

To Our Customers
Bar Turner (Peeler)
Technology
for the "Z"
Generation...



Briefly Speaking
Update:

Celebrating Our 40th
Anniversary



Hetran
Core
Products

Quarterly
Bulletin

Corporate Headquarters:

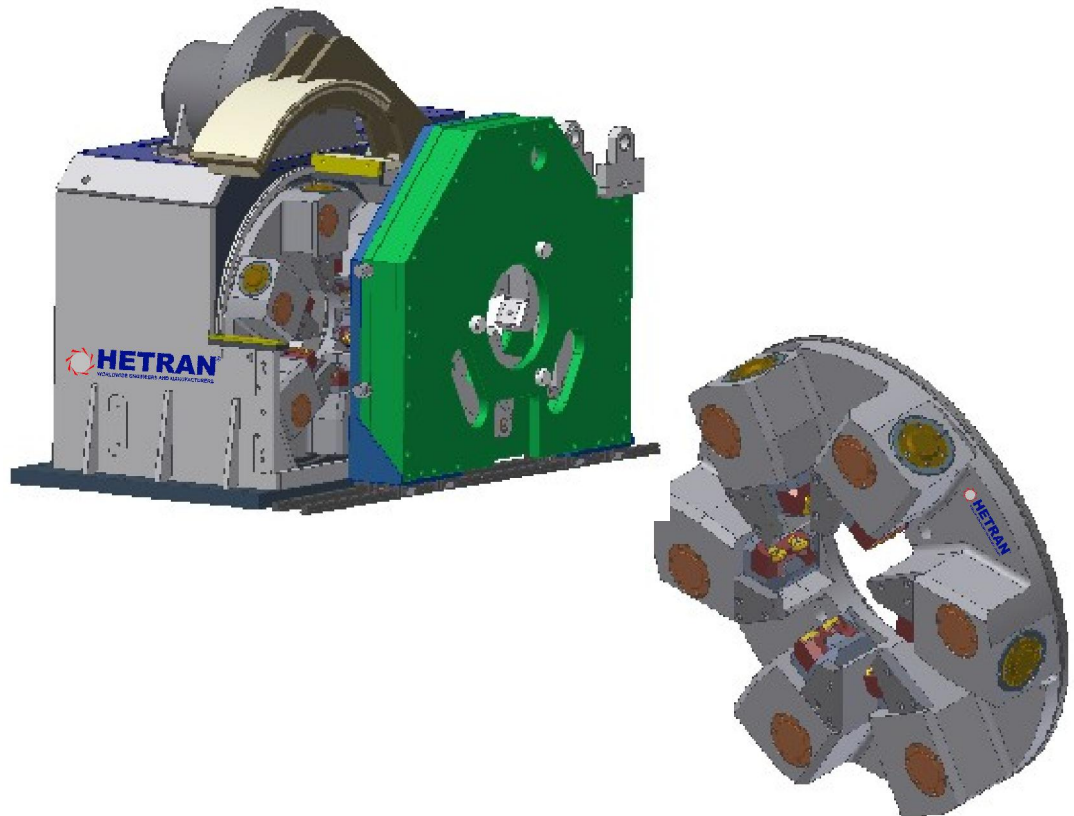
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October 2010



Feature Story:
**New "Z" Generation Large Bar
Turning (Peeling) Machines**

To Our Customers: Technology for the “Z” Generation



We were making plans to publicize our new large bar Turning (Peeling) spindle assembly that we developed during the past five years. Calling it “Hetran’s Newest Turning (Peeling) Head” just didn’t have the sizzle and glitz it deserved. We needed a name.

While brainstorming, WahSan Chong, our Territory Manager for Asia, mentioned this newest design will serve the “Z” generation of users.

Chong said the initial Hetran Turning (Peeling) machines produced in 1969 did not have automatic compensation and were used by Generation “X”, the generation after the baby boom ended. Gerhard Wachtel, our Senior Director New Product Development and Design from our Europe office, added that the next generation, Generation “Y”, commonly referred to as the Millennium Generation, used the “automatic compensation” Turner (Peeler) designs that we introduced to customers in 1982.

We concluded that this newest Turning (Peeling) head is for the “Z” Generation, which is on the heels of Generation “Y”, and is highly connected to the web, instant and text messaging, multi-media and to mobile phones which are replacing home computers.

