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FAGOR AUTOMATION

INTERVIEW WITH K.G.NAYAK, CEO OF THE INDIAN TEAM

**“Fagor Automation has a clear advantage because we can supply all these products with our CNC. Customers are glad to source everything from single supplier.”**



At this edition of IMTEX, Fagor Automation customers have the opportunity to get in touch with the latest developments, technology and services of the company. Fagor Automation excels for innovating its products and services to offer solutions and business opportunities to its customers anywhere in the world are very well known.

The consumption of machine-tools in Asia is currently 60% of global consumption, whereas 10 years ago was a mere 25%. Fagor Automation is settled in 18 countries and bet strongly 3 years ago on settling in India, a young subsidiary that has grown tremendously since then. What's the reason for this success?

After the slowdown in the Indian economy since mid 1999, Indian machine tool industry has undergone a radical paradigm shift in it's thinking. Presently the Indian machine tool industry produces almost the complete range of Metal-cutting and Metal-forming machine tools. Now Indian machine tool industry is recognized as a provider of low-cost, high quality lean manufacturing solutions and we also have products to cater to this segment of the machine tool market.

Fagor Automation in India strongly believe in providing our customers quality product with superior after sales service at affordable cost. It's a well known fact that the machine tool industry forms pillar for the competitiveness of the entire manufacturing sector and Fagor Automation team in India ensure that

the down time on Fagor CNC is minimum. Our quality product blended with prompt service is one of the main parameters.

Besides you service quality, which products does the Indian market demand more: CNC's, linear and angular encoders or more specific products? Do you think that the success of the Indian subsidiary has had an influence on the communion between the Indian population and the rooted values of Fagor Automation? Proximity, good service, quality, innovating capability, etc.?

It's always a package i.e CNC system plus drives, motors alongwith feedback devices such as linear scales, encoders because every CNC machine tool be it lathe, milling machine or grinders need feedback devices. In this context Fagor Automation has a clear advantage because we can supply all these products with our CNC. Customers are glad to source everything from single supplier.

Yes. Our Indian team are well knowledgeable and experienced to the needs & expectations of the Indian customers.

So we could fusion our parent company values with Indian market needs.

At this edition of IMTEX, Fagor Automation presents product novelties in its two businesses, on one hand CNC's with the 8055 CNC and on the other with the wide range of encoders with absolute technology. How do you think the various publics attending this exhibition will receive them?

Our 8055 CNC model is very versatile and cost competative. It can be used for any type of machine tools be it lathe, milling, grinding or special purpose machines .

Fagor 8055 CNC are highly advanced and offer up to 3 different types of programming i.e Icon-based, conversational and G-codes. Compared to the demand for CNC machine tools in India, availability of skilled operator is always a challenge. With the introduction of icon-driven CNC like our 8055 CNC, this problem is resolved to some extent as the skill required to operate these CNC machines is reduced drastically .

Fagor 8055 CNC's are ideal for all manufacturing units be it low, medium and high production runs.

Fagor absolute encoders meets all required technical protocols and can be easily interfaced with any brand of CNC's sold in India. Fagor's robust mechanical design is an added advantage.

It is well known that Fagor Automation bets strongly on globalization but with a local approach so the customer can be sure that he will find a solution tailored to his real needs. How do you think Fagor Automation will evolve in India in the coming years?

India has several advantages such as availability of local talent, competitive manpower, liberalized civil aviation & defence policies and a strong manufacturing base. India's engineering workforce, it's rapidly developing engineering service and R&D expertise and its strategic position in South East Asia makes it a potential global hub for manufacturing.

World over Fagor CNC's have been used on various complex applications be it aerospace, machine tools of all types using our CNC models 8070, 8065 & 8055. We will use this expertise and experience to implement and adapt to the need of Indian customers. We also have machine tools arriving in India with our CNC from China, Taiwan and Europe.

Fagor Automation intends to be nearer to our customers, the end users. We have our Sales & Service offices established in Northern and Western India viz. New Delhi and Pune. There will be more branches and satellite offices to cater to after sales service shortly. Our office in Rajkot will be operative soon. In the years to come Fagor Automation will emerge as a prominent and important player in the CNC machine tool industry by providing latest CNC technology and excellent service support. ■

## Fagor Automation in India

It is quite a pleasure for Fagor Automation to exhibit our novelties at this new edition of the IMTEX, the largest machine-tool exhibition in India, due to its international prestige and because it is always exciting to present the result of our work in this country where we have been established since 2008 with three subsidiaries.

