

# Searching for a global partner for small parts turning...

In this article, we are continuing with the series that presents partners for small parts turning. For this edition, our journalist visited the Wibemo plant at Rebeuvelier in Switzerland.



*The new ultra-modern Wibemo plant, located right in the open countryside.*

**M**aking a slight detour along a small country road, there suddenly emerged a small village in the Jura region, completely lost in amongst the meadows. After having crossed this quaint sun-drenched village, we stumbled upon the ultra-modern buildings of the company – what a contrast!

**We** were welcomed by Mr. Liechti, head of customer services. Right from the start of our interview, the latter pointed out that the company was not a supplier of tooling, but rather a specialist in providing relevant customer solutions. Wibemo is a complete supplier disposing of a vast range of different products. Many customers rightly consider the plant as a decentralized purchasing center.

**The** company responds to the most demanding requirements in the following areas: hard metal

chisels with hard-soldered inserts produced by the company, clamping devices, bush guides and chucks, equipment for bar feeders, pushers, cable clamps etc., also produced by the company, Schaublin chucks, tool holders, centering, drilling, threading and tapping tools... (including those specific to the DECO).

**The** company also has a wide variety of cutting tools in stock and will supply all types of specific tools on request. Knurling wheels and diamond grinding wheels complete this range.

**As** we soon found out, Wibemo is both a retailer and a producer and can supply anything with respect to cutting tools, clamping equipment, equipment and spares for bar feeders and old cam-operated lathes.

**As** Mr. Thierry Bendit, the Manager, pointed out, the company is governed by an overriding concept: "By combining our own production with that of other manufacturers, we can offer a wide and complete range, so that our customers can really benefit from major advantages in terms of simplicity and technical expertise..."

**To** go one better, Mr. Liechti emphasized that the company's strong points "were a large stock, short lead times, excellent technical knowledge and extreme flexibility in handling business, to the point where numerous clients in the small parts turning industry regard us as their purchasing department". Questioned about the quality-to-price ratio, our hosts proudly admitted that the Wibemo prices were competitive throughout Switzerland and generally of interest in other countries. In fact, the entire "service" section represents a real competitive advantage for its customers.

**Despite** an approach that can be considered as that of a retailer, Wibemo also has considerable technical expertise and a vast range of innovative products.

**In** the hard metal sector, for example, one of the recurrent problems is the real need to have hard metal qualities that allow for perfect

Editorial
Forum
Interview
News
<b>Presentation</b>
Technical
The present



machining of such metals as soft steel, and for executing special runs that require the machining of copper and bronze. In order to allow their customers to benefit from solutions that are consistently being fine-tuned to their requirements, Wibemo developed close relations with the new-quality carbon producers, so as to dispense with the problems of cutting edge bonding. This problem, which is associated with the fusion of certain copper alloy components and carbon, is known by all those in the trade, but unfortunately has still not been resolved. The new carbon versions sold by the company completely eradicate this problem (see test results below).

With the same concern of wishing to provide its customers with assistance, this company markets a slide for bars undergoing small parts turning, which was produced by a manufacturer of the region.

Wibemo is active throughout the world. When asked about the effects of the latest market trends, the managers of the company confessed that they were quite affected but it was thanks to the extremely wide range of products that it was able to face up to the situation. Some sectors are doing quite well, such as the medical, horology and automobile sectors. The demands are clearly much more stringent than before, since the market has become more difficult. Mr. Liechti confirmed: "The problems are more complex and there are many more technical requirements because nowadays, those companies in work are producing more complex parts, which means that we must always adapt to these "...

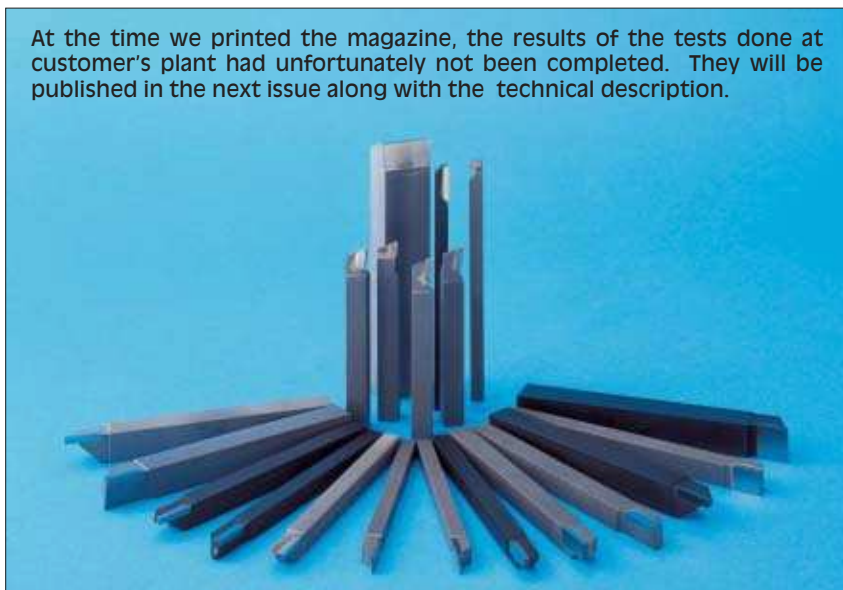
At human level, this company acts as a supplier providing specialist advice that is found nowhere else.

If necessary, the customers are supplied with a considerable volume of technical know-how. The Customer Services Department will visit customers, if necessary and tests can also be conducted on their premises.

**The Wibemo company today**

Established in 1967  
15 employees  
Sales: CHF 4 million  
Markets: Swiss 55%  
Export: Europe, Taiwan, India, Japan, USA, Mexico, etc...  
Current plant built in 1999-2000  
Over the last 5 years: change from a family-run business to a small and medium-sized company

At the time we printed the magazine, the results of the tests done at customer's plant had unfortunately not been completed. They will be published in the next issue along with the technical description.



**Wibemo SA**  
CH- 2832 Rebeuvelier  
Tel : 032 436 10 50  
Fax : 032 436 10 55  
e-mail : wibemo@span.ch  
site internet : wibemo.ch

Wibemo is the exclusive retailer for this product throughout the world. Almost 100 clients are already benefiting from this... Designed to provide assistance with the loading, handling and storage of bars weighing up to 2 tonnes, this device is available in three options for receiving two boxes, four boxes or even large billets... What is more, these slides can easily be handled by one person alone.