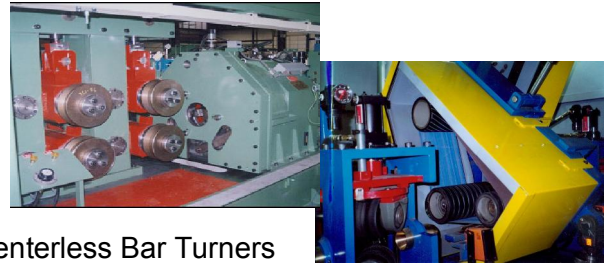
This newest large bar Turner (Peeler) design will be used by the “Z” Generation for decades to come.

Now you know why we added a “Z” to the name of our newest design Turners (Peelers).

Helmut Oertmann, President



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



Centerless Bar Turners

Coil Shavers (rotary and die)

Coil-to-Bar Turning (Peeling) Lines

Coil to Bar Drawing Lines*

Bar, Tube and Coil Belt Polishing Systems

Belt Polishing Systems for Super-Finishing Bars
Prior to Plating

Complete Billet and Ingot Conditioning Systems*

Two-Roll Vertical Straighteners, Burnishers, Work
Rolls and Roll Housings

High Speed, Dry Abrasive Saws

Horizontal Press Straighteners

Chamfering, Facing and Deburring Machines

Bar End Stamping, Engraving Systems

Bar and Coil End Pointers

Handling Tables for all Processing Equipment

Custom Designed Bar & Coil Processing Lines

Integration of Eddy Current and Sonic NDE
Technology into Processing Lines

Cell Configurations for In-Line, Continuous
Processing

Laser Size Measurement Systems for Automatic
Compensation*

Precision Centerless Grinders*

Multi-roll Bar Straighteners*

(* components from long term partners)

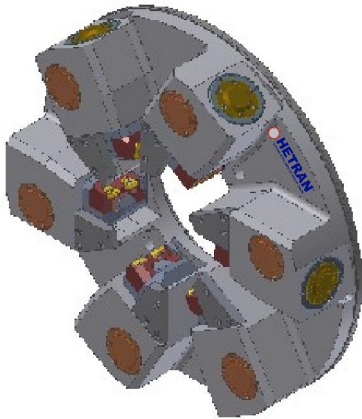
FEATURE STORY



PRESENTING: HETRAN'S NEWEST "Z" GENERATION LARGE CENTERLESS BAR TURNER (PEELER)

Hetran spent more than five years studying how to best respond to customers' needs to reduce bar Turning (Peeling) machine set-up times, improve cycle times and lead times, increase Turning (Peeling) productivity and provide high equipment reliability. The result: Hetran's newest "Z" Generation large bar Turning (Peeling) machines.

Hetran built a BT-8Z (200 mm) Turning (Peeling) machine and ran a variety of metals and sizes on it in the Hetran Orwigsburg plant. Several weeks of testing enabled Hetran to fine tune and confirm the effectiveness of the new "Z" design; which is now released by Hetran engineering for manufacture of Turning (Peeling) machines 200 mm and larger. Hetran already is fabricating a BT-16Z (400 mm) Turner (Peeler) to be commissioned by end of year 2010, with several additional large machines in the fabrication schedule for 2011. The "Z" Generation design also enables Hetran to reliably manufacture larger bar Turner (Peelers) than were previously possible. Hetran recently obtained an order for a BT-26Z (650 mm) Turner (Peeler) which will be the world's largest known centerless bar Turner (Peeler).



The new Turner (Peeler) head, carbide holder, and automatic size compensation system designs are rigid and compact. These features allow more carbide holders to be employed inside the Turner (Peeler) head thereby generating significantly increased feed rates and better bar surface finish for all types of metals.

Six (6) carbide holders are used in 300 mm capability Turners (Peelers) and eight (8) carbide holders for Turners (Peelers) with larger bar diameter capabilities.

Also, each carbide holder can hold up to three (3) carbides, which enable very high depths of cut, when needed.

Turning (Peeling) productivity can be increased by 50%.



The BT-Z Turning (Peeling) machines use carbide holders that are easily handled by the operator.



Both the spindle housing "hood" and the entry guide assembly can be retracted to provide optimum accessibility to the carbide holders when changing carbides.



