

# The **DECO 2000** concept is breaking with a 100 year-old tradition!

After six generations of specialists in fixed and sliding head single-spindle lathes, the Laubscher Précision SA company in Täuffelen has now crossed the threshold of a new development stage with the purchase of **MULTI-DECO 20/6** machines!



Our editorial staff arranged a meeting with Mr. Manfred Laubscher, operations director, to discuss market trends, the DECO 2000 and, of course, the MultiDECO.

### Company profile

Laubscher Précision SA is far from being a small company. It has a fleet of roughly 600 machines and a fully integrated finishing system for all small turned parts, for the benefit of its customers (hardening, lapping, honing, galvanic treatment etc...). This family run company in the Bienne region has a workforce

of approx. 270 people and is one of the largest small-parts turning concerns in Switzerland.

Laubscher Précision SA specialises in the small parts turning of all materials, from 0.3 to 32 mm, especially for complex parts. Being historically well equipped with Tornos machines (M4, M7, R-10, R-16), the company distanced itself a little from TORNOS-BECHLER during the 80s when it turned towards numeric control, but the latter did not provide adequate satisfaction. When the DECO 2000 system was

launched, Messrs. Laubscher decided to wait and see. The new dedicated programming method was regarded as a real stumbling block – was this a truly viable system or a flash in the pan?

Thinking back, Mr. Manfred Laubscher remembers that it seemed rather risky to invest in products and training. Six years and 10 DECO 2000 machines later, Laubscher Précision SA ordered one of the first MultiDECO 20/6 and has just signed up for the second. How was this possible?



## A break with tradition

At this point, Mr. Laubscher confided that, by making these purchases, he was breaking with six generations of tradition. However, the financial logic finally prevailed and, as he quite justifiably explains, the reasons are very pertinent:

- ◆ The DECO 2000 system has proved to be reliable and is well known by the operators.
- ◆ Same programming approach for the single-spindle and multi-spindle ranges, thanks to the TB-Deco.
- ◆ Workforce interested and keen to work with the machines of the future.

- ◆ Higher degree of complexity and parts precision.
- ◆ The overall «machine-bar feeder» solution is essential to a dedicated, 100% reliable service.

After analysing developments within the competitive environment and general trends, Mr. Laubscher has, for some time now, been searching for rational products, which could meet the ever-growing precision and quality requirements at reduced costs for his clients. Right from the outset, he excluded cam-operated multi-spindle lathes, where the know-how of the service providers on the market is so vast that a newcomer could never be competitive.

Both with the MULTIDECO in all cases, as with the DECO 2000, a very high degree of know-how is incorporated in the machine, thereby

making take-over relatively simple. Good mechanical qualities, coupled with the necessary training, meant that Laubscher Précision SA was quickly able to benefit from the power offered by this means of production.

To explain his apparent philosophical change of opinion (from being ultra cautious, if not «sensitive» about the DECO 2000, to becoming a leader if not a «pioneer» with the MULTIDECO), Mr. Laubscher acknowledges that another argument swayed him towards the MULTIDECO 20/6, namely the competitive advantages provided by the product. The «know-how supplied with the machine» also counted a lot when making the decision.

## Trends

At given periods, we become aware of the trends and developments in the demand for more flexible lathes to meet reduced large-series runs. Did this actually happen?

«Not at all», Mr. Laubscher stated. «Series production is tending to go up. Laubscher is currently producing 2 million parts a day! And there are some parts whose rates of production are 2 million a week. The DECO 2000 - 10 mm capacity machines produce small series parts running to a few hundred thousand!»

## Overall solution

Historically, Laubscher started, like TORNOS-BECHLER, to produce small machines for the horology/watch industry. Despite a different course

of development and almost 150 years later, we can see how, despite our divergent paths, the concept of high precision, coupled with the love of small-parts turning, has brought our two companies together in their striving towards customer satisfaction.

The vast experience in small parts turning, as well as the hundreds of different types of lathe used at Laubscher Précision SA only represents one part of the solution this company offers its customers.

These operations are but the first part of a whole series of added value, such as hardening, electroplating, grinding, honing and so on. This allows Laubscher Précision SA to meet all its customer requirements in a flexible yet reactive way, based on the complete mastering of all its processes.

To conclude this article, we shall let Mr. Laubscher have the last word in summarising his approach to the market: «If a carrier or forwarding agent can reach very remote parts, then Laubscher will deliver there and provide its solutions».

The editorial staff of *DECO-Magazine* would like to thank Mr. Laubscher for his warm welcome and wishes his company, which was briefly presented here, every success.



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### LAUBSCHER PRÉCISION SA

<b>Company established</b>	1846
<b>Present directors</b>	Messrs. Heinz Laubscher, Jürg Laubscher and Ernst Zehnder
<b>Directors from 1/7/2000</b>	Messrs Jürg Laubscher, Hans-Peter Laubscher and Manfred Laubscher
<b>Workforce</b>	Approx. 270 people + 22 apprentices
<b>Fleet of machines</b>	Approx. 600 including 319 Tornos cam-operated lathes
<b>Production</b>	Approx. 250 tonnes of parts per annum (for approx. 550 tonnes chippings)
<b>Main markets</b>	40% of t/o in Switzerland Other major markets: USA, Germany and the UK 25% of t/o in horology/watch industry
<b>Projects</b>	New plant to be built between 2000 and 2003: Additional surface area of 8,000 m <sup>2</sup> for an investment of 15 million CHF.