2011

CAD ENAS

CADENAS

JOINT SUCCESS 2011

NEWS
TRADE-FAIR CORPORATIONS
CASE **S**TUDIES
AND MANY MORE

Solution Partner | SIEMENS
PLM

AHP MERKLE®
BEWEGT

PowerWind

BOEING

MiSUMi

CADENAS UNITES

COMPONENT MANUFACTURERS & SUPPLIERS WITH THE INDUSTRY!

MANUFACTURERS & SUPPLIERS
OF COMPONENTS

INDUSTRIAL BUYERS
OF COMPONENTS

The Electronic Product Catalog

eCATALOGsolutions is the perfect solution for component manufacturers to create CAD product catalogs as well as an innovative marketing strategy for components.

- Cross Media Publishing: product catalog for WEB, MOBILE, created as CD-ROM, PDF or PRINT

- Easily combine products: Product wizard and -configurator for your customers

- Your catalog on over 50 vertical market places with a potential of 6,000,000 engineers and buyers

- 60 million downloads of CAD models per year, where 87% of downloaded parts lead to purchased products

Many leading companies were able to increase their sales by more than 30% due to the Electronic Product Catalog eCATALOGsolutions.

www.cadenas.co.uk/electronic-productcatalog

The Strategic Parts Management

In many companies PARTsolutions is one of the leading software systems helping engineers and purchasers to manage and find company-, supplier- and standard parts.

- Overall controllable production costs for development and engineering are reduced by 70%

- 3D CAD models with intelligent features

- All technical and business data available at a glance

- All attributes of a component can be filed nice and neat in ERP & PLM

- Access to numerous producer and component information

154 of the top 1,000 global players from Germany rely on the Strategic Parts Management PARTsolutions by CADENAS.

www.cadenas.co.uk/strategic-partsmanagement

EDITORIAL

This was CADENAS in 2011!

Dear customers and partners of CADENAS,

We are looking back on an eventful year. In 2011 we were able to launch several future-oriented innovations of our software solutions PARTsolutions and eCATALOGsolutions.

We introduced the new software version 9 of the Strategic Parts Management to many customers. Initial problems of the software implementation have been resolved and now the new version is being used in many companies. We would like to thank you for the trust and the patience that you have placed in us.

Additionally, we would also like to mention that we became partners of Siemens PLM Software in May 2011. Ever since companies have been combining PARTsolutions with the software solutions of Siemens - Teamcenter®, NX™ and Solid Edge® - they have been able to manage their components better and save process costs at the same time.

We also launched the new version of the 3D CAD download portal PARTcommunity in 2011. The 2.0 version features innovative search functions and is more user-friendly.

We would like to take this opportunity to thank you for your partnership in 2011, and we are looking forward to manage all challenges of 2012 with you.

Jürgen Heimbach
CEO
CADENAS GmbH

SUCCESS IN FIGURES

60,000,000

Part downloads from download portals of CADENAS **per year**

40%

Less effort for gathering information at **SMS Siemag AG** by using CADENAS PARTsolutions

35%

Less supplier parts had to be **created** by connecting PARTsolutions to the material management of **KUKA Systems GmbH**

5-10%

Considerable savings in process costs for the engineering and purchase department of **PowerWind GmbH** by using PARTsolutions

460 Mn US Dollar

Profits for MISUMI by combining the **product configurator** of CADENAS with the eCommerce solution of MISUMI

98%

Afag had **less customer complaints** due to implementing CADENAS' new 3D CAD models

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Cost reduction of purchased parts by
using the Strategic Parts Management
PARTsolutions at PowerWind

Visitors were highly attracted by CADENAS,
who was represented at the HMI together
with PTC and HUGRO

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Boeing wins award for implementation of the CADENAS Product Catalog

3D CAD product data of AHP Merkle are available globally and around the clock

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Presentation of CADENAS' software solutions at the Lamborghini Museum in Sant'Agata Bolognese/Italy

SUCCESSFUL USE OF CADENAS' SOFTWARE SOLUTIONS IN BROADSHEET FORMAT!

THE CADENAS CALENDAR 2012

With the calendar 2012 CADENAS unites part manufacturers and suppliers with industrial users.

Every month a renowned company is introduced, showing how it successfully uses CADENAS' software solutions eCATALOGsolutions or PARTsolutions and which improvements could be achieved in consequence.

You can download the digital version of the CADENAS calendar 2012 under:
www.cadenas.co.uk/calendar

MiSUMi

CADENAS PRODUCT CONFIGURATOR PROVIDES MORE THAN

1,125,000 MISUMI CAD MODELS MONTHLY

24 Mn
3D CAD models
since it has
been implemented

$38 Mn
monthly

$460 Mn
per year

CADENAS PARTsolutions USA and MISUMI Corporation, the world's largest supplier of fixed and configurable components for the manufacturing industry, announced in August 2011 that CADENAS PARTsolutions is the company's exclusive 3D part catalog technology partner. MISUMI exclusively leverages CADENAS' technology to host its 3D product configurator for its Factory Automation (FA) division's products, which integrates directly with its e-commerce solution. Combined, the solution generates $38 million in sales per month, or $460 million per year.

Each month CADENAS PARTsolutions is delivering more than 1,125,000 digital product files to MISUMI's worldwide customers in 67 of the more than 150 available native & neutral CAD and graphic formats. »We surveyed our customers, and the #1 reason they buy from MISUMI is online CAD configuration provided by CADENAS PARTsolutions,« said Patrick Esposito, Marketing Manager, MISUMI USA, Inc. »MISUMI's Factory Automation configured product downloads are growing at year over year rate of 33% per month, and file downloads are growing at 49%. This is a clear indication of the importance of CADENAS to our customers around the world.«