All of you, our customers, are the reason why we are here today. The strong growth of Fagor Automation is based on your trust. Without your tight cooperation, it wouldn't have been possible for us to be in the world today. You have helped us grow, become more reliable and closer and increase our knowledge and excitement to keep innovating.

We are also grateful to the professionals at Fagor Automation for their efforts because, thanks to a strong commercial deployment, they have made it possible for us to attend to the entire Indian market and to inaugurate a new subsidiary in this country in 2011.

At this edition of IMTEX, Fagor Automation presents a great CNC novelty, the 8055 CNC designed with the user in mind and more powerful than ever. We will also show the 3A solutions, leader in feedback, with absolute technology in their three types. Great solutions that we hope will excite you as much as developing them has excited us. ■



**Pedro Ruiz de Aguirre**  
General Manager

## CNC Systems with high-end features

During the IMTEX 2011 exhibition, Fagor Automation is going to present their latest advances in control and measurement systems showing a qualitative leap in the technology used to provide integral solutions to high-end machines. There are three main products to point out:

### 8055 CNC: With the user in mind; more powerful than ever

Fagor Automation has been giving solutions on the Machine-tool market for 30 years to machines that dedicate their whole useful life to machining large batches of work pieces and to machines that need to be more versatile because they machine small quantities.

The 8055 CNC offers solutions to both types of machining, with ISO-coded language and high speed machining for large series of work pieces and with conversational language for small series or unitary work pieces where programming cycle time is a crucial factor in the productivity of the machine.

The flexibility of the 8055 CNC makes it possible to combine both programming methods to make the operator's job easier and to use all its potential.



### Servo systems: High power motors

In order to meet our customers' demands, Fagor Automation now offers more high-torque axis motors and high-power spindles. As for axis motors, the range of the FKM family now goes up to 115Nm for large machines that require higher motor power. Likewise, this type of machines need to move large spindles and that's why new FM9 spindle motors have been created to further complete the FM7 motor range with power reaching 130 kW in S1.

### 3Absolute: Solutions from Fagor Automation

Fagor Automation has manufactured linear and rotary optical encoders for the machine-tool sector from the very beginning. Optical technology has always been preferred



over other technologies due to their high quality and optimum performance.

Throughout the years, Fagor Automation has polished several aspects of the design of their linear encoders to offer, today, one of the highest-quality linear encoders on the market. This opinion is shared by their customers through independent tests run using both incremental and absolute technologies.

IMTEX visitors will be able to enjoy the presentation of the new absolute encoder LA, with a measuring length of up to 30 m, the longest on the market. It has been designed and manufactured by Fagor Automation to provide solutions to the machine-tool

world. Fagor Automation presents also the absolute angular encoder that integrates existing technologies with new technologies to deliver a product with absolute performance that fully covers the needs of position for the machine-tool industry.

So, starting with the CNC, going through the servo drives and reaching the measuring systems, Fagor Automation offers an integral solution for all kinds of machines. Choosing Fagor Automation allows you to have a single interlocutor for designing your machine and they will make it easy for you to integrate their products. ■

**IMTEX 2011**

15th Indian Metal-Cutting Machine Tool Exhibition with International participation

## news

### FAGOR AUTOMATION RECEIVES THE ACKNOWLEDGMENT OF THE BASQUE ELECTRONIC CLUSTER.

**Mr. Pedro Ruiz de Aguirre, representing FAGOR AUTOMATION, received the award in acknowledgement for the company's contribution to the Electronic, Computer and Telecommunications sector in the Basque Country (Spain).**



Last November 18<sup>th</sup>, the Electronic, Computer and Telecommunications Cluster of the Basque Country (GAIA – Cluster TEIC) handed the GAIA SARIKAK 2010 awards in acknowledgement to people, organizations

and programs excelling in their work for the development of the sector lately. 200 guests attended the event held at the Aquarium in San Sebastian. Among them, the general delegate for Gipuzkoa, Markel Olano; the Basque government advisor for industry, innovation, commerce, tourism, Bernabé Unda; the local delegate for mobility, Arantxa Tapia; the deputies for innovation and technology, Juan Goicolea and for Industry, Innovation, Commerce and Tourism, Pedro Gómez Damborenea.

