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FAGOR AUTOMATION



Pavilion 6  
Booth F37 - G38

## “At this XYLEXPO 2010, we intend to show the customers our latest advances in our CNC systems”



Fagor Automation is an exhibitor at the XYLEXPO 2010 show, European reference at exhibitions for woodcutting machines. Mr. Pier L. Barbieri, current manager of our Italian branch, describes to us its challenges in a difficult domestic and international scenario.

### What are Fagor Automation's mid and long-term goals?

Our goals come from the common and unequivocal reflection and the will of our partners and cooperators. In spite of the crisis, we promote even more strongly, if possible, what we consider the key elements of our business: offering our customers new products with higher efficiency and features and greater global support by expanding our direct presence both in terms of sales and service.

In either case, we can show significant advances at this exhibition: The new CNC of the “Open Line” and “Basic Line” family, the new axis motors and spindle motors. The expansion of our direct network in countries as relevant as India and Russia.

So, our top-priority goal is to offer solutions, cooperation, support, safety

and business opportunities to our customers anywhere in the world.

### Fagor Automation is present worldwide and its product export share is high. How do you foresee the evolution of the company in the short/medium run?

The machine tool sector has been global for years. We, as part of it, are following this dynamics from the very beginning. The visible result has been reaching more than 80% of the business turnover outside of our “country of origin”. We are a multi-cultural company, established directly in 18 countries, with a wide network of distributors spread out in the five continents. Maintaining this diversity as an asset is the opportunity to cooperate with the customers through multiple channels: suggestions, common projects, etc. It is the creative drive that, in an exciting work, let us act locally while thinking globally.

### It is a hard-to-manage moment of international change. Which factors do you think influence your customers to choose you as their trustworthy supplier?

The principles and relationships remain the same. They do not depend on today's rather tough situation: proximity and attention, listen and respond to their needs. Ability to innovate and adapt; sharing the present, we are working on the future. We can come out stronger from the crisis. It is a cliché, but it is true. Our success will be to get it.

### Its presence at the XYLEXPO 2010 exhibition, one of the most important international events in the production of woodcutting machines, is important to Fagor Automation. Why?

It is the ideal and timely setting to exhibit our new products and to establish direct contact with customers. The most important aspect of these meetings is not selling directly, but the opportunity to further open our doors and show a preview of our progress. At this edition we present the new family of CNC “Open Line” and “Basic Line” that we consider the perfect combination of power and ease of use. We will show a much more complete range of motors in terms of size and power, both for axis motors and spindle motors, in addition to improving our catalog of digital linear measuring devices.

### What are the main changes in the design of your exhibition booth compared to that of previous years?

The booth has a more modern look according to the personality of our company and to our innovative spirit. The booth layout and the communication elements used are fresher and better represent our character. We have emphasized our novelties, more than our product diversity and especially the “Open Line” and “Basic Line” CNC family. ■

“Support our customers offering them new products”

The year 2008 that brought us the beginning of a long recession is now far behind: drops in sales and profits that forced us to readjust and focus our efforts.

We can see today clear examples of it in our current edition of XYLEXPO: a wide variety of CNC's offering more versatile, more configurable and friendlier combinations.

This proves the path we've chosen to follow with your support. These are not easy times, but our commitment to offer you the best drives us to do it.

Thank you for trusting us and here is our support and commitment for the future.



Pedro Ruiz de Aguirre  
General Manager

# 8070CNC

May 4th, 2010 > May 8th, 2010

Xylexpo 2010 (Milan)

Pavilion 6. Booth: F37 - G38

[www.fagorautomation.com](http://www.fagorautomation.com)

You can find the solution to your needs and all the experience of our technical and sales personnel.



FAGOR AUTOMATION



# Fagor Automation spreads its image and know-how in Milan

This company, one of the main manufacturers of CNC and feedback systems in the world will attend the XYLEXPO 2010, with a new booth design to present its star products.



