

results TODAY

05

ENGLISH EDITION



PENNCO TOOL & DIE ⁴

KUMMER ⁶

BRÜGGER ¹⁰

ASAHI ¹²

←
CUSTOMER
SUCCESSSES



The Nokero solar LED light bulb, invented by Stephen Katsaros, could bring light to the 1.6 billion people worldwide who live without electricity. (Denver Post photo)

LED TECHNOLOGY IS CHANGING THE WORLD

Light-emitting diodes (LEDs) are everywhere these days, and not just in expected applications like mobile phones, televisions and lighting systems. LEDs are also turning up in hospital operating rooms, industrial vision systems, and as aircraft navigation lights. The booming global LED market is expected to reach \$14.8 billion by 2015.



3 | Market Region Americas is uniquely positioned to meet wide range of needs



8-9 | Expert insights: improved patient care at heart of AO innovation



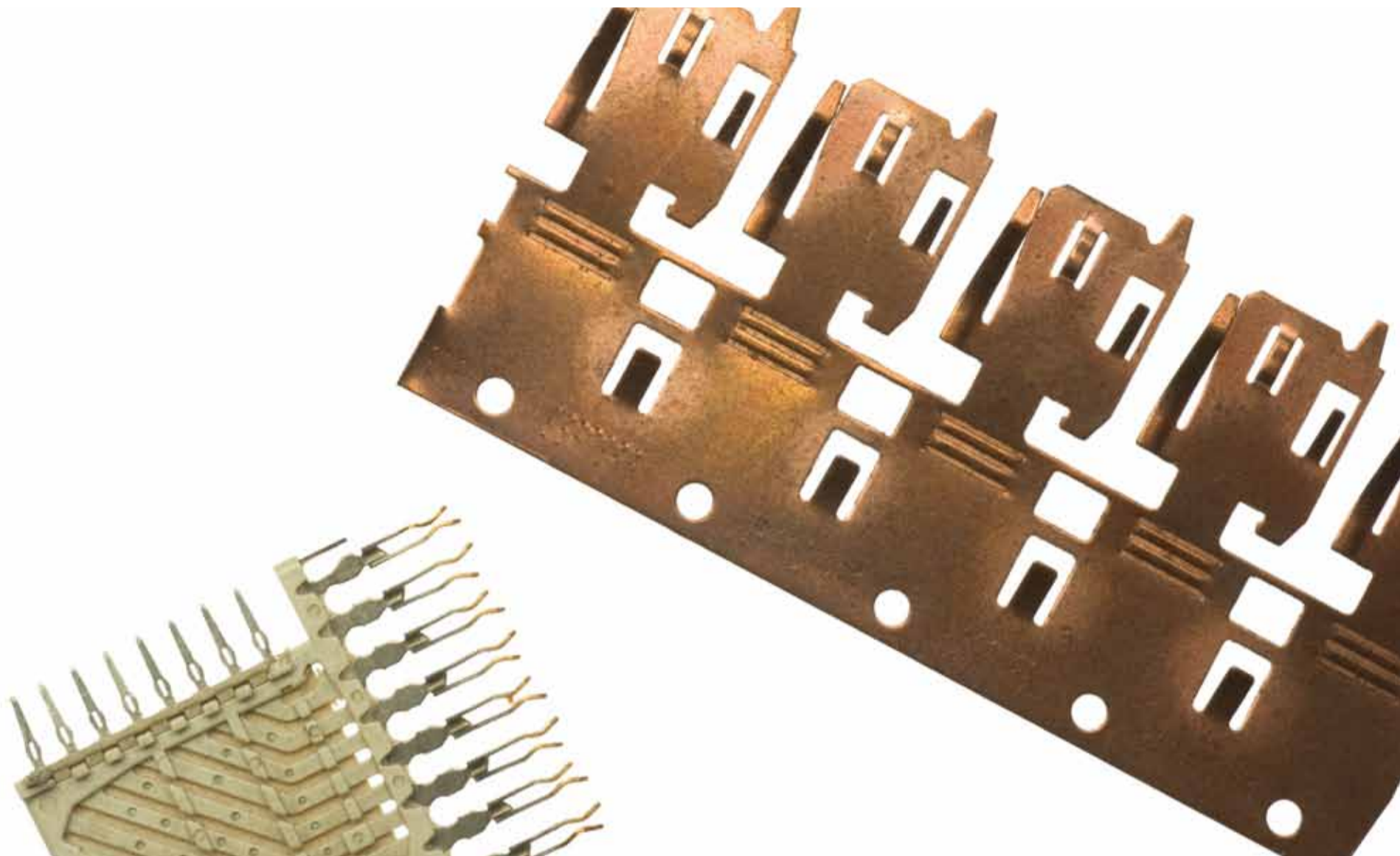
14 | FTC: literally the world's fastest tool changer



15 | Laser demonstrating GF AgieCharmilles' technology leadership

Achieve more...