The current MISUMI Metric catalog contains over 3,450 product pages, offering trillions of configurable parts such as single-axis actuators, linear shafts, aluminum extrusions, linear guides, XY stages and other components for factory automation and various machine builds. To date, CADENAS PARTsolutions USA has delivered more than 24 million digital product files to MISUMI customers. »The quantity of MISUMI product downloads available from CADENAS is staggering,« said Esposito. »Our engineers calculated that on a one page spread for locating pins, there are 97 billion individual pins that will generate a unique part number and CAD file.«
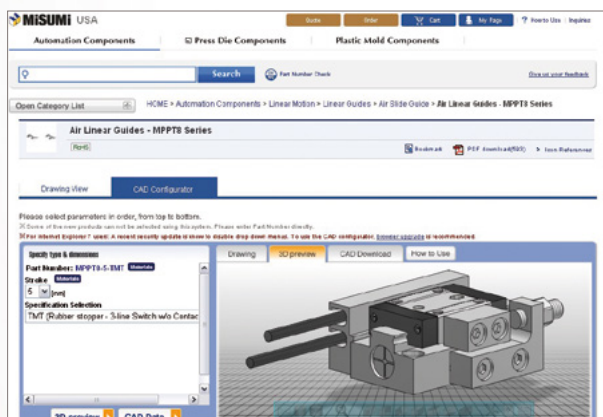
PowerWind

COST REDUCTION

OF SUPPLIER PARTS WITH
STRATEGIC PARTS MANAGEMENT
PARTSOLUTIONS

The number of necessary standard parts for the construction of two system platforms could be reduced by 57% from 661 to 287

In times of climatic changes, renewable energies will increasingly play an important role. The wind energy sector which is continuously growing, is profiting from this boom as well. More and more wind energy converters are built in Europe to use wind energy for producing eco-friendly electricity.

To produce wind energy converters, about 300 different standard- and supplier parts are necessary for each system platform. If you use strategically preferred supplier parts for plant building, the production costs for wind energy converters can be cut down considerably.

To meet future requirements and effectively reduce production costs, the PowerWind GmbH has been using the Strategic Parts Management PARTsolutions by CADENAS since 2009. After the project was started at PowerWind, the software solution to manage, find, and reduce parts was ready for use within one week.

57%
of the necessary standard parts were saved when building two system platforms

5-10%
reduction of process costs in the engineering and purchase department

Benefits of PARTsolutions for PowerWind

■ Thanks to interfaces to the administration system of PowerWind, all engineering employees have access to the same component information.

■ Duplicates are effectively avoided, since CAD models are no longer applied twice.

■ The number of necessary standard parts for the construction of two system platforms could be reduced by 57% from 661 to 287.

■ By marking strategically preferred supplier catalogs, the process costs in engineering and purchasing were reduced by 5 to 10%.

■ Acceleration of the construction process through the simple access to 500 manufacturer catalogs with millions of standard and purchased parts.

»We are looking forward to having numerous further suppliers of components making their 3D CAD models available as supplier catalogs in the CADENAS PARTsolutions library in the coming years. Through this we can ensure that we have access to all important supplier catalogs in the future as well.«

Thomas Korzeniewski
Manager Research & Development
PowerWind GmbH

You can find the complete case study at:
www.cadenas.co.uk/partsolutions/customers/success-stories
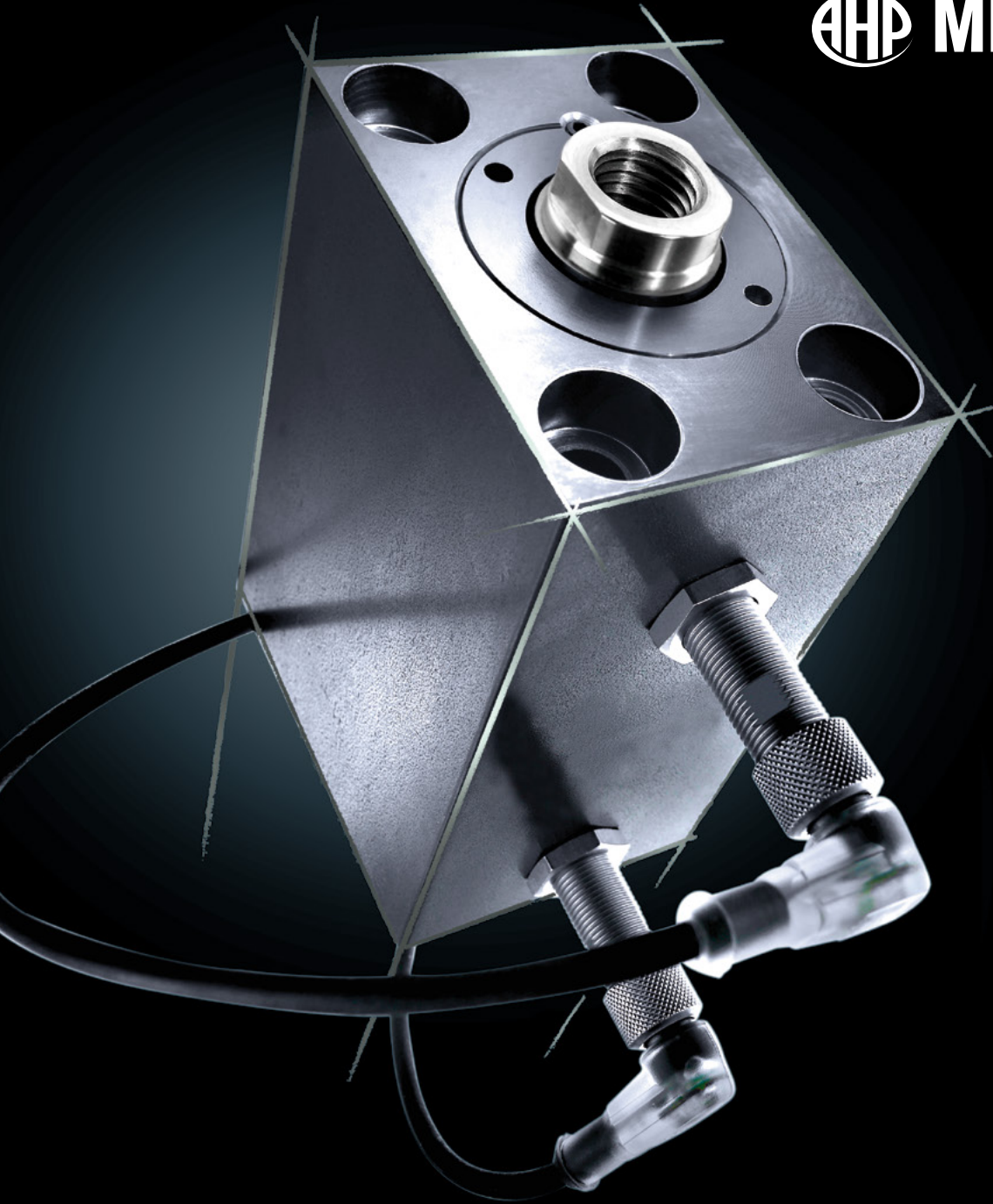
AHP MERKLE OFFERS 3D

CAD PRODUCT DATA

AROUND THE CLOCK
IN 14 LANGUAGES

CADENAS eCATALOGsolutions at AHP Merkle

The manufacturer of hydraulic cylinders AHP Merkle »sets things in motion« and is motivated to offer domestic and foreign customers first-class quality service. For example, AHP offers all information about AHP Merkle components in the customer's respective language.