Besides the GAIA SARIKAK awards, the Cluster wanted to acknowledge the companies in the sector that have been associated with GAIA for more than two decades. As pointed out by the President of Gaia, Joseba Ruiz de Alegria, "with their work, these companies,

large, medium and small, contribute to strengthening the electronic, computer and telecommunications sector in Euskadi (Basque Country, Spain). A sector that, let's not forget, is key by its contents and essential for the rest of the sectors of our economy".

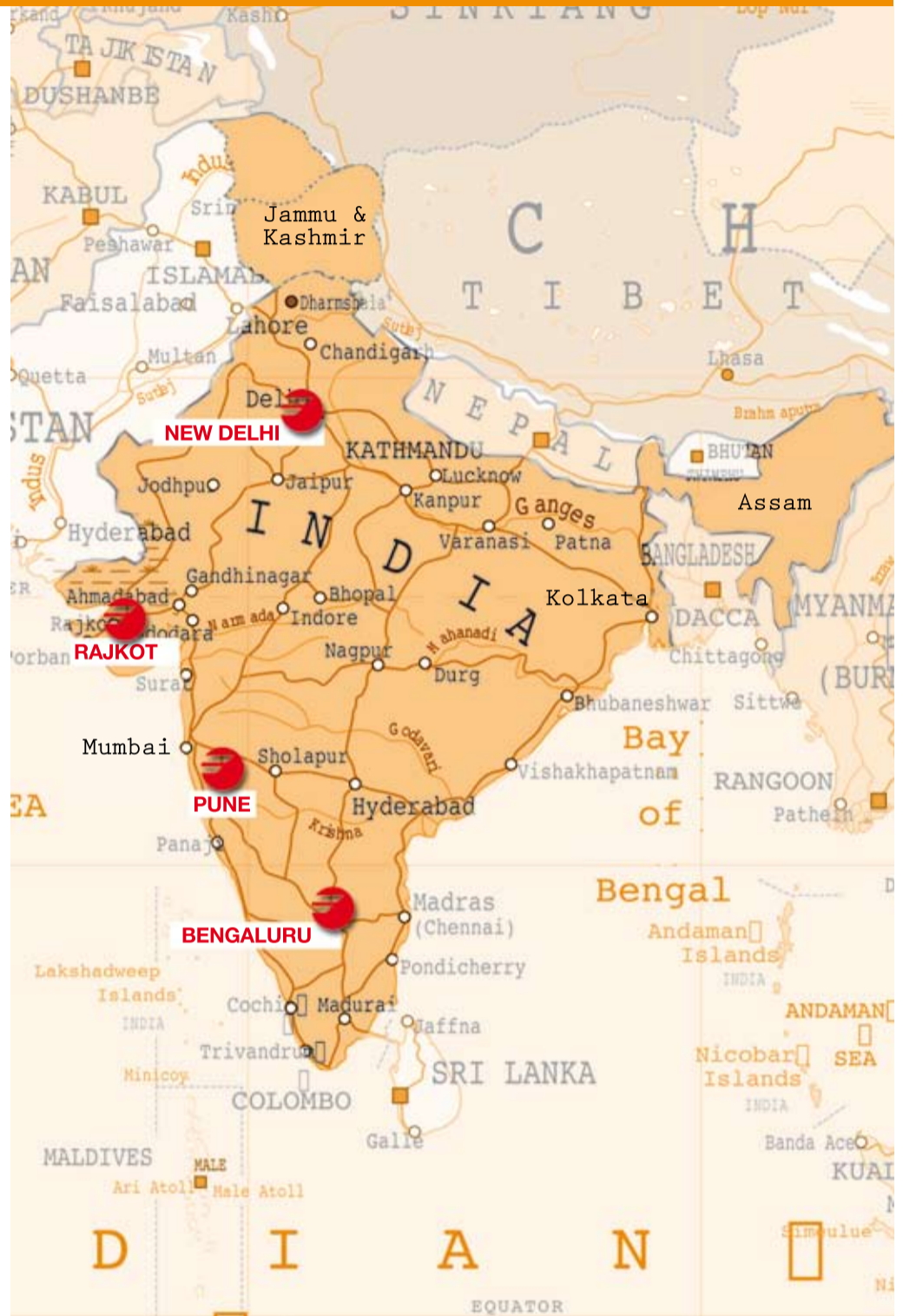
This award was given to: Conatec, Construcciones Mecánicas José Lazpiur, Daisalux, Diasor, Easo Informática Vizcaya, Ekodat, Fagor Automation, GE Power Management, Global Energy Services Siemsa, Grupo Comunicaciones y Sonido, Ibermática, IKOR, Ingeteam Corporación, Lantek Sheet Metal Solutions, Lurbe Grup, Microelectrónica MASER, Neurtek, NEXTEL, PYFE, TECTRÓN, TECCI Circuitos Impresos, Telecom y Novatecno; and TRES-D Diseño e Innovación Integral.