AMERICAS | PENNCO TOOL & DIE ⁴



AT PENNCO TOOL & DIE, IT'S ALL ABOUT EXCELLENCE

When Philip A. Passilla, better known as “Phil Sr.,” started Pennco Tool & Die, Inc., 30 years ago in Meadville, Penn., US, the town of 14,000 was home to more than 150 machine shops within a 10-mile radius. Known as the the Tool & Die Capital of the World, Meadville today has about 100 such businesses, and Pennco is at the front of the pack, thanks in part to GF AgieCharmilles wire EDM technology.

Specializing in close tolerance carbide and steel grinding, Pennco started in 1980 as a two-man operation in a highly competitive tool and die market where skilled labor is prized. Today, Pennco employs 28 and is known as a grind and wire shop capable of producing some of the smallest tooling on the market, said Philip W. Passilla, known as “Phil, Jr.,” son of the company’s founder.

“At one time, Meadville had more tool and die shops per capita than anywhere in the world.

My father grew up here, started in the trade right out of high school, and was a carbide grinder in a local tool shop. In 1980, he and a steel grinder from the same shop started their own business,” Phil Jr. said. “It was a big risk, but they knew there was a lot of potential for growth. They could hire very skilled labor locally with no need for training, plus Meadville has a variety of suppliers: plating, welding, carbide manufacturers and steel

distributors are very near. One of the best heat treaters in the country is right down the street from us.”

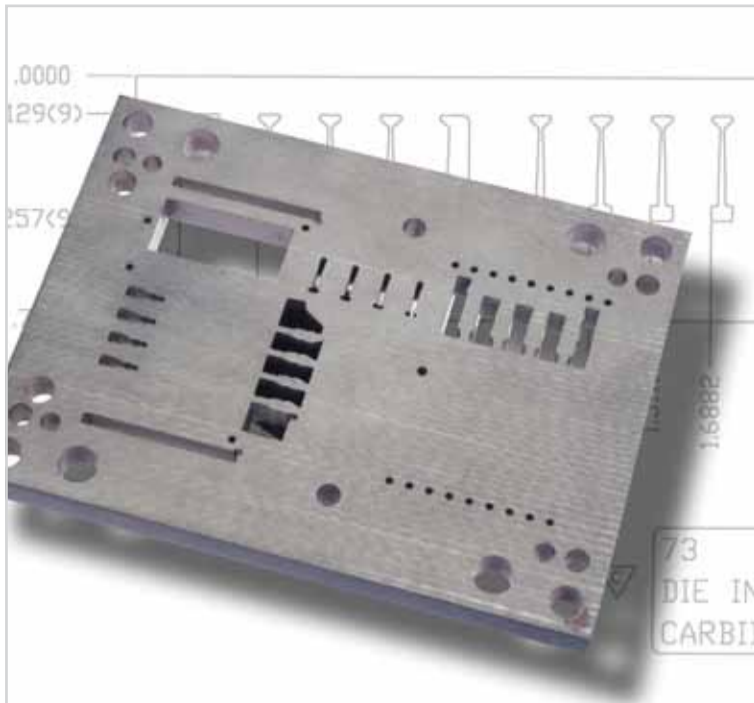
Over the years, Pennco plowed full steam ahead to success, always focusing on its core competence: close tolerance grinding for the die industry. The company’s highly skilled tool and die makers can machine carbide and steel to a tolerance of ± 0.00005 of an inch.

SECOND GENERATION MOVES PENNCO INTO THE FUTURE

In 1985, Phil Jr., having completed one of the nation’s leading, three-year vocational tool and die courses, joined the family business as a machine operator and got to know the business from the inside before becoming vice president of the company and eventually president.



Pennco founder Philip A. Passilla [standing] and Pennco President Philip W. Passilla [seated]



↑ This carbide die insert, used in a high-speed stamping die for the electronics industry, was cut on a GF AgieCharmilles wire EDM machine.



↑ Wire EDM Foreman Mark Findlay, who has been with Pennco for 10 years, sets up his next job on the Vertex 1F.



↓ Pennco President Philip W. Passilla (left) and his father, Philip A. Passilla, who founded the company, say GF AgieCharmilles wire EDM technology makes Pennco more competitive.

PENNCO TOOL & DIE, INC.