To provide customers with product CAD data for download around the clock, AHP Merkle introduced the Electronic Product Catalog of CADENAS in the year 2000, which is available in 14 languages today. Additionally a CD ROM with 3D CAD data was enclosed in every edition of the AHP Merkle print catalog. Product descriptions are now automatically generated since the product assistant can access the CAD data of the Electronic Product Catalog.

When implementing a 3D PDF data sheet, a special feature for cylinder reduction was developed for AHP Merkle. It reduces the length of cylinders to a displayable size and equips them with automatic dimensioning.

Improvements at AHP Merkle through eCATALOGsolutions

■ The CAD models no longer have to be manufactured by the AHP Merkle design department on specific customer requests, instead they can be downloaded directly from the online download portal.

■ The contents of the offline CD ROM are easily exported from the CAD catalog.

■ The product assistant reduces the number of incorrect product descriptions and thereby minimizes the need of customer consulting services from AHP Merkle.

■ The cylinder reduction feature for 3D PDF data sheets allows cylinders to be displayed in a presentable size and still contain all important measures.
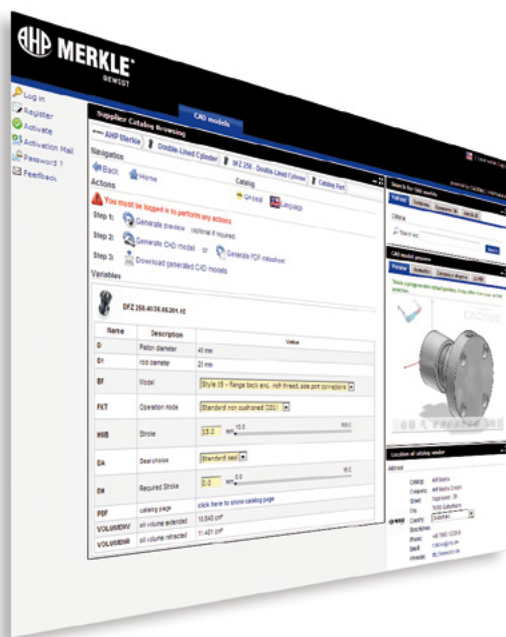
»For ten years we have been cooperating with CADENAS, achieving many successful developments like the CAD product catalog, the offline CD ROM, the product assistant, the 3D PDF data sheet and the joint trade show appearance at the EuroMold 2010 and 2011. In the past years we have been able to inspire our customers with many exciting innovations.«

Christen Merkle
CEO
AHP Merkle GmbH

»3D CAD MODELS IN PARTSOLUTIONS ARE THE PROCESS DEFINED SELECTION CRITERIA«

conntronic prefers implementing CADENAS' supplier catalogs in their designs of CD welding plants

The conntronic Prozess- und Automatisierungstechnik GmbH has been implementing the Strategic Parts Management system PARTsolutions by CADENAS GmbH at five locations since 2004. The manufacturer of CD welding plants (capacitor discharge) from Welden, Germany specifically uses the all-encompassing standard parts library PARTsolutions for its plant and special engineering. With this library, the CADENAS software solution gives the mechanical engineering at conntronic access to millions of 3D CAD models from over 500 catalogs of popular suppliers.

»We almost exclusively use parts and components whose 3D CAD models we are able to find in the parts management system PARTsolutions,« confirms Thomas Nett, Manager of Engineering/Labs at conntronic. »This is the selection and integration criteria for us, as long as we don't have required specifications from our customers.«

Benefits of PARTsolutions for conntronic

■ The comprehensive standard parts library displays a considerable advantage in speed since required supplier parts can easily be found and then integrated directly into the construction in the CAD system CATIA.

■ Beforehand, parts at conntronic needed to be measured individually and numbers had to be taken over from catalogs. This created a high rate of error. Thanks to the high level of accuracy of CADENAS' CAD models, the potential for construction errors is minimized.
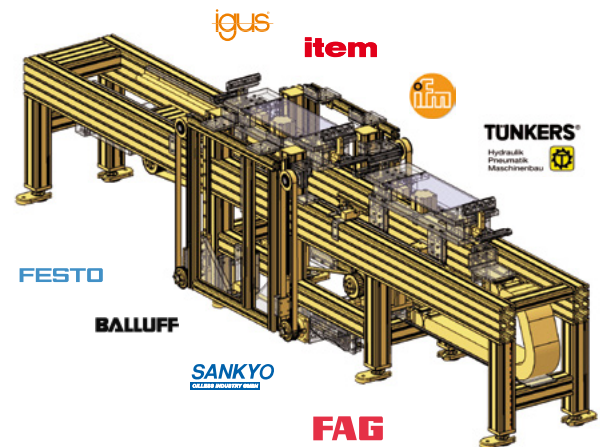
The yellow colored parts of the accelerated infeed design come from the supplier catalogs of CADENAS PARTsolutions.

»As soon as a CAD model of a part from PARTsolutions manufacturer catalogs is integrated into our design, it is immediately then purchased. This is because we in the engineering department select those parts and components which our buyers purchase.«

Thomas Nett
Manager of Engineering/Lab
conntronic Prozess- und
Automatisierungstechnik GmbH

You can find the complete case study at:
www.cadenas.co.uk/partsolutions/customers/success-stories

afag

AFAG RECORDED
98% REDUCTION IN CUSTOMER COMPLAINTS
THROUGH 3D CAD DATA BY CADENAS

### CADENAS eCATALOGsolutions at Afag

Marc Zingg
CEO
Afag Automation AG

»Customers now expect 3D CAD data to be available quickly and in high quality«, explains Marc Zingg, managing director of Afag Automation AG.