Hall 6.  
Booth F37 - G38



## The new-design booth

has three exhibition areas dedicated to the different configurations of the "Open Line" family. It shows the configuration with touch screen and the three different families of Sercos drives, a configuration of the

OL 8070 CNC connected to third-party drives via Mechatrolink and a "Basic Line" version configuration with the possibility of applying different automation components. With this new appointment, Fagor Automation highlights its ability and spirit of improvement in the sector.



At the 22nd edition of the XYLEXPO2010, the biennial world exhibition of technology and supplies for the furniture industry, held at "Fiera Milano" in Rho from May 4th to the 8th, ten staff members of the Basque company, part of Mondragon Corporation, the largest cooperative group in the world, will receive the visitors to their booth located in hall 6, booth F37-G38.

## “Marco Sordi dedicated to the commercial development of the sector for woodworking, marble and special machines.”



Pierluigi Barbieri  
Ciro Annichiarico  
Marco Sordi  
Diego Perego  
Guido Pigozzo  
Massimiliano Belluschi  
Christian Kusterle  
Stefano Mantovan  
Pietro Monopoli  
Rosario Oldani

### 8070 OL CNC. Last generation in design and functionality.

The new Fagor 8070 OL CNC is adapted to the new market requirements, with improvements in productivity and functionality of the machine, an advanced design that includes a renewed keyboard, USB port, built-in mouse integrated into the keyboard and touch-screen monitor.

### New times, new challenges

Fagor Automation is preparing for 2010 the serial manufacturing of the CNC 8070 “Open Line” and “Basic Line” and it is currently researching, developing and manufacturing products for machine automation and control, 80% of which they export through their wide distribution and service network with 30 branch offices and 45 distributors worldwide. This cooperative (employee-owned) company, located in the Basque city of Mondragón (northern Spain), excels by its capability to develop software and the versatility of its productive process to offer specific solutions according to the needs of their customers. ■

### Fagor Automation attends the exhibition of woodcutting machines for the second time.

It now consolidates one of the various alternative sectors to chip removal, although this year for the first time the three most important groups of the Italian market will be missing, together they amount to more than 50% of the Italian production and are an industrial reality of utmost importance internationally in a competitive environment that sees Germany and Italy as world leaders in the production of woodcutting machines.

The Exhibition is unavoidable world showcase and a great business opportunity for international builders of machines and accessories for the industry of window furniture and wooden floors. The last edition was an absolute success: more than 80,000 visitors, 43,000 of which were foreigners.

About 93% of the exhibitors at the 2008 edition have confirmed their attendance for 2010. Significant data that confirms XYLEXPO 2010 as the most important event for the furniture industry.

### Which are Fagor Automation’s goals in the woodcutting machine world?

As mentioned earlier, Fagor wants to diversify their business in sectors other than chip removal. The decrease in purchase orders in the machine tool world “offers a great opportunity” for business diversification.

The woodcutting machine world is one of the goals of our company.

For a long time we have been observing the evolution of this sector and we have realized that the woodcutting machine world is suffering the global crisis since the end of 2008.

Large companies have benefited from this decrease in purchase orders to restructure their workforce starting a generational change process of the machines and future projects and searching for new market opportunities.

We can say that in the European Union, the reduction of the market of the woodcutting sector has ensued a reduction in turnover and export sales of about 41%.

Look at the graph below showing the reality of the facts to get an idea of the development of the sector in recent years.

One can see the up trend until the first months of 2008 to then go to the considerable decrease of purchase orders both in the domestic and world markets from the second half of the year on.

Some positive sign can only be seen in the fourth quarter of 2009.

Confident, but not sure, that this situation is the last phase, we are willing to participate in production period.

### How do you intend to be leaders in the recovery of the sector?

Simply because it is a time when we are thinking about business diversification, we have prepared ourselves for this market.

The sector studies and strategies of our Headquarters in Spain in tight collaboration with the Italian branch have achieved a fast development of dedicated products.

