

A LOT MORE THAN JUST A CLICHÉ: A REALITY!

Recently, I witnessed an interesting experiment. About thirty sales people from a large company were taking part in a seminar. The facilitator handed round a questionnaire on American cinema. Each participant completed the test and handed it in. Later in the day, the same test was done by the same people, but in groups of three.



If you don't have a skilled and motivated team, you cannot hope to reach your objective.

It goes without saying which exercise generated the better results. And that was only general knowledge!

This demonstrates that there is real potential if we're dealing with specific professional competencies.

Under the name "**Partners for Medtech**", several companies have come together to maximise this type of synergy in the medical sector.

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«We want to be solution providers and to ensure that these solutions are perfectly suited to our customers' needs, we are sharing our expertise with our partners» said Mr Raymond Stauffer, CEO at Tornos,

when summing up the willing shown by the participating pool of companies.

Made up of complementary products, the exhibition included:

Ugine and PX Précimet for materials, Blaser for cutting fluid solutions and Sandvik and PX Tools for cutting tools. Tornos was present for "machine tool solutions".

To find out more, decomagazine spoke to Pierre-Yves Kohler of Tornos, the man in charge of communication on this project.

decomagazine: Is it not a little idealistic to want to bring such diverse companies into the same project?

Pierre-Yves Kohler: These companies are different but after all they all have the same objective. Providing all round solution performances really depends on all participants.

Interview

dm: How far have you actually got with this project? We attended the conference at Medisiam (see separate article), do you have any more details?

PYK: We have designated a machine and an operator to this project. This means that at Tornos, one person allocates his time to attempting to "go further" with the solutions that have been proposed. This person is working closely with our partners and we can say that everything is being analysed with genuine scientific discipline.

dm: If I understand correctly, you are running medical tests...

PYK: Absolutely, we are testing tools, materials and machining operations to optimise all component



"Partners for Medtech" evening.

During Medisiam, the "Partners for Medtech" brought together over a hundred people for a presentation on the medical sector and possible solutions. A highlight of the evening was the presentation on market trends by Mr. Martin Von Walterskirchen who had flown in for the event from Chicago. At the event, we found out that there is a very good potential for bar turning in this sector but also that tailor-made solutions are increasingly specialised and require a high level of expertise.

The report on the developments within the medical market by Swiss Business Hub is available free of charge from the following address: Martin von Walterskirchen, Director Swiss Business Hub USA, 737 N. Michigan Avenue, Suite 2301, Chicago, IL 60611, martin@swissbusinesshub.org, www.swissbusinesshub.org



operations. At the moment we are working on thread whirling for example.

dm: Scientific tests take a lot of time. What sort of schedule are you envisaging and more precisely, how do you see your "discoveries" being used in delivering customer solutions?

PYK: We have a schedule that stipulates that we must have results available for our customers in time for the EMO exhibition in Hanover in September. However, each "discovery" is immediately evaluated in integrated into our other projects with customers.

dm: You are working with partners so you will be sharing and creating expertise. Do we need to buy a Tornos machine to benefit from this?

PYK: I would say that you can only really derive maximum benefit from some of the expertise acquired if our customer is using the "same range of partners". We now know that our partners are also going to use these tests as a basis for making modifications to their products and from this point on, everyone who purchases products from our team will benefit from the knock on effect of these tests.

dm: You are working on this project with several partners, why these companies in particular?

PYK: Our work is project-based for the most part, which allows us greater reactivity and a genuine entrepreneurial vision of things. This project is made

up of skilled partners who want to go forward together with us. For other projects, we also have other partners. The objective is really to work together for the customer.

dm: But what about the other Tornos partners, those who aren't in the spotlight at the moment, isn't there a risk here? Aren't you concerned that customers might get confused by the messages underlying your communication about this project?

PYK: Are you saying, for example, that Tornos will now only be working exclusively with X or Y?

dm: Exactly!

PYK: I hadn't looked at it that way, but you know, tools, materials and oils will still be sold to all of our customers, whatever type of machine they are using. While on this subject, I can advise that we will be continuing to work with several partners.

dm: Do you think working this way is what the future holds?

PYK: Tornos has always set out to be a supplier of added value and a solution provider, and working with such partners is an obvious example. We don't do it just for fun (even if it is very pleasing and motivating), but because this enables our customers to scale new heights with our solutions.

The medical market in figures and notions

Orthopaedics market in 2006	approx. USD16 billion
Of which reconstruction	USD5.5 billion (hip, knee, etc.)
Spinal products	USD5 billion (screws, inserts, etc.)

The market has seen two figure growth over last few years.
Forecast for 2008-2011 ≈ of 10% / year.

The medical market is on the up and has not been subject to a cycle like other markets.

What are the trends for machining?

- Sub-contracting
- Finish all parts in one fixture setting
- Increase productivity
- Zero defects
- Ever increasing part complexity

Tornos partners offering solutions to customers



*partners for Medtech