Since 2003, Afag offers its Electronic CAD Product Catalog based on CADENAS technology. Marc Zingg is enthusiastic about CADENAS solutions: »We would not have a competitive edge without our Electronic Product Catalog by CADENAS«, he adds.

Thanks to the high quality of the 3D CAD models and the alternative ways to download parts, customer complaints have dramatically dropped by 98% compared to 2003, when CADENAS software solution was not yet implemented.
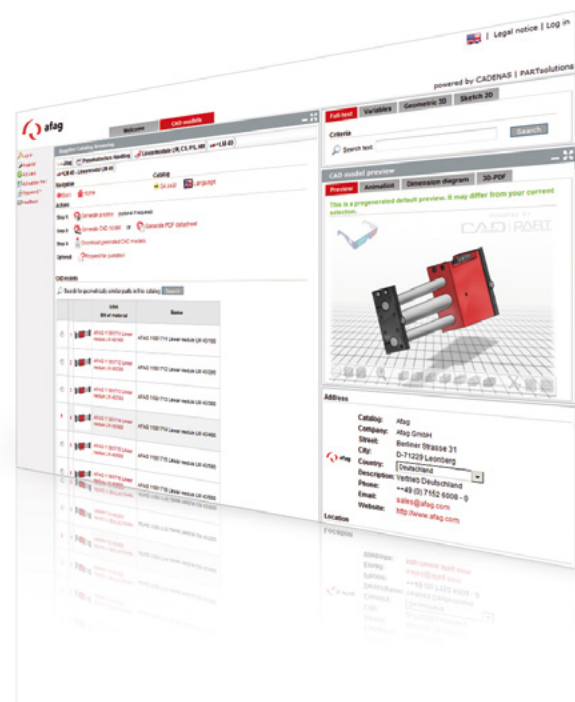
CADENAS FORMS PARTNERSHIP WITH
SIEMENS PLM SOFTWARE

Process Optimization by connection between PARTsolutions and Siemens' software solutions Teamcenter®, NX™ and Solid Edge®

l. John F. Miller, Siemens PLM Software,
r. Walter Leder, CADENAS GmbH

In May 2011, CADENAS GmbH announced becoming a Foundation Partner in the Siemens Solution Partner Program. CADENAS will work with Siemens PLM Software, a business unit of the Siemens Industry Automation Division and a leading global provider of product lifecycle management (PLM) software and services, to help customers optimize their business processes for engineers and purchasers while eliminating cost-intensive redundancies across the enterprise.

CADENAS' Strategic Parts Management PARTsolutions works with Siemens PLM Software's Teamcenter® software, the world's most widely used PLM system, NX™ software, its leading integrated CAD/CAM/CAE system, and Solid Edge® software, the company's mainstream 2D/3D CAD solution. By enabling the configuration of 3D standard and supplier parts in native CAD formats within a larger PLM context, PARTsolutions enables engineers to find, reuse and control standard and supplier parts more effectively. The joint solution is already being used by companies like Boeing and Siemens VAI.

»CADENAS is a welcome addition to our partner program,« said John F. Miller, Vice President Business Operation of Siemens PLM Software. »The partnership with CADENAS enables Siemens PLM Software to further deliver on its goal of process optimization. Millions of supplier parts, compliant with the world's major standards are now available as native content for use by our NX and Solid Edge users. PARTsolutions and Teamcenter jointly provide the infrastructure to manage the digital content, the ordering of the physical parts and the supplier relationship.«

New Solid Edge Web Portal Speeds Design by Providing Millions of Supplier Parts

In October 2011, Siemens PLM Software announced a new supplier parts catalog web portal for Solid Edge® software – including the latest release, Solid Edge ST4 – that provides access to a massive number of commercially available and purchasable components and assemblies, in 3D native Solid Edge format. Eliminating the time needed to manually model purchased, supplier or catalog parts, the new online catalog – enabled through a new partnership with CADENAS GmbH – helps Solid Edge customers significantly improve product design productivity, quality and time-to-market.

»With today's announcement, our Solid Edge customers now have access to millions of commercial, purchasable components they can drop right into their product designs without the need for additional modeling or the time consuming effort of understanding supplier product configurations or looking up part numbers,« said John Fox, Vice President of Velocity Series Marketing, Siemens PLM Software. »In addition to this clear boost in productivity and design integrity, our customers will also benefit from knowing that the supplier parts they are incorporating into their products are orderable, available and certified by the manufacturers. The result is a reduction of potential production delays, enhancing Solid Edge users' ability to get their products to the market ahead of the competition.«

To view Solid Edge's PARTcommunity download portal, visit http://solidedge.partcommunity.com.

FAR FROM BEING OLD-FASHIONED:
THE PRINTED CATALOG IS MODERN!

eCATALOGsolutions supports cross-media publishing

Printed paper catalogs are essential for industrial parts manufacturers because they play an important role in the marketing mix. The software solution eCATALOGsolutions, developed by CADENAS, revolutionized the creation of printed catalogs with a deeper integration with popular desktop publishing software and innovative features.

With the help of eCATALOGsolutions, digital 3D CAD files can now be exported directly from the Electronic CAD Product Catalog to the printed catalog. In addition the 3D views of the product, photo-realistic product images, augmented reality markers and Quick Response codes are included in the printed catalog.

With CADENAS eCATALOGsolutions, all of the product data is stored in a central database. If a change occurs in the product picture, dimensions, 3D view, etc., it is automatically included in the printed catalog.