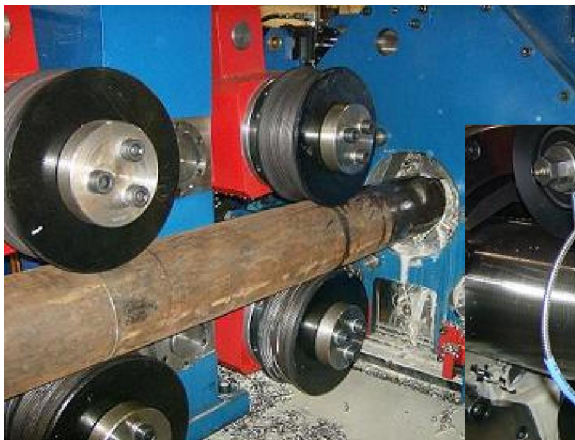
Customers will realize many benefits from this new large bar Turner (Peeler) design, including:

- The compact design requires fewer parts to be purchased, maintained and inventoried to support the Turning (Peeling) operation.
- Long-run size campaigns are less important for maximizing through-put and scheduling lead times for processing can be reduced.
- Ergonomic advantages are significant: the operator handles fewer and lighter weight components to change carbides.
- The simplified design provides improved chip evacuation. Coolant flow and pressure to the carbides can be increased thereby reducing carbide wear.
- Productivity is improved and operating costs per bar are reduced.

The “Z” Generation design is manufactured in large bar Turning (Peeling) machines starting with BT-8 (200 mm) models. The “Z” design enables Hetran to build centerless Turners (Peelers) with size capabilities above 26” (650 mm).

Existing BT-12 and larger Hetran automatic compensation Turning (Peeling) machines can be upgraded in the future to the “Z” Generation” design by replacing the spindle assembly, with significant cost savings versus purchasing an entirely new machine.

These photos were taken in July and August 2010 of a BT-8Z (200 mm) bar Turner (Peeler) at the Hetran Corporate facilities in Orwigsburg, Pennsylvania:



Here an 8” (200 mm) duplex stainless bar is being fed into the Turning (Peeling) head of the prototype BT-8Z bar Turner (Peeler).



Here the peeled duplex stainless bar emerges from the Turning (Peeling) head.



Ben Houser
Director - Engineering

“The BT-Z Turner (Peeler) design will achieve faster feed rates, deeper cuts, and enable shorter set-up times that will help customers reduce their processing costs.”



BT-Z Turners (Peelers) are designed to accept both tubes and bars.



The BT-8Z safety guards do not obstruct the operators view.



The BT-8Z machine was also tested with larger in-line planetary polishers which are optional equipment.



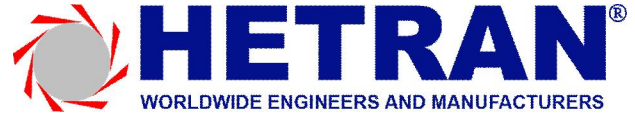
This is a view inside one of the new large planetary polishers. Abrasive belts can easily be changed even when the bar remains in the polisher. The polishers can be used wet or dry.



Here the 8" (200 mm) bar surface is checked with a profilometer to confirm the surface smoothness meets ultrasonic testing requirements.

Don't hesitate to contact the nearest Hetran representative or our corporate office for more details about this exciting new Turning (Peeling) machine design.

Briefly Speaking



HETRAN CELEBRATES ITS 40th ANNIVERSARY



I take this opportunity to thank our three most important business constituents: our customers, our employees and our vendors.

Hetran started business 40 years ago in August, in a garage in Queens, New York. Our first order was for a small bar Turner (Peeler) and we had three employees and one customer. Now, four decades later, we have emerged as a major, international supplier of bar and coil finishing equipment for all types of metals, with modern manufacturing, servicing and marketing capabilities to reach customers around the globe, and engineering capabilities to lead the development of new products and continuous improvement.

I thank our many good customers for their confidence in our company and for their business. Also, I offer my most sincere appreciation to our past and current employees; to our sales agents, for their dedication and invaluable contributions that have helped Hetran grow, and to our vendors who have contributed to our success.

As we at Hetran begin our 41st year of business, we look forward to the future, and to continuously improving our products and services...

Helmut Oertmann, President.

Going Forward

The December 2010 issue of the Hetran Quarterly Bulletin will include a feature article on Hetran Die Shaving machines (also referred to as "Back Die", "Broaching", or "Scalping" machines). These coil to coil processing lines are capable of removing surface defects from "black" wire rod at very high line speeds.

The Die Shaving article will highlight the principles and advantages of this type of coil shaving technology.

At right are typical Hetran die shaved coils that were dead cast onto carriers.



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