



FIRST EXCEPTIONAL STEPS

In our previous edition, we exclusively introduced the SwissNano machine. Since then, it has been unveiled for the first time at the Tornos open days in Moutier. We wanted to find out how it had been received by customers and hear about the results of this exhibition. Interview with Brice Renggli, marketing manager.



During the launch of the SwissNano machine, three classes of apprentice bar-turners and mechanics were in attendance. They all agreed that the machine was perfectly suited to their modern, colourful world.

"It was an exceptional success: We welcomed 340 visitors - a 30% increase on the previous year. We sold 25 machines in a week" explained Mr. Renggli, by way of introduction. To find another such example of customer enthusiasm for a machine manufactured in Moutier, we need to go back 17 years to the launch of the famous Deco 2000 7/10 mm capacity machines.

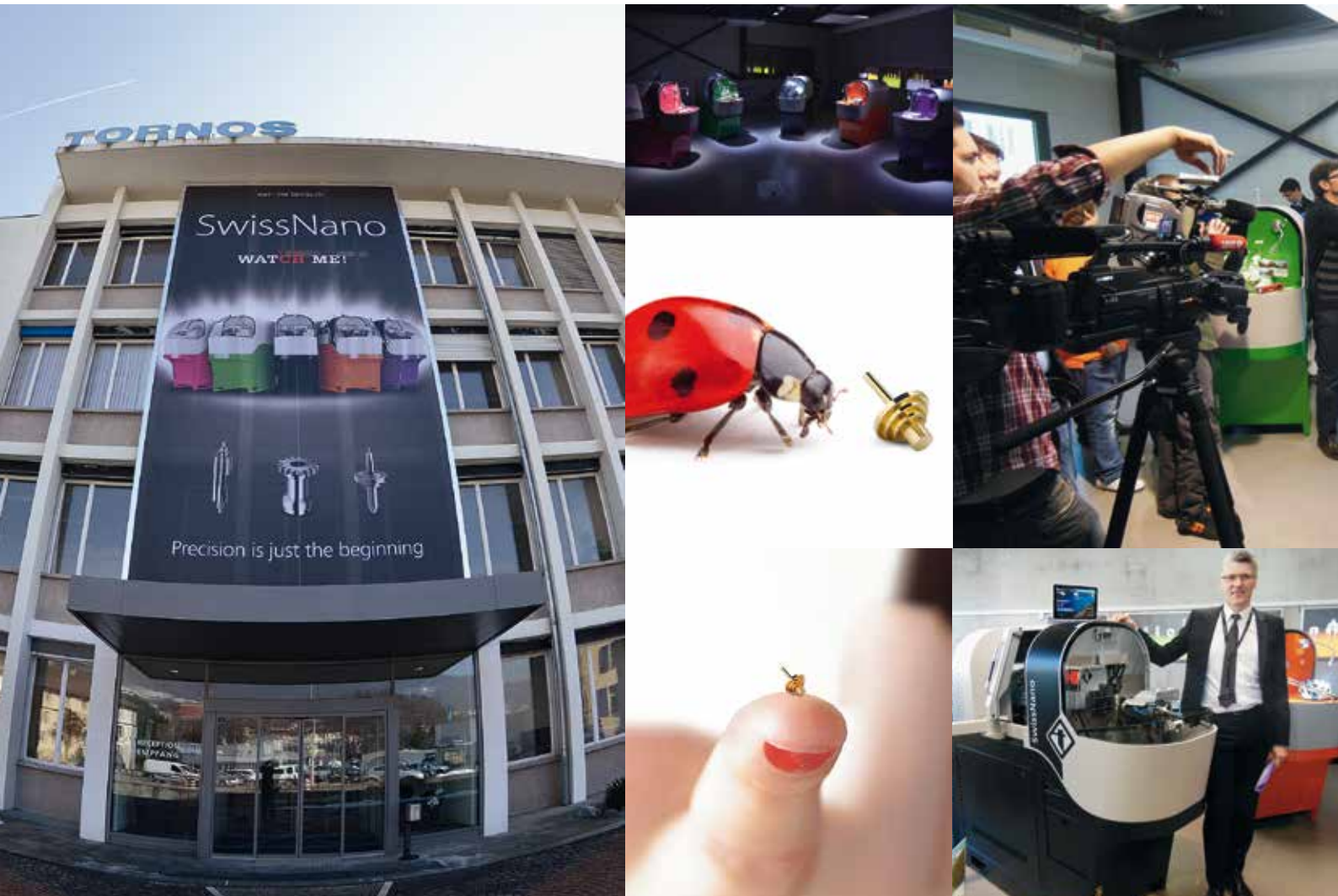
A breath of fresh air

One of the major developments made by the SwissNano team was to approach the design as a real means of differentiating the product and

adding value. In the words of Mr. Renggli: *"One year ago, if someone had spoken to me about creating machines in all different colours, like a coffee machine, I would've replied that this crazy idea would never become a reality, and yet one year later, the machines are available and everyone is talking about them"*. And while not all customers are necessarily aware that they can buy it in a range of colours, they have all noticed the new lease of life and breath of fresh air these machines have brought to the conventional world of bar turning.

And the bar turning profession really does need a bit of fun and joy to encourage young people to start training in this field.

Presentation



Visitors had an opportunity to look at parts produced on the SwissNano under a microscope. They could see that the finishes really met their expectations.

Michael Hauser, CEO

An acclaimed design

While the design has caused a stir, this has also been due to the practical aspects involved. The customers were unanimous: The 180° access to the machining area, the easy to remove “crash helmet” protection, the control on a mobile arm and the wireless tablet won a clean sweep of the votes. Developed with a very strict set of specifications dedicated to watch-making, the machine appealed to those working in this domain. The capacities of the machine, like the number of tools and the various devices available, were deemed perfectly adapted to the field. Mr. Renggli explained: *“The kinematics with the two independent plattens allow simultaneous blanking and finishing (i.e. using two tools in the material simultaneously), and the hobbing unit, were particularly well received”*. Customers were also impressed