Block Cylinder BZ

eCATALOGsolutions print catalogs bring numerous advantages:

- A central database for product information and for all media

- Data maintenance is necessary only in one place

- Exclusion of additional sources of error

- Fast creation of catalogs in multiple languages

- Connection between print and online catalog

- Support of Adobe® InDesign® and QuarkXPress®

»eCATALOGsolutions allows a deep integration with popular desktop publishing software like Adobe InDesign and QuarkXPress. CADENAS software automatically reads the technical product data from the central database and brings it into the template of the print catalog. After that, we only make a few finishing touches.«

Andreas Höfig
Sales Representative Print Catalogs
CADENAS GmbH

PARTCOMMUNITY NEWS

3D CAD download portal sets new standards: Almost 6 million downloads per month

The 3D CAD download portal PARTcommunity is becoming increasingly popular among engineers. In November 2011, almost 6 million 3D CAD parts were downloaded. Within half a year the number of downloads has increased by almost one million. That is to say that every second we count an average of two downloads. Projected over the entire year of 2011, the download count is expected to reach more than 60 million CAD models!

The new PARTcommunity 2.0 revolutionizes search options

The new PARTcommunity 2.0 is now online! Finding and downloading 3D CAD models has never been so easy. With the Geometrical Similarity Search and the search based on a 2D sketch, users can find 3D CAD models without words and can integrate the found 3D models directly into their respective CAD system.


Improvements of the new 2.0 version:

■ The login data is now available for all PARTcommunity download portals. Only a one-time registration is required.

■ 3D CAD models from the portal can be directly inserted in the CAD system.

■ Enhanced search capabilities make it easy to locate 3D CAD data, including the search based on a 2D sketch and the Geometric Similarity Search.

■ New enhanced navigation menus

■ New user-friendly interface

PURCHINEERING
STRATEGY OF CADENAS

Unite Purchase & Engineering
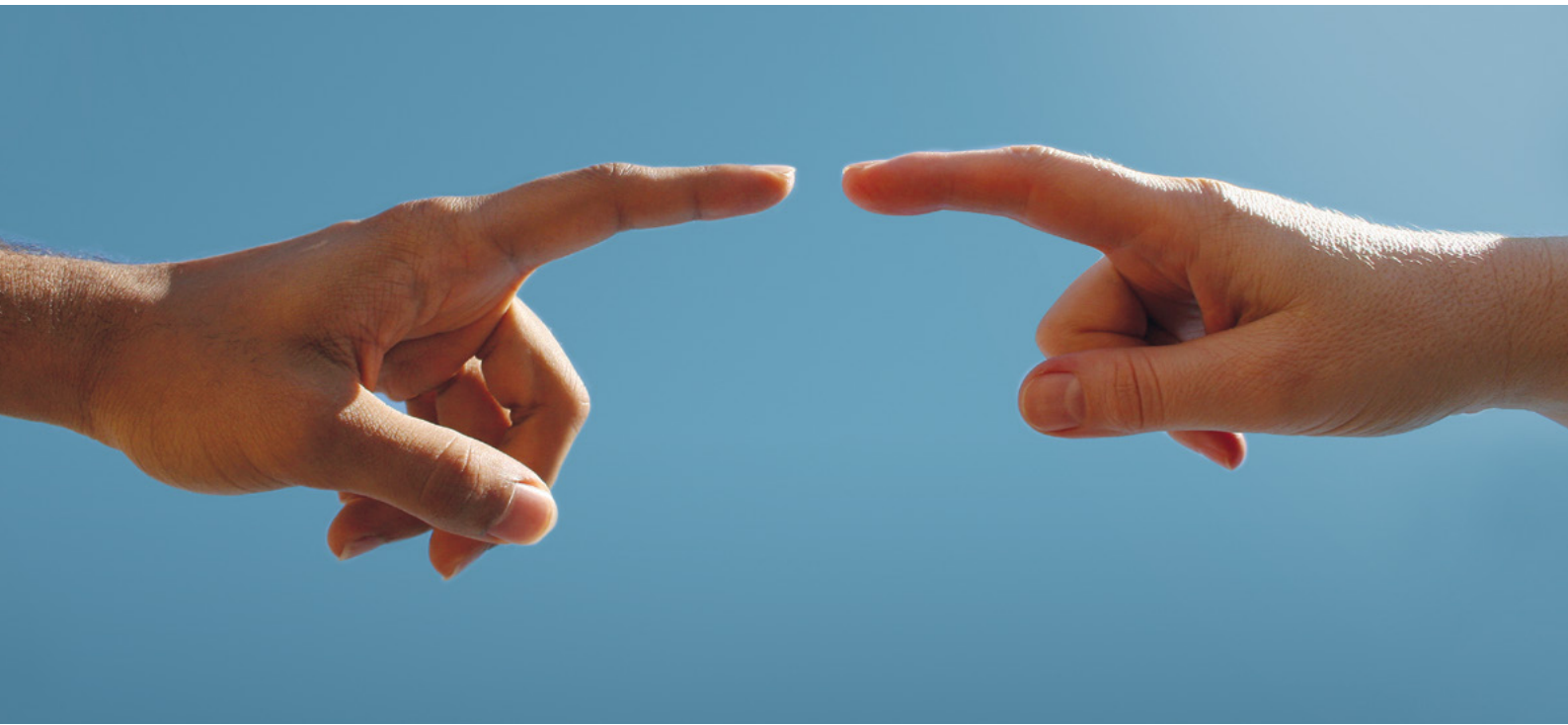
In order to effectively and sustainably reduce corporate costs, industrial manufacturers need to streamline the development phase, which influences almost 70% of the total production cost.

Often, there are different opinions in the departments about what is the best component. While the purchasing department usually prefers the cheapest product, the engineer tends to choose the most sophisticated product.

The Strategic Parts Management overcomes these obstacles. PURCHINEERING is a combination of the words »purchase« and »engineering« and aims at combining the purchasing and engineering processes. Optimization and cooperation of both areas ensures that companies considerably increase their competitive advantage.

CADENAS strategy optimizes many business processes: Uniform definition of the purchasing process (avoiding maverick buying), decision support on the use of external or own components (make or buy), selecting the ideal supplier in terms of global production, consolidation of suppliers and components and reduction of processing costs.

Avoid Maverick Buying

Maverick buying or wild purchase is a term out of supply management. One talks about maverick buying when a department buys materials or services independently, without incorporating the purchasing department. In other words, maverick buying is the purchasing outside of standard procurement processes. The consequences of maverick buying are

considerable: lack of price comparisons, multitude of suppliers, missing or badly lead negotiations and smaller quantities typically lead to higher costs.

