

To Our Customers
*Is The World Really
Flat?*



Briefly Speaking
HSC: More Than
Carbide Cutting Tools



Hetran
Core
Products

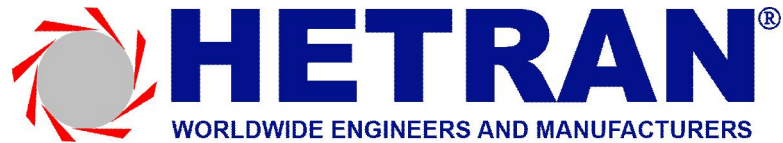
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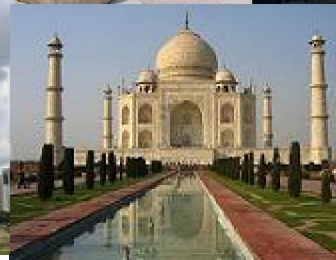
October 2008



Building An International Organization

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To Our Customers: Is The World Really Flat?



I was headed for India to meet with several customers and to have discussions there with the head of our newest Hetran office about our plans to add engineering staff and fabrication capabilities. A copy of Thomas Friedman's book *The World Is Flat* was in my briefcase to read on the plane.

Friedman presented that globalization is rampant due to digitization of information, the internet, the proliferation of powerful search engines, and the growing acceptance of free market governance. The impact is that more people communicate, collaborate and compete, more readily and with more equal power than ever before. The playing field is leveled and businesses like Hetran must acclimate.

I firmly agree that communications technology has flattened our world, but it isn't possible to have a business dinner on the internet and not everyone communicates in one language. Understanding the languages, traditions, national pride, religious faiths, and culture of our metal working customers helps us to build working relationships. These are key responsibilities of our international agent network.

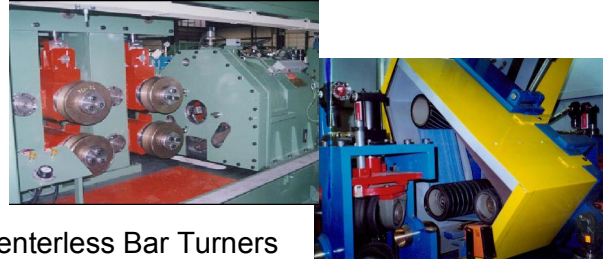
In this issue of the bulletin, we highlight the international scope of our business, how we support it and our plans to further grow it. We introduce our newest facility in India.

We would be pleased to meet with you to provide more information about our company and our products. Don't hesitate to contact us.

Helmut Oertmann, President



Hetran's Core Products ... Machines To Meet Your Processing Needs:



Centerless Bar Turners
(peelers)

Coil Shavers (rotary and die)

Coil-to-Bar (turn) Lines

Bar, Tube and Coil Belt Polishing Systems

Belt Polishing Systems for Super-Finishing Bars
Prior to Plating

Two-Roll Vertical Straighteners/Burnishers

High Speed, Dry Abrasive Saws

Horizontal Press Straighteners

Chamfering, Facing and Deburring Machines

Bar End Stamping, Engraving Systems

Bar and Coil End Turn Pointers

Handling Tables For All Types of Processing
Equipment

Custom Designed Bar and Coil Processing Lines

Integration of Eddy Current and Sonic, and
Related NDE Technologies

Cell Configurations For In-Line Continuous
Processing

Hetran also has strong working relationships with producers of related process equipment and regularly integrates these into projects: laser size measurement systems, precision centerless grinding machines, weighing equipment, coolant reclamation systems, turnings conveyors, coil-to-bar drawing lines and multi-roll bar straightening machines.

Latest Machine Builds



A multi-head polishing line for super finishing peeled shafting bars up to 12" (300mm), prior to plating.

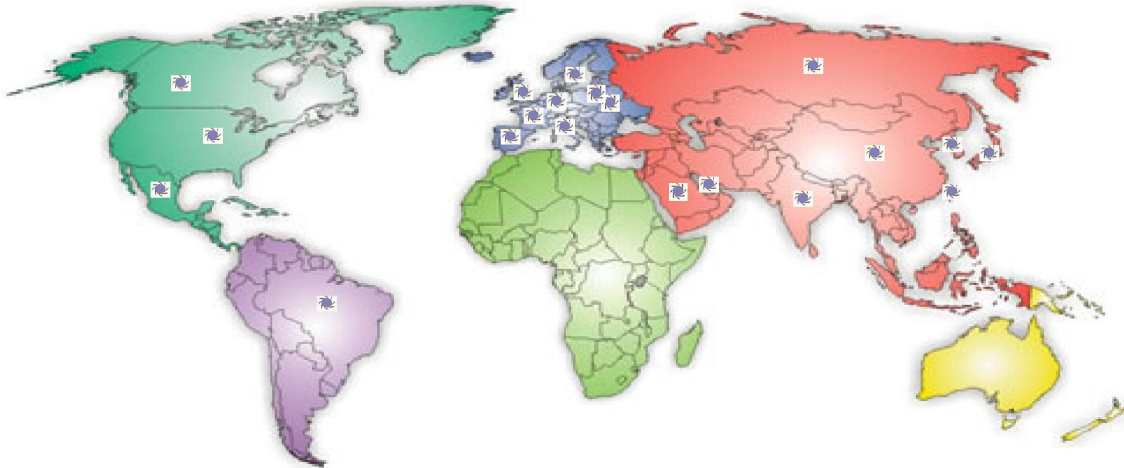


A BT-12 (300mm) turning (peeling) line for stainless, tool and alloy steels, partially disassembled, and being readied for shipment.

