum sculpture of Mandela unveiled

To celebrate Nelson Mandela's 94th birthday on 18 July, Tom Rucker has now finally been able to present his art project



NELSON MANDELA Pure Mind - Rare Vision - Eternal Spirit

in Cape Town. On that day 40 prominent figures from business and politics met on the Cape Town Waterfront to witness the unveiling of Tom's sculpture by Prime Minister Zille. The invitation had been extended by Dr. Meyer, Minister of Cultural Affairs.

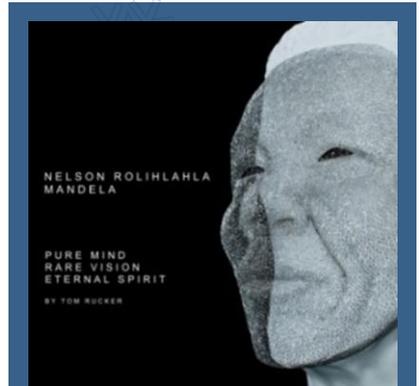
The artist had already received several invitations from South Africa to unveil his artwork there, but this had been held up at the last minute for political reasons. Tom Rucker had to learn that things move at a different pace in South Africa.

Tom was accompanied by a delegation from the Bavarian State Chancellery and our Sales Manager, Thomas Golinske. The project was sponsored by the State of Bavaria and ALPHA LASER.

The face (see picture right) consists of a fragile mesh of 0.2 mm-thick platinum wire and 1.9 million microscopic welded joints, which was welded using our ALM 200 device. For months, the artist worked for six to eight hours per day on Mandela's countenance. After it was completed it was mounted onto the head, fashioned from the finest white porcelain. The eyes are sparkling, black gemstones. According to Tom Rucker, the color choice of black and white is intended to symbolize Mandela's vision of unity.

The bust will be exhibited for a year in the Rupert Museum's Premier Collection of Contemporary Art in Stellenbosch.

For more information see
www.alphalaser.de/aktuelles/artikel



Nelson Mandela Day is celebrated all over the country. It is meant to inspire all South Africans to devote 67 minutes of their time for a social project, to support Mandela's vision of making the world a better place. The 67 represent the 67 years that Mandela was politically active.





ALPHA employees take part in the "B2Run" corporate

Every year a great corporate run - the B2Run - is held in Munich. 2,800 teams numbering over 30,000 runners took part this year. The 6.2 km circuit ran through the beautiful Olympic park and ended at the finishing line in the Olympic Stadium.

This year, for the first time, a team of 19 ALPHA employees registered for the run. They put in some vigorous preparation beforehand, including training together after work. The results speak for themselves: our team finished in 1,191st place, the fastest runner being our warehouseman Frank Alexej with a time of 30:16 minutes, and the fastest woman being Seden Demirkol with a time of 35:18 minutes.

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In brief

New carry case for accessories for our mobile laser systems

A special carry case with telescopic extension is now available for our mobile laser devices. It has room for everything needed for laser welding, such as accessories, manual, protective goggles, lamps and wires.

SPD group visits ALPHA LASER

Several SPD town councilors, the First Mayor Dr. Kränzlein and the mayoral candidate Norbert Seidl (now the new Mayor of Puchheim) visited ALPHA LASER, because they had been wondering for a long time what the laser company manufactured in their city. Our visitors were fascinated by the technology and the open atmosphere in our company, and summed up their visit in the press as follows: *"This small yet distinguished company in the Puchheim Ikarus-Park delivers the latest high-tech laser welding systems all over the world, though you would not know it to look at ALPHA LASER from the outside. Nor would the number of employees - approximately 45 - necessarily give the impression that this company really is a "global player".*

Markus Lütke Börding returns to ALPHA LASER

We are delighted to welcome Markus back after a few years away working at another company. He now enhances our sales team, with responsibility for Northern Germany, Benelux, the UK, Scandinavia and Turkey.

We congratulate our partners at Jutz Lasertechnik on their move to new premises