CADENAS´ Strategic Parts Management PARTsolutions looks at the whole parts world as well as preferred parts and suppliers, enabling your engineers to choose parts within a reasonable selection.

Answers to the question: Make or Buy

Many companies are still creating a large portion of single parts themselves even though supplier parts are available on the market. Increasing the use of supplier parts creates spare production capacities and allows companies to concentrate on their core competencies. PARTsolutions helps you compare the internal production costs with the price of supplier's parts, especially in neighbor countries. You can save up to 40% of your expenses for standard parts.

Global Sourcing – The choice of the ideal supplier

Global Sourcing is a procurement process that aims to use international supplier sources. The supplier should not be chosen based on low prices alone, since the transport is often more expensive than the goods itself. PARTsolutions, the Strategic Parts Management by CADENAS, helps you choose global suppliers and build lasting business relationships with them.

Product- & Supplier transparency

Strategic Parts Management offers both purchasers and engineers a comparison of the respective technical and business properties of a component. Therefore, the part can be selected from a commercial as well as a technical point of view. This forms the basis for the choice of the optimal component. In order to gain an overview of alternative components and suppliers, an automatically geometrical comparison is done as a background task in PARTsolutions. This compares similar components to the displayed components so they can be checked at a glance.

C-Parts management

C-Parts cause only 20% of the purchasing volume but 80% of the procurement costs. With regards to the processing costs, the purchase price is disproportionately high. Realizing supplier and parts consolidation through C-Parts management or Kanban leads to a significant reduction of procurement costs. CADENAS´ Strategic Parts Management PARTsolutions informs purchasers and engineers at a glance which components are Kanban compatible and which Kanban supplier is worth considering.

Thanks to the comprehensive strategy of PURCHINEERING by CADENAS, PURCHINEERING optimizes the collaboration between engineering and purchasing departments. PURCHINEERING helps to reduce costs during the product development phase and give a competitive edge to industrial companies.

IMPRESSIONS OF THE PURCHINEERING DAYS IN AUGSBURG, ESSEN AND BAD MERGENTHEIM IN NOVEMBER 2011

THE BOEING COMPANY WINS
AWARD »PROGRESSIVE MANUFACTURING 100«
FOR IMPLEMENTING CADENAS 3D PART CATALOG MANAGEMENT SOFTWARE

The Boeing Company (TIC) has been selected as a winner of Managing Automation Media's 7th annual Progressive Manufacturing 100 (PM 100) Awards for its implementation of the 3D Part Catalog Management Software by CADENAS in May 2011. Honored in the Innovation Mastery category, judges concluded that Boeing has achieved a breakthrough in product concept, design production or ability to deliver to customers.

The Boeing Company was honored for its technology project, »Product Standards as Digital Data (PSDD),« a large-scale multi-tiered program designed to transform product standards – including specifications for standard parts, materials, manufacturing processes, design standards and tooling – from documents to technically rich digital data, delivered in multiple forms but controlled from a single source.

Results of the project include an estimated $20M annually saved in first-time manufacturing quality, as well as a significant reduction in document publication libraries and CAD model libraries.

The product standards as digital data project accomplished the following:

■ Developed a method for defining and controlling the configuration of product standards in digital (non-document) forms

■ Developed methods to publish multiple forms of product standards data (CAD models in multiple CAD vendor formats, databases, catalogs, documents, PDM item masters, and interactive process specifications) from a single source of data

■ Implemented production systems to support these new methods of defining and publishing product standards

■ Converted over 100,000 documents to digital XML format

■ Consolidated nine company document libraries for product standards into one single enterprise library

■ Standardized the document formats of eight different product standards collections into a single common format

■ Retired over 30 applications for authoring and publishing product standards data into a single enterprise suite of tools

»This prestigious award validates the ways in which our technology delivers staggering return on investment«, said Tim Thomas, CADENAS PARTsolutions USA. »The business value to Boeing is measured both in both substantial cost savings and greater innovation.«

From the left to the right:
Richard F. Snell (Boeing), Rob Zesch (CADENAS PARTsolutions), Alton T. Sanders (Boeing), Tim Thomas (CADENAS PARTsolutions)

BALLUFF

sensors worldwide

NEW VERSION

OF 3D CAD DOWNLOAD PORTAL
ENSURES QUICK AND EASY DOWNLOADS
FROM BALLUFF

In November 2011, Balluff GmbH introduced version 2.0 of its 3D CAD download portal (http://balluff.partcommunity.com) based on CADENAS' PARTcommunity technology. The new search and download functions allows users to download the 3D CAD models of the sensor manufacturer and use them in their constructions quick and easier than before. CADENAS technology supports more than 85 of the main CAD systems, including CATIA®, Autodesk® Inventor®, OneSpace Designer (OSDM), Solid Edge® and SolidWorks®.

With more than 50 years of experience, Balluff GmbH is one of the world's leading sensor manufacturers providing the latest sensor technology with seat in Neuhausen a. d. Fildern close to Stuttgart. The new version of Balluff's download portal offers more than 7,500 products for a wide range of industries and automation processes such as sensors, position transducers, identification systems, magnetic encoder systems, pressure sensors as well as positioning systems.