# The arrival from Fagor Automation to India

- 1972** - Fagor Electrotecnica gives birth to the "Industrial Automation" department.
- 1981** - Opens Fagor Automation's first subsidiary in Germany.
- 1984** - Sells a 3-year license to GENERAL ELECTRIC (USA), for the exclusive distribution of a FAGOR CNC under the brand name of Mark Century One.
- 1984** - Opens Fagor Automation's first subsidiary in USA (Chicago).
- 1987** - Opens Fagor Automation's first subsidiary in Asia (Hong kong).
- From 1990 on** - Expands its commercial network by opening subsidiaries in more than 18 countries.
- 1994** - Obtains the ISO 9001 Quality System Certificate.
- 1999** - Receives "Exporting Company of the year" award.
- 2002** - The Technology Center for automation and optics called "AOTEK" is born.
- February 2008** - Fagor Control Systems Pvt. Lt d, Bangalore – first subsidiary of Fagor Automation in India is established.
- May 2008** - Fagor Control Systems, Bangalore starts direct selling of CNC and DRO products in India in Rupees.
- January 2009** – IMTEX 1st edition for Fagor Control System with its own booth.



- September 2009** - Establishes training center in our HQ at Bangalore to provide in-depth training to customers on Maintenance, Applications.
- December 2009**- Starts supplying CNC packages to Indian Machine Tool Builders (MTB's).
- June 2010** - Fagor Control Systems receives the Second Best Display award at the ACMEE 2010 exhibition held at Chennai during 17~21st June 2010.
- July 2010** - Our Pune Branch opens in Hinjewadi, Pune to cater to MTB's and end users located in these areas.
- October 2010** - Our New Delhi Branch opens in Nehru Place to cater to MTB's and end-users located in Northern India.
- Year 2011** – We intend to establish our office in Rajkot, Gujarat.



## INDIA'S TECHNICAL TEAM



- 1\_K.G. Nayak.  
CEO
- 2\_Iñaki Antoñanzas.  
CNC Sales Area Manager .
- 3\_Manavalan.  
Senior Sales & Application Engineer. *Bangalore*
- 4\_Raghavendra Naik.  
Sales Engineer. *Bangalore*
- 5\_Mukhil.  
Sales & Service Engineer. *Pune*
- 6\_Sumith Kumar.  
Sales & Service Engineer. *New Delhi*
- 7\_Girish Babu.  
Senior Service Engineer. *Bangalore*
- 8\_Tulasi Prakash.  
Service Engineer. *Bangalore*
- 9\_Manoj Jose.  
Service Engineer. *Bangalore*
- 10\_Pradnya Burde.  
Assistant Manager Finance. *Bangalore*
- 11\_Prema.  
Administration. *Bangalore*.

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INTERVIEW WITH MR. C.J. BADRINATH, DIRECTOR, CNC INDIA

**“Fagor’s electronic designs meet industrial standards; signals, protocols and hardware are compatible with most controllers on the market.”**

We at CNC India dwell to serve our customers through our innovative tailor made services for machine tool activities. In our journey, for more than 18 years, we have been associated with various business organizations and serving them with quality and committed service. The 100 + dedicated trained, qualified team is the backbone of the company. Having maintained the systemized quality procedures, we have been certified with ISO 9001-2008 QMS.