The competence and experience of our personnel have made the job of the whole R&D much easier making it possible to develop in a very short time products and resources demanded by the woodcutting machines.

An example is the cooperation with other companies in “pilot projects” to perfect the hard marketing work of previous years.

Precisely for this reason and thanks to the cooperation of companies that believed in

Fagor, was possible to obtain satisfactory results in carrying the projects through.

This is a reason why we are attending an exhibition of the sector, a clear sign of true will and intention to be “social partners” of the machine manufacturers.

### What is the meaning of “Social Partners”?

I’d say that the companies that stay afloat after the crisis will have to compete with a market more and more competitive and global.

This means: high specialization, high technology, differentiation in the development of special machines.

Therefore, after many years of experience in the automation control environment, a machine manufacturer must rely on suppliers that are capable of satisfying what I mentioned earlier besides following up on projects in tight cooperation with R&D and being capable of providing a fast response. I can then confirm that FAGOR meets the conditions mentioned earlier; a customer can rely on what we believe a technological partner is, strong and well organized that can follow the manufacturer in his technological and commercial development worldwide.

### Which customers benefit from your offer and why?

Since our experience comes from years of cooperation with machine-tool manufacturers, I think that the ones who benefit from it are the manufactures of machines that are very similar to metal cutting machines and CNC machining centers.

It is obvious that the similarities help the application of our products.

Considering, however, when I mentioned earlier about versatility and flexibility of our products to be used on special machines, Fagor has created a line of products to satisfy particular demands developing open architectures that may be adapted to any application and be easy to use. Therefore, with the “Open Line” and “Basic Line” CNC product line, we can design automations for simple 2-3-4-axis machines and for complex machines of up to 28 axes, multi-process and multi-channel.

### What novelties do you propose to woodcutting machine manufacturers?

We say that continue on the path set for the XYLEXPO two years ago expanding the range of CNC’s and drives.

We present a simple CNC for machines of up to 4 interpolated axes and 3 positioning



axes (Basic Line), so the manufacturer can configure his machine with external and customized components.

The other one is a CNC for applications of average complexity (Open Line Standard) and finally a CNC (Open line Plus) with a version for complex applications requiring algorithms for high speed control, different kinematics, etc.

Three processors to also satisfy the economic aspects of the application.

The configurations mentioned earlier permit several monitor-keyboard combinations.

To all the CNC families mentioned earlier and other from the FAGOR catalog, we could add our three drive families.

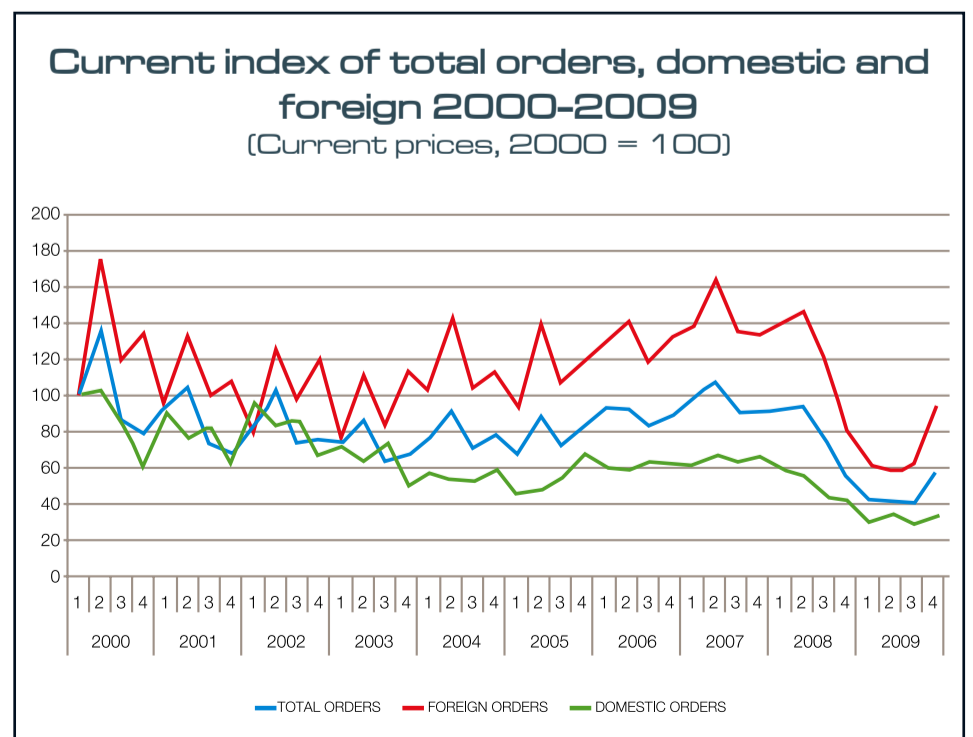
The AXD family, compact or modular, for applications of average and high complexity; the ACS family for applications of average complexity on machines of average features and the Innova family for small machines.