To view Balluff's PARTcommunity download portal, visit http://balluff.partcommunity.com
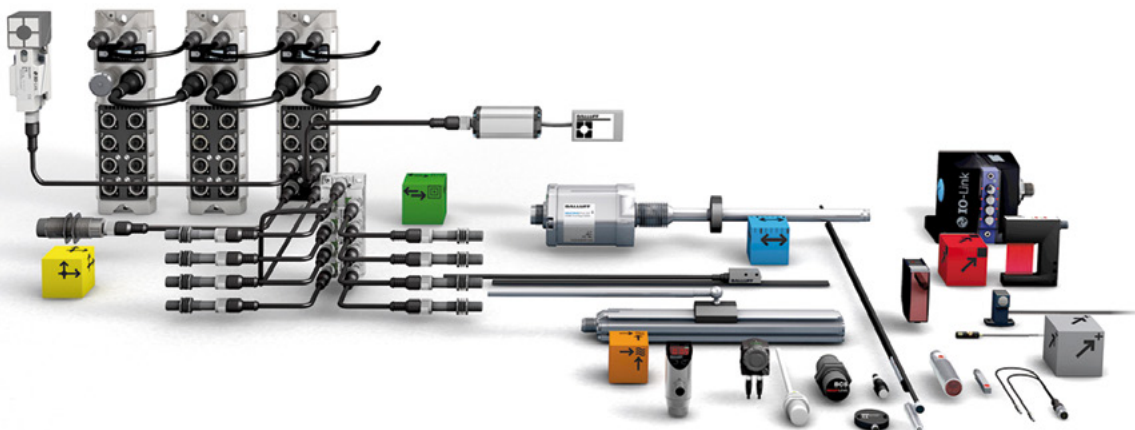
Improved download of 3D CAD models

PART2CAD, a new function of PARTcommunity Portal 2.0, allows the integration of Balluff's models into the respective CAD system directly and without any intermediate saving. This drastically shortens the download time for selected CAD models.

Download time improvement in the new PARTcommunity Version 2.0 compared to Version 1.9

	Improvement from 1.9 to 2.0	PARTcommunity 2.0 (Loading time in %)	PARTcommunity 1.9 (Loading time in %)
Load complete Homepage	15%	85%	100%
Open Ultrasonic Sensor folder	34%	66%	100%
Open Bus M12	53%	47%	100%
Open Bus M12 table + load 3D preview	57%	43%	100%
Select table lines	47%	53%	100%
Generate 3D preview	30%	70%	100%
Generate CAD model	17%	83%	100%
Search for purchasing code	87%	13%	100%

»We have received very positive feedback from our Service Team about PARTcommunity 2.0. Above all, our customers like the efficient and intuitive search for different criteria as well as the improved download of CAD models. Furthermore, they also benefit from the quick overview of all our 53 distributors all over the world with phone contacts and addresses. Our next step will be to extend our language availability in order to better support our customers in many foreign countries.«

Dipl.-Ing. Anatol Kligermann
Marketing & Communications, Balluff GmbH

CADENAS ATTRACTING VISITORS

AT TRADESHOWS AND EXHIBITIONS IN 2011

CADENAS at the Hannover Fair with HUGRO and PTC

CADENAS GmbH presented its products at the Hannover Fair 2011, 4-8 April at the trade fair stands of both partners Parametric Technology Corporation (PTC) and HUGRO-Armaturen GmbH booths.

The CADENAS Team demonstrated how its Strategic Parts Management system PARTsolutions, works with its innovative function for the Geometrical Similarity Search.

»The commercial impulse is evident. Throughout the five days of the Hannover Fair 2011 we could make a lot of contacts with new prospects and bring our products closer to the interested visitors«, confirms Alen Blechinger, CEO of CADENAS Solutions GmbH.

CADENAS Solution Forum in Italy

The CADENAS Solution Forum took place on 8 June 2011 at the Conference Hall of Lamborghini Museum in Sant'Agata Bolognese in Italy. The CADENAS Italian Team also presented its innovative software solutions at this year's conference.

A special award was conferred to the company Motovario Spa by Jürgen Heimbach, CEO of CADENAS GmbH. The product catalog of Motovario Spa was the most visited in 2010 in Italy and ranked 4th place worldwide.

SKF Lubrication Deutschland GmbH at EMO in Hannover

SKF Lubrication Deutschland GmbH has used the Tradeshow Entertainment Package of CADENAS GmbH for the first time at EMO in Hannover, Germany, September 16th – 21st 2011. The 3D glasses and the large touch screen provided attendees of the Machine Tool Industry's international trade fair with virtual reality of 3D CAD models.

ATEK Antriebstechnik Willi Glapiak GmbH at MOTEK

ATEK Antriebstechnik Willi Glapiak GmbH used the Tradeshow Entertainment Package provided by CADENAS to present its products at MOTEK 2011. With the 3D glasses and Nintendo Wii remote control, the visitors of the leading international trade fair for Handling, Assembly and Automation Technology in Stuttgart, Germany, could control ATEK's 3D CAD models in their own hands. The Wii remote control sparked interest in the tradeshow attendees and prompted many people to visit their booth to participate.

## NORO Gesellschaft für Rohrsysteme mbH at POWTECH

NORO Gesellschaft für Rohrsysteme mbH, a pipes and distribution systems manufacturer, presented its products at POWTECH 2011. The 3D CAD models of NORO came effectively on stage thanks to the 3D glasses and the large monitor provided by the CADENAS Tradeshow Entertainment Package.

CADENAS with Afag GmbH at MOTEK

For the third time, Afag and CADENAS had a joint tradeshow appearance at the international trade fair for Handling, Assembly and Automation Technology in Stuttgart, Germany. Sticking to the MOTEK slogan »Invent the future«, Afag presented its new products to manufacturers of high quality pneumatic and electrical components for handling assembly automation. Afag utilized the interactive features of CADENAS; Tradeshow Entertainment Package to demonstrate the Electronic 3D Product Catalog.

This year MOTEK visitors had the opportunity to view part models on two big monitors and on a multi-touch screen, made available by Citron GmbH. The technology allowed the visitors to control Afag's 3D models themselves, with a Wii remote control. To have an even more realistic experience of 3D CAD models, visitors of the trade fair stand were given 3D glasses and flyers with Augmented Reality marks.
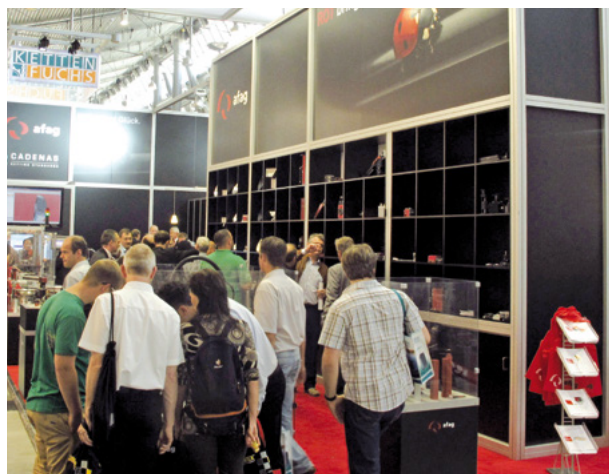
CADENAS at PLM Europe

CADENAS, a partner of Siemens PLM Software, was presented at the SIEMENS Users Conference in Linz/Austria. CADENAS introduced its innovative solutions for the PURCHINEERING concept together coupled with its Strategic Parts Management, PARTsolutions.

