

SEALS

TECHNOLOGY



0213

客户杂志 *Magazine for customers and partners*



Get connected! Seal Maker Asia Pacific

Behind the seals

Big seals in great India

Good performance





尊敬的读者：

我非常高兴能够在此为您奉上今年的第二期《密封件科技》客户杂志。

正如您从标题图片中所见，我们在本期中刊载了与新加坡子公司有关的文章。正如其名，Seal Maker Asia Pacific Pte. Ltd. 将我们在亚太地区的客户提供更加卓越的服务。为了扩展机械工程为客户提供更完善的售后服务，我们留驻于亚太区的奥地利技术人员将能够更快速、更灵活地为客户提供全面的支援。调适我们的销售策略后，我们中止了传统与最终客户所建立的密封件业务，从而让我们得以利用现有的资源来改善在半成品和机械设备方面的客户服务。

另外，我们在奥地利的销售部门也更加注重服务和效率。我们的内部员工每天都要完成各种不同的工作。在工作繁忙时仍能有条不紊地完成任务，我们的员工必须能够以专业的方式独立地应对各种状况。

在我们的内部展览期间，参观者都了解到我们销售部门的内部流程。在此次展览中，参观者不仅非常关注 Seal Maker 公司的组织程序，更重要的是，他们还展示出所有产品非常感兴趣。尤其是配备驱动工具的 SML500eplus（可用作加装套件）、SML500eplus 和大获成功的 U500 聚氨酯密封件，都引起了参观者的极大兴趣。在此，我要向所有的参与者以及为了这次展览得以顺利和成功举办而付出努力的员工表示感谢。

于标题为“大印度区的大型密封件业务”的报道中，我们将向您介绍我们的合作伙伴 Universal Products Seals Pvt. Ltd.。在最近的六月底，我有幸与该公司的通用产品密封件总监 Arun Nanda 一起度过了一天。我不得不说，这远远超越了我的期望值。当然，我早就知道该公司安装了两台先进的 SML 设备，但我并不知道他们在组织结构和基础设施方面也达到了极高的水平。当然，该公司的实力能够与任何欧洲公司相提并论。我要祝贺 Arun Nanda 及其员工所取得的成就，并在此祝愿 Universal Products Seals 公司再创辉煌。

谨上
Johann Glocknitzer

Dear Readers,

it is my pleasure today to provide you with this year's 2nd edition of our Seals Technology customer magazine.

Like you could see from the cover picture, we dedicate a part of this edition to our sister company in Singapore. As the name already indicates, Seal Maker Asia Pacific Pte. Ltd. will look after our customers in the Asia-Pacific region even more intensively in the future. Subsequently, personal support provided by an Austrian service technician and the related expansion of competencies in the area of mechanical engineering will enable us to operate even more speedily and flexibly. The adaptation of our sales strategy, as well as the resulting discontinuation of the local seal business traditionally built up with end consumers, will give us the opportunity to use existing resources to improve customer service for semi-finished products and machinery.

Service and performance are of highest concern in our Austrian sales department, too. Our in-house employees are particularly confronted with highly differing tasks every single day. In order to also "stay on track" in times when things get hectic, our staff certainly have to be able to deal with every situation competently and professional on a personal level.

Visitors already had the opportunity to take a look behind the scenes of our sales department during our in-house exhibition. However, not only Seal Maker's organisational procedures attracted attention, but in particular the products that were highlighted during this presentation. Especially the machines SML500eplus with driven tools (which are by the way also available as a retrofit kit), SML1000eplus and also the new Polyurethane U500 which has already been successfully introduced, gained considerable attention. At this point, I would like to thank all participants, both visitors and our staff members, for having made everything run smoothly and ensured the successful outcome of this event.

Under the heading "Big seals in great India" we would like to introduce you to our partner Universal Products Seals Pvt. Ltd. As recently as at the end of June, I had the pleasure to spend a day in the company of Arun Nanda, Director of Universal Products Seals. I have to admit that my expectations were exceeded by far. I certainly knew that 2 state-of-the-art SML machines are installed there, but I did not know that the company operates on a very high level, in terms of organisation as well as infrastructure. The company definitely does not need to fear any comparison with a European company. Arun Nanda and his staff must be congratulated on their efforts; I wish Universal Products Seals continuing success.

Yours
Johann Glocknitzer

Big seals in great India!

印度 Universal Products Seals Pvt. Ltd 的总经理 Arun Nanda 是一位具有远见卓识并且知道如何实现自己目标的人。Arun Nanda 乐观地指出：“印度是一个不断增长的市场，尽管规模还赶不上中国，但在不久的将来，我们坚信印度市场能够迎来快速发展。凭借我们在液压密封件方面的技术经验以及与“Seal Maker”的密切合作，我们能够与不同行业的客户、OEM 厂商和维修服务公司一起解决基本的细节问题。我们与制造商和最终消费者分享经验；这让我们确信，我们的液压密封件能够在印度独占鳌头。”