Obviously, all our drives are CNC controlled through a SERCOS II digital bus, with the guarantee of a perfect axis control and immune to interference, with much less cabling and lower production costs.

### Has Fagor Automation also thought about retrofitting woodcutting machines?

Yes. From the very moment the manufacturer starts using the CNC, the cooperation between technicians improves and consolidates.

This contributes to improve customer loyalty not only for new machines but also the tools for using the CNC on renewed machines while keeping compatibility with the most common “i Bus” in the sector such as Mechatrolink I and II, Can Open and analog. ■



# Anton Sagasta, CNC business manager

Fagor Automation reached a strong position on the international market in 2000 thanks, among other things, to the efforts of its subsidiary in Italy, a country that hosts the XYLEXPO exhibition this year in Milan, in which Fagor Automation, member of Mondragon Corporation, the largest cooperative group in the world, participates with two innovative products: the new Open Line and Basic Line CNC family.



## The importance of the Italian branch.

What helped you take the initiative to open a branch of Fagor Automation in Italy? What are the peculiarities of the Italian market? Has the representing branch helped to create and maintain the top position that Fagor Automation holds worldwide?

The decision to create a subsidiary in Italy dates to the early 90s when the Italian machine tool builders were at the top of the world market, a position that, incidentally, has been consolidated over time. The all-Italian characteristic to have the ability to develop a wide range of applications and the spirit of its builders, in addition to the ease of communication that unites Italian and Spanish, makes our country the perfect partner for Fagor Automation.

The activity of the branch all this time has mainly been to promote the commercialization of their products by ensuring all additional services and responding to the innovation demands of the Italian market, direct Headquarters in the product development options. Based on this, Fagor Automation has come up with the flagship product that has caught the attention of the world market and more specifically the "CNC" or, better said, the Conversational Numerical Control.

Despite the economic crisis, customers remain "loyal" to Fagor Automation? What are the values that this company brings to its target market?

The loyalty of a customer is an extremely long and intricate process that requires years of constant effort.

The current market has led to a quantitative decrease in orders but our customers have maintained firm ties with our company, even, in some cases, we observed a

clear improvement in the same common objective of getting out of the crisis tunnel.

Another value we particularly go by is the professionalism of our staff. All staff, both commercial and technical, has accumulated years of seniority and experience at various levels within the company.

All our sales people are technically knowledgeable covering all areas, from technical assistance, through applications to sales: people are thus able to help the manufacturer in their choices and offer solutions and not only products, qualities that we find distinctive at the present time.

## Fagor Automation in XYLEXPO 2010.

What does Fagor Automation expect from the XYLEXPO 2010? Do you think that it will be respected?

It's difficult to define the expectations in this particular economic time because you cannot predict how the recovery that we are all so eagerly waiting for will evolve. The only certainty is that even in this difficult phase Fagor Automation has worked with an innovative perspective developing and presenting on the occasion of EMO'09 Fair, and now the Xylexpo 2010, respectively, a CNC especially dedicated to the "back to the future" is a CNC whose "Open Line" and "Basic Line" configuration in a world where the economy turns to give the manufacturing industry the determining and strategic role it had in the past.