Visitors were provided with information on the following topics:

■ How costs can be reduced during product development.

■ How part multiplicity can be reduced inside the company while increasing part reuse.

■ How the cooperation between engineering and purchasing departments inside the company can be optimized.

■ How Make-or-Buy analyses can be carried out.

KIESEL Steriltechnik GmbH at TechnoPharm

Kiesel Steriltechnik GmbH, manufacturer of components for aseptic process, presented its products at the TechnoPharm in Nuremberg, Germany. With the help of CADENAS' Tradeshow Entertainment Package, attendees of the international trade fair for Life Science Process Technologies in Pharma, Food and Cosmetics could experience the CAD models in 3D.

CADENAS with AHP Merkle GmbH at EuroMold

AHP Merkle GmbH and CADENAS GmbH continued their successful tradeshow cooperation at the 18th EuroMold, held November 29th - December 2nd 2011, in Frankfurt am Main, Germany. EuroMold is the leading world fair for mold-making and tooling, design and application development. AHP Merkle presented its high quality hydraulic cylinders using the 3D CAD models of the Electronic Product Catalog based on CADENAS' eCATALOGsolutions.

The Tradeshow Entertainment Package of CADENAS GmbH enabled visitors of AHP's booth to experience 3D CAD models of the products in an interactive way. The use of Kinect, Xbox 360's movement control device, allowed visitors to change the 3D CAD models of AHP Merkle with only their body as controller.

Further successful tradeshow cooperation: The team of AHP Merkle and CADENAS at the trade fair stand of the hydraulic cylinder manufacturer from Gottenheim.

WHAT'S IN STORE FOR 2012?

FIND OUT AT THE 13TH

CADENAS INDUSTRY-FORUM

CADENAS presents its 13th international symposium Industry-Forum from 8th to 9th February 2012. The conference will include best practice presentations, workshops and networking for components manufacturers and industrial enterprises.

Every year more than 200 experts and managing staff of the mechanical, plant and engineering and electrical engineering industries meet at the Industry-Forum. They discuss and exchange their experiences about topics such as the enduring and efficient cost reduction with the Strategic Parts Management and the increase of marketing potential with Electronic CAD Product Catalogs.

Visit the CADENAS Industry-Forum and gain knowledge through:

■ **Presentations**
Learn how to optimize your processes from the best in the industry.

■ **Workshops**
Enhance your knowledge about Strategic Parts Management and Electronic Product Catalogs.

■ **Networking**
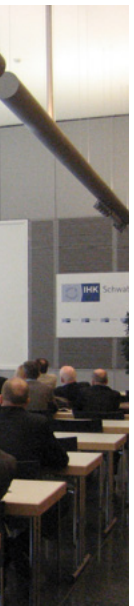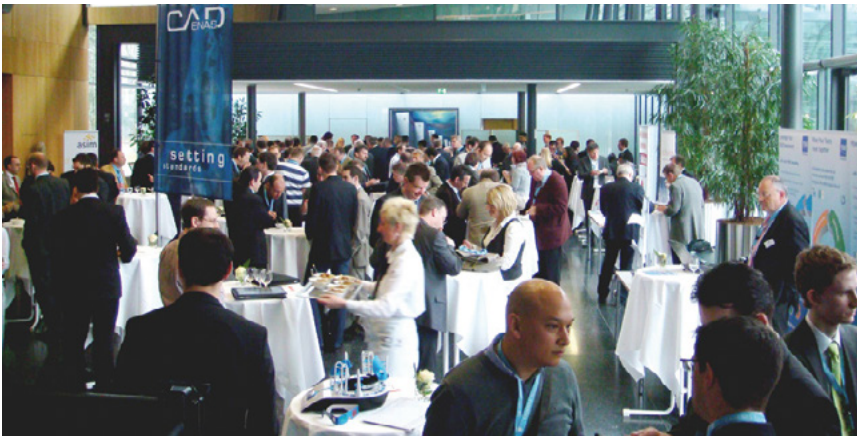Establish valuable contacts with companies in your industry.

■ **Trade Exhibitions**
Become aware of innovative products and solutions.

■ **Evening Event**
Do some networking in a laid back atmosphere.

Note down now the
date for the
14TH INDUSTRY-FORUM 2013!
19th - 20th February 2013

Information

Date of Event:
8th - 9th February 2012

Evening Event:
8th February 2012

Location:
Chamber of Commerce
Stettenstr. 1 + 3
86150 Augsburg
Germany

Attendance fee:
Early bird: 199 EUR
(registration before 17.01.2012)
regular: 299 EUR
The evening event is included in the participation
of the Industry-Forum.
Price per person, plus VAT

Registration and information at:
www.industry-forum.biz/forum

CADENAS UNITES

COMPONENT MANUFACTURERS & SUPPLIERS WITH THE INDUSTRY!

CADENAS SOLUTIONS
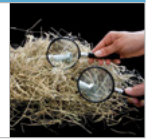for **industrial buyers** of components

THE STRATEGIC PARTS MANAGEMENT

Sustainable cost reduction of standard, supplier and company parts for engineers and purchasers.

THE GEOMETRICAL SIMILARITY SEARCH

Find available CAD geometries in a smart way and classify them semi-automatically.

CADENAS SOLUTIONS
for **manufacturers & suppliers** of components

THE ELECTRONIC PRODUCT CATALOG

The software solution to create and promote Electronic CAD Product Catalogs.

THE SUPPLIER PORTAL

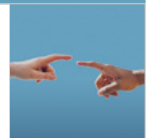The platform improves the communication to external suppliers.

THE VERTICAL MARKETPLACES

Numerous online marketplaces to multiply your Electronic CAD Product Catalog.

THE PURCHINEERING CONCEPT

Improves the cooperation between purchasing and engineering.

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