by the high level of precision offered by the machine, which can stand beside the Micro 8, one of the most accurate machines on the market.

Size: finally!

Although designed to complement cam-type machines and not to replace them, the SwissNano has a very small footprint which allows customers to make a 1:1 replacement in a workshop. Mr. Renggli summed up what a bar-turner who only uses cam-type machines said to him: *“The manager of a small company which only has cam-type machines admitted to us that, finally, for the first time ever on the market, there was a machine that could fit in his workshop and that he was ready to buy to try it out”*.



And the tablet?

All the machines sold during the exhibition have an integrated PC which allow a connection to the tablet, enabling production to be monitored. *“Our customers could see beyond the gadget appeal”. Having the latest versions of the service instructions directly on the tablet, for example, was highly appreciated. Being able to have an integrated PC also brings a wide range of additional possibilities, such as managing stock of parts on the machine, for example*” explained Mr. Renggli. Customers also liked being able to customise the Fanuc control screens. Developed using the “Android” operating system, these pages are very intuitive and user-friendly.

Tornos store

The company has set up a virtual store for downloading applications for the tablet. Mr. Renggli explained: *“With a tablet running with Android, customers can download a free application which allows them to have a system for keeping service instructions continuously up-to-date, communicating news to them and giving them access to the Forum”*. Access to this is restricted to SwissNano customers.

Different service packs

The SwissNano machine is now on sale with different service packs: Starter, Silver and Gold. The three types of pack include basic training, access to the forum and membership of the SwissNano users’ club (we will return to this in a later article). The Silver

level also includes a day’s coaching with the customer and requires the purchase of a SwissNano with an integrated PC. The most comprehensive pack also comprises preventive maintenance once a year and a 36-month warranty extension. Mr. Renggli explained: *“There are also three different setup versions. I would recommend that interested customers contact their usual Tornos distributor”*.

Coming soon

While the 23 machines already sold are black, customers also chose a yellow machine and a pink machine during the open days. The SwissNano machine will be on display at EPHJ (Stand B83) and during EMO... which colour will you choose?



Tornos SA
Industrielle 111
2740 Moutier
Tel. +41 32 494 44 44
Fax: +41 32 494 49 07
watchme.tornos.ch