The hope is that, by presenting new products, we can further strengthen the current position and increase market penetration.

Leading companies of the sector participate in this exhibition. What is different about Fagor Automation: what are

the values of this company over the competition?

Among the distinguishing features of Fagor Automation, the relationship that has developed with its customers, whether manufacturers, integrators or end users, is important.

A relationship reached thanks to the collaboration and mutual exchange of information that aims to develop products even more innovative and technologically advanced but extremely flexible and usable not only in the field of machinery for metal removal, but also for machines for cutting wood, marble and glass.

We suppose that, for information and for proximity, the Italian delegation plays an important role in organizing and hosting the booth of Fagor Automation at the XYLEXPO'10. Is that so? What will the role of the delegation that manages it?

The main characteristic of XYLEXPO 2010 is its international projection that reaches its peak in the Italian edition; in fact the percentage of foreign visitors is about 10% higher than in the German edition.

So the feeling is that a team ready to play its game this year knowing that we have the advantage of being able to play at home, taking advantage of its strength represented by a team of professionally valid people and with vast experience in the sector, ready to put themselves at the visitors' service, listen to their requests and provide the best solution.

## Expectations for the future.

The instability and uncertainty of the markets is strong. Fagor Automation has confidence that can maintain its position in the short / medium term? The company has prepared a strategy for maintaining its leadership?

The instability and uncertainty of the market is currently very high. For several decades, the industry had been the driving instrument for the reconstruction of a world coming out of the epic disaster, until, in recent years, finance has taken the reins of economic development setting the rules. Today we realize that the future still goes through the manufacturing industry and in the foreground the mechanics who represented the root of the economic miracle of our country in the '50s and '60s, a reality of continuous and constant innovation that even today is still the driving force of our engineering companies mostly small to medium size.

Also keep in mind that an economic crisis like the present one is also an opportunity for comparison, renovation and stabilization of the market: a better organized company will come out even stronger than before.

These considerations, always shared by Fagor Automation even in very difficult times, allowed them to plan a strategy for product development and applications such as the CNC of the "Open Line" and "Basic Line" family developed according to the industrial changes we are living.

A product that will allow us to further strengthen our current position as leaders. ■

## Agenda

### Weather in Milan

Tuesday May 4 <sup>th</sup>	Wednesday May 5 <sup>th</sup>	Thursday May 6 <sup>th</sup>	Friday May 7 <sup>th</sup>	Saturday May 8 <sup>th</sup>	Sunday May 9 <sup>th</sup>
max: 22°	max: 19°	max: 19°	max: 20°	max: 21°	max: 23°
min: 11°	min: 8°	min: 9°	min: 10°	min: 10°	min: 12°

### Timetable

	Milan	New York	Tokyo	San Francisco
open	09:30	03:30	16:30	00:30
close	18:00	12:00	01:00	09:00

### How to arrive

#### UNDERGROUND

Underground M1-Red Line ATM (Azienda Trasporti Milansi) terminus Rho-fieramilano, entrance "porta Est".

Tickets can be bought also at the underground stations, the receptions and at the tobacconist's on the fair ground fieramilano.

LINEE S - URBAN SUBWAY SERVICE

#### TAXI

- Fieramilano TAXI

Stops: outside "porta Est", "porta Ovest" and "porta Sud".

- Radiotaxi

You can call a taxi using one of the following numbers:

028585 - 026969 - 024040 - 024000

#### SHUTTLE SERVICE AROUND THE FAIR

The free bus service operates (from 8 am to 8 pm) continuously and connects the different gates of the fairground:

- morning: stop and boarding outside the gate of "porta Est" with direction "porta Ovest"

- evening: stop and boarding outside the gate of "porta Ovest" with direction "porta Est".