**The Indian market manufactures and uses conventional and CNC machines. Why do you resource to Fagor Automation for your CNC machines? What do they offer you?**

Most of the customers in India expect that from any automation products, the products should have all the technical features required for their applications, and the supplier should provide efficient technical support and service backup. We, at CNC India are fully convinced that Fagor Automation can offer all this through their office in Bangalore, India and they have built the necessary infrastructure for providing the technical support and service all over India. Of course the cost is a factor, and Fagor Automation can provide economical solutions.



**Fagor Automation designs, produces and constantly updates and innovates its wide range of products like Encoders, Linear Scales, DRO’s other than CNC’s. What’s your opinion on them? Do they cover all the needs of CNC India in this regard?**

Yes, certainly. Fagor Automation meets retrofiters’ requirements perfectly by offering rotary encoders, linear scales, DRO’s as well as CNC’s, offering more reliable and economical alternatives to be integrated into machine tools.

Fagor’s electronic designs meet industrial standards; signals, protocols and hardware are compatible with most controllers on the market. Another important factor to be noted is Fagor Automation’s mechanical

design which minimizes the effects of harsh environment to great extent which are often found in machine tool applications.

**One of CNC India’s pillars is the quality of your products based on innovation and development. Do you demand the same level of quality from your suppliers and collaborators? What’s your opinion on the quality of Fagor Automation?**

The general expectation of any customer nowadays from any product or service are 3 things, quality, cost and delivery. Even though cost and delivery are part of commercial negotiations, quality is never negotiated. It is understood and implied that quality is built into any product.

As an ISO 9000 certified company we have established procedures to ensure quality from all our suppliers as well as in our manufacturing process. We are happy to declare that we have never had any quality issues with any of the Fagor Automation products as there are no failure for us for the last 3-4 years.

**The Indian market has a strong culture and high technological knowledge. How does CNC India think that the machine-tool market will evolve in this country: towards using CNC’s more and more?**

Lately the India market is driven by the latest technology in manufacturing. This is very evident from the fact that well known machine makers from all over the world, like DMG, Makino, Mazak etc.. are able to do excellent business in India. Indian machine-tool builders are also trying to catch up with technology through some innovative developments.

And the trend is towards more and more of automation in all fields of manufacturing. So we feel that the future of CNC’s in the long run is unimaginable, including the medium and small scale sector. ■

INTERVIEW WITH MR. GANESH, CEO, TUSSOR INDIA

**“Fagor Automation is equally renowned brand and comparatively a better product.”**

“They have been quite successful in other parts of the world. India in need of more flexible source for CNC package in terms of price, product features and delivery time.” Tussor, a company installed on the Indian market with more than 55 years of experience in the design, development and manufacturing of machine-tools.



**The Indian market manufactures and uses conventional and CNC machines. Why do you resource to Fagor Automation for your CNC machines? What do they offer you?**

Fagor Automation is equally renowned brand and comparatively a better product. They have been quite successful in other parts of the world. India in need of more flexible source for CNC package in terms of price, product features and delivery time. We have tried with Fagor Automation and the acceptance is really great among the Indian customer.

**Tussor**

**Fagor Automation designs, produces and constantly updates and innovates its wide range of CNC’s. What’s your opinion on their CNC’s? Do they cover all the needs of Tussor in this regard?**

Yes of course, we keep updating the features and technology with the Fagor Automation system to cater our product range. That makes us to be very competitive with other machine-tool builders (MTB). For example new model

comes with more features and facilities, especially of interfacing the CNC system with computers and auto programming etc.

**One of Tussor’s pillars is the quality of your service, both before and after sales. Do you demand the same level of quality from your suppliers and collaborators? What’s your opinion on the service offered by Fagor Automation?**

Obviously, we expect the same level of quality and service support from our suppliers too. Specifically we tied up with the Fagor India for location wise, application and service support for the Indian geography.

**The Indian market has a strong culture and high technological knowledge. How does Tussor think that the machine-tool market will evolve in this country: towards using CNC’s more and more?**

Being India the fastest developing nation, the next level of industry is getting developed with CNC turning centres replacing with the conventional lathe market. Also the young and new entrepreneurs are emerging out continuously, which will result in greater sales potential for CNC turning centre in coming days. ■

**Worldwide Automation  
CNC 8055**

With the user in mind. More powerful than ever



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