Feature Story



Building an International Organization



Countries to which Hetran has supplied finishing equipment are noted by the Hetran symbol in the above world map. More than 165 Hetran bar processing lines have been commissioned worldwide by Hetran, plus more than 200 coil to coil, coil to bar, and other special purpose finishing machines.

1. World Market for Finishing Machines & Hetran's International Organization

Production of metal long products, especially of specialty metals, is growing worldwide. This growth is the underlying demand for more high performance finishing machines like Hetran supplies. Our impressive penetration into this international market is a result of four key factors: our distinctive machine design competency, 40 years of experience in processing an exceptionally wide range of ferrous and non-ferrous metals in all sizes, including bars, coils, and tubular forms, creation of regional engineering, fabrication and sales/service offices in key locations around the world, and our international agent network.

Our network of international agents, territory managers, and sales/service and engineering offices are intended to quickly respond to customers and to provide communications in local time zones and languages. The locations for key Hetran offices outside the USA are strategically located. The USA and Brazil Territory Managers can efficiently respond to customer's in the Americas. Hetran GmbH, in Germany, is centrally located to support Europe, and our Russian office covers Russia and the CIS nations. Asia is supported by our Territory Manager's office in Vancouver, Canada, which is conveniently situated for travel to and from Asia and facilitates daily communications between the time zones in Asia and in the Hetran USA offices.

The 2008 addition of the Hetran India office is a strategic move to further expand our presence there. The location and scope of responsibilities for this facility will support metal working customers in India and the Middle East. This multi-discipline India facility will provide sales, engineering, fabrication, technical support services, and local stocking of spare and wear parts. Commissioning these important capabilities in India will improve our customer service in-country and the region, even as far as Southeast Asia and Russia. Hetran India will help us reduce costs and lead times.

International Engineering and Fabrication Capabilities

Hetran GmbH provides quotes, does original design work for major machine components, supplements engineering work from the USA office and manages local fabrication and technical services requested by our customers. Technical data and CAD drawings are routinely shared with engineers in the USA and other facilities through common files and by e-mail.



The German office is especially adept at generating 3-D CAD drawings of machine components used in discussions with fabricators and customers.



Jörg Wiethüchter, Director and Territory Manager, and Stepen Niggeman, Design Draftsman, of Hetran GmbH review the layout of a processing line to be installed in Europe. Gerhard Wachtel, Design Engineer, is absent from photo.

Hetran India Private Ltd. Office in India

This newest Hetran office is in Bhiwadi, India. India is an excellent location for Hetran to recruit engineering skills, do fabrication, have a sales office, and inventory spare parts. This facility will also provide repair services to India, the Middle East, and other nearby countries.



The India engineering and fabrication

offices give Hetran the opportunity to produce end products less costly and more quickly thereby benefiting our customers as it helps the organization.

These Germany and India facilities free up people and capital in our USA corporate location to do even more research and design work to further improve our products.

The Role of Territory Managers

Territory Managers provide the critical dialogue between the in-country agent and the respective corporate office resources. They support multiple agents who live and work in the respective countries within the territory and coordinate the interface between agents, customers and the Hetran corporate departments. Their office locations facilitate quick travel to the territory, as needed to meet with customers and agents. All Territory Managers are multi-lingual.

For example, Wahsan Chong is the Asia Territory Manager and worked in many Asian countries for nearly 20 years before joining Hetran 7 years ago. He resides in Vancouver, is fluent in Mandarin, English and many other Chinese dialects and he supports Hetran's agents in Taiwan, China, and other countries where Chinese languages are preferred. He has an ME degree and is a registered PE in the UK. He communicates daily with agents, customers and the Hetran offices.



"Vancouver is an excellent location to support Asia.. The time zone facilitates communications with our agents, customers and the Hetran home office. Flying to Asia is quick and convenient."



Briefly Speaking

Did You Know ... These Facts About HSC?

- HSC is a Hetran affiliate company.
- HSC's business objectives include supplying customers with optimum carbide cutting tools for the ferrous and non-ferrous bar and coils materials that they process.
- HSC carries more than 50 different type carbide cutting tools.
- HSC also supplies a full line of die-shaving ("broaching") carbide tools, abrasive polishing and grinding belts, dry high-speed abrasive cut-off wheels, and carbide wear pads for the cutting tools.
- Bronze and brass guide strips also are inventoried for immediate shipment. These are internal wear guides used in wire shaving machines and many bar turners.
- Each cutting tool type is designed to optimize turning (peeling) performance for the specified application and is unique due to its size, shape, edge preparation, coating, or material grade.
- Carbide cutting tools are continuously improved by ongoing testing and collaboration with leading carbide manufacturers.

- HSC carries a full line of belt types for carbon and alloy steels, specialty metals and titanium. They are sized to fit planetary and non-planetary systems.



"Our focus is to have the optimum products readily available for quick delivery at attractive prices."

Nicole Oertmann
President, HSC

HSC HIGH PERFORMANCE PRODUCTS CAN IMPROVE YOUR COMPETITIVE ADVANTAGE. E-MAIL YOUR INQUIRY TO :
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Ron Matlock, Manager-Manufacturing, Ben Houser, Director-Engineering, meet regularly with Nicole Oertmann, President-HSC, to review abrasive belt and carbide cutting tool product test results.

Going Forward

The January, 2009 issue of the Hetran Quarterly Bulletin will include a feature article on Hetran's rotary wire shaving and polishing lines.

We will highlight why these unique machines are the leading preference for producing precision tolerance coils of super-alloys, titanium and other specialty metals.

How To Reach Us



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