99 Mead Avenue
Meadville, PA 16335, USA
Phone +1 814 336-5035
Fax +1 814 336-5036

Contact
Philip W. Passilla, President
pennco2@penncotool.com

Machines from GF AgieCharmilles
– 1 Vertex 1F
– 1 Progress
– 1 Evolution
– 3 Agiecut 150 HSS

Tooling
2 System 3R pre-setting stations

www.penncotool.com

“My father taught me the trade and how to run a business,” Phil Jr. added.

“In 1993 I bought my partner out and made my son my partner,” Phil Sr. said. “Phil Jr. then took Pennco to the next level by adding a wire EDM Department.”

Until just 12 years ago, Pennco subcontracted out all of its wire EDM work, but Phil Jr. saw the potential of doing wire EDM inhouse. It wasn’t long until GF AgieCharmilles became an integral part of Pennco’s operation.

“I looked at five different wire EDM machine manufacturers, narrowed the field down to two, and finally chose GF AgieCharmilles because we believed they were the best machines for carbide,” Phil Jr. explained. “We initially bought two GF AgieCharmilles wire EDM machines and thought we would never need more than four, but within four years, we had six, and now we’re looking at a seventh.”

WIRE EDM MADE PENNCO MORE COMPETITIVE

Phil Sr. says GF AgieCharmilles wire-cutting EDM technology has been an excellent investment.

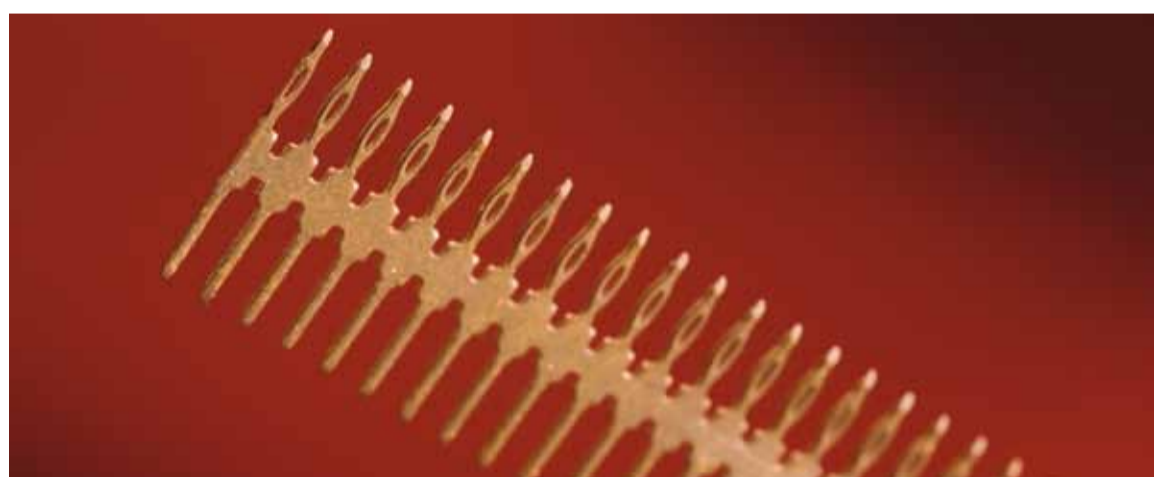
“Getting the wire machines put us in a different class. Our wire EDM department took off very quickly due to a combination of buying the best equipment and hiring a very good wire operator,” he said.

A longtime partner to the connector industry — producing tooling for automotive connectors, phones, securities and electronics — Pennco’s move into wire EDM has allowed the company to make its mark in new market segments.

“Our move into wire EDM has allowed us to diversify and pursue new market segments. For example, we broke into the aerospace industry doing secondary operations — mainly wire EDM — for aerospace,” Phil Jr. said. “And we recently became AS9100B compliant, meeting all of the quality standards specific to the aerospace industry.”

But don’t look for the Passillas to become too secure in their success. They know that the competition, especially from abroad, is always lurking.

“We combat offshore competition by supplying quality tooling with a quick turnaround and specializing in the more difficult tooling that



Stamping produced from carbide punches ground by Pennco and inserts machined by the company’s wire EDM department.

“We initially bought two GF AgieCharmilles wire EDM machines and thought we would never need more than four... now we’re looking at a seventh.”

Philip W. Passilla, President, Pennco Tool & Die, Inc.

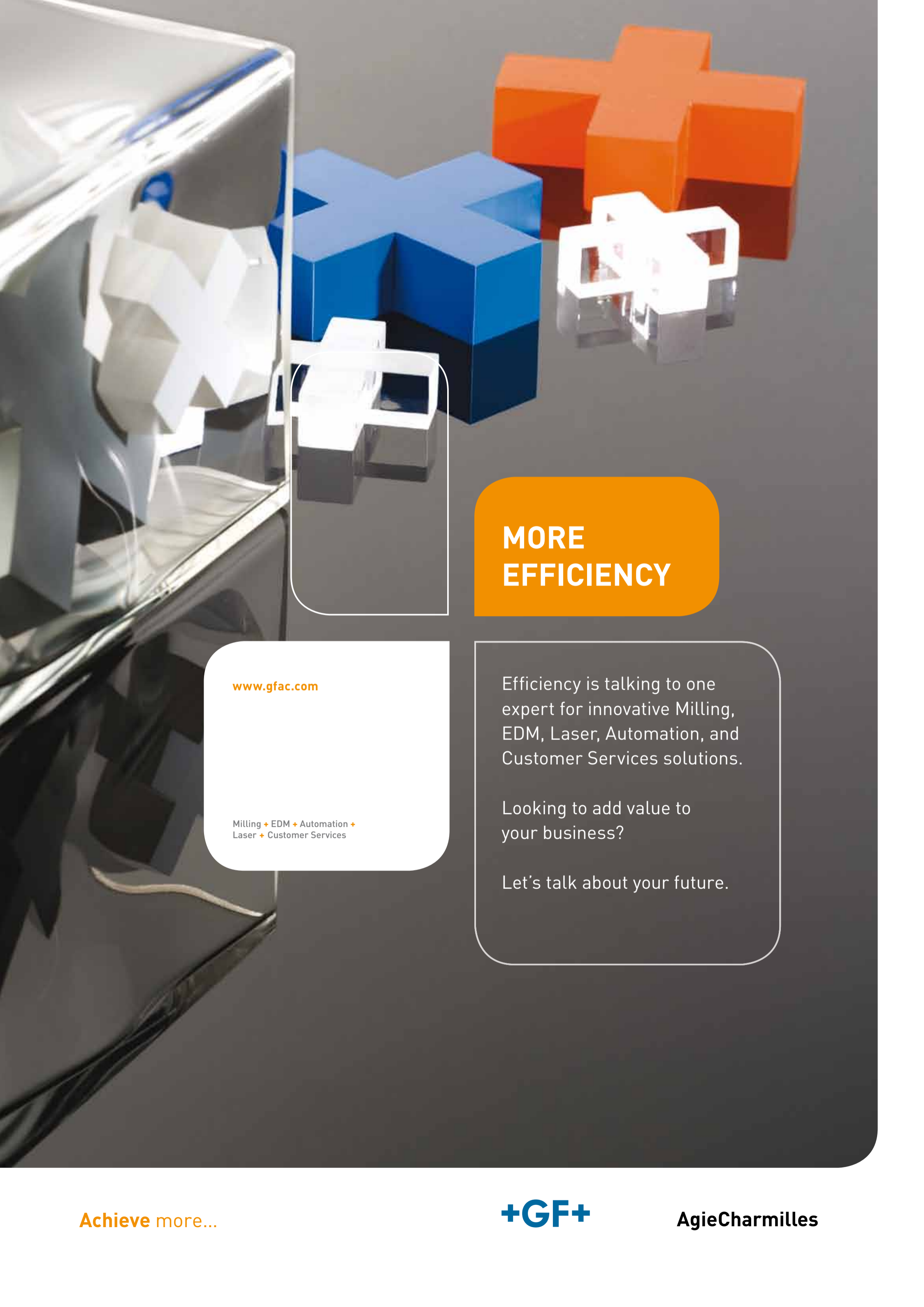
other shops cannot do or do not want to do,” said Phil Jr. “Our average delivery is about two weeks from order, and for our biggest customer, our average delivery is 11 days.”

SUCCESS FACTOR: FOCUS ON CORE COMPETENCE

“We don’t stray much from our core competences, and that is a

key to our success,” his father explained. “We have customers who design their tooling around our capabilities.” Just as Pennco’s owners value skill, pursuit of excellent quality and the relationship they have with their employees — many of whom have been with Pennco for 25 years — they also value their supplier relationships.

“GF AgieCharmilles has put us in contact with potential customers, does test cuts at Pennco, and even brings potential customers here to see how we use their wire EDM products,” Phil Jr. said. “GF AgieCharmilles understands our business.”



MORE EFFICIENCY

www.gfac.com

Milling + EDM + Automation +
Laser + Customer Services

Efficiency is talking to one expert for innovative Milling, EDM, Laser, Automation, and Customer Services solutions.

Looking to add value to your business?

Let's talk about your future.

Achieve more...

+GF+

AgieCharmilles