自 1996 年创立以来，Seal Maker 公司和 Arun Nanda 之间就一直保持着密切联系，而 Arun Nanda 则通过为重要的 OEM 厂商供货而不断扩大其业务范围。自 2003 年起，“Universal Products Seals”就已占领了整个印度市场，并且其公司形式被转变成为一家“私人有限公司”。在仅仅两年后的 2010 年，Universal Products Seals Private Ltd. 便获得了 ISO 9000 认证。

Universal Products Seals Pvt. Ltd. 在印度的发展适应了国际密封件市场的全球发展趋势；最初，该公司的最大优势是拥有大量产自欧洲的液压和气动密封件库存，以满足客户的需求。随着时间的推移，除了 OEM 业务以外，“售后市场”对于 Universal Products Seals 来说变得越来越重要。正因为如此，制造和供应密封件对于该公司来说变得非常有必要。所以，该公司于 2011 年初向 Seal Maker 购买了首台设备，即 SML500e。

仅仅数月之后，SML500e 就呈现了满负荷操作。Arun Nanda 希望在增加产能的同时，为客户提供更大直径的密封件解决方案。今年四月，我们的服务技师 Stefan Abseher 向该公司交付并安装了 SML1000e 转盘切割密封机。谈到印度业务的启动，Abseher 饶有兴致地称：“对于我来说，能够参与该设备的投产典礼是一次非同寻常的经历。这样的典礼搭配具有上千年历史的印度宗教仪式，给人留下了深刻的印象并在参与者中激起了强烈的情感共鸣。”

通过购买这台 SML1000e，Universal Products Seals Pvt. Ltd. 希望凭借大型密封件的国产化成为首家赢得印度市场份额的本地公司。Arun Nanda 指出：“我们已设法在应用技术方面积累了非常丰富的经验。如果把我们的专业知识和 Seal Maker 的技术结合在一起，不仅能够让我们 Universal Products Seals 和 Seal Maker 从中受益，而且也将为我们在印度的所有客户提供巨大的优势。”

谨此祝愿 Arun Nanda 利用 Seal Maker 的技术在未来获得更大的成功。Seal Maker 的技术同时适用于为产量较少的最终用户和较大规模的 OEM 厂商生产小型密封件和直径超过一米的大型密封件。

Arun Nanda, Managing Director of Universal Products Seals Pvt. Ltd. in India, is a man of great vision and knows how to pursue his goals. "India is a growing market, not on the same scale as China, but we definitely expect positive market developments in the near future. Due to our technical experience with hydraulic seals and our close cooperation with Seal Maker, we can also work out fundamental details with customers, OEMs and repair service companies in different industrial sectors. We share our experience with manufacturers and end consumers; this makes us confident that we can become the Number One in India for hydraulic seals", Arun Nanda says optimistically.

Since the company's foundation in 1996, there have been personal ties between Seal Maker and Arun Nanda, who was able to expand his activities continually over time by supplying important OEMs. Since 2003, "Universal Products Seals" has covered the entire Indian market and the company was converted into a "Private Limited" form in 2010. Only 2 years afterwards, the "Universal Products Seals Private Ltd." received ISO 9000 certification.

The development of Universal Products Seals in India is in line with worldwide developments in the international seal market: At the beginning, the company's great strength was the large quantity of hydraulic and pneumatic seals of European origin in stock, with which customer requirements could be met. As time passed, the "after-market" became increasingly important for Universal Products Seals, in addition to its OEM business. This is why it became necessary to manufacture and offer lathe cut seals. That is why the first Seal Maker machine, an SML500e, was acquired at the beginning of 2011.



Just a few months later, the SML500e was running at full capacity. Arun Nanda wanted to increase production capacity, and at the same time offer solutions for seals with a larger diameter. In April of this year, the SML1000e carousel machine was delivered and installed by our service technician Stefan Abseher. Enthusiastic about the start-up of operations in India, Abseher said: "To me, it was a marvellous experience to be able to take part in the machine's inauguration. A ceremony like this, accompanied with millennia-old Indian rituals, is incredibly impressive and arouses strong emotions amongst participants."

With the purchase of this SML1000e, Universal Products Seals Pvt. Ltd. wants to be the first Indian company to gain a market share in India with large seals manufactured domestically. Arun Nanda is convinced that he will achieve this goal: "We have managed to gather a great deal of experience in application technology. If we combine our expertise with Seal Maker technology, not only Universal Products Seals and Seal Maker will benefit from it, but it will provide big advantages to all our customers in India"

We also would like to wish Arun Nanda the greatest success for the future with Seal Maker technology. That applies both to small seals and large seals surpassing 1 meter in diameter, as well as to end customers taking smaller quantities, and to big OEMs.

VI UNIVERSAL
EXPRESS SEALS

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Get connected! Seal Maker Asia Pacific Pte. Ltd.

Seal Maker 借助专业知识、技术创新和奥地利品质，提高了它在亚洲的市场份额。由于近年来积极发展并加强了与业务伙伴的合作，所以Seal Maker Asia 今后能够集中全力在半成品和生产设备方面与客户开展合作。在三月份的谈判结束后，Seal Maker 进一步收购了于新加坡子公司的股份成为主要份额持有者。这家位于新加坡的子公司将命名为“SEAL MAKER ASIA PACIFIC Pte. Ltd.”，它将全面负责亚太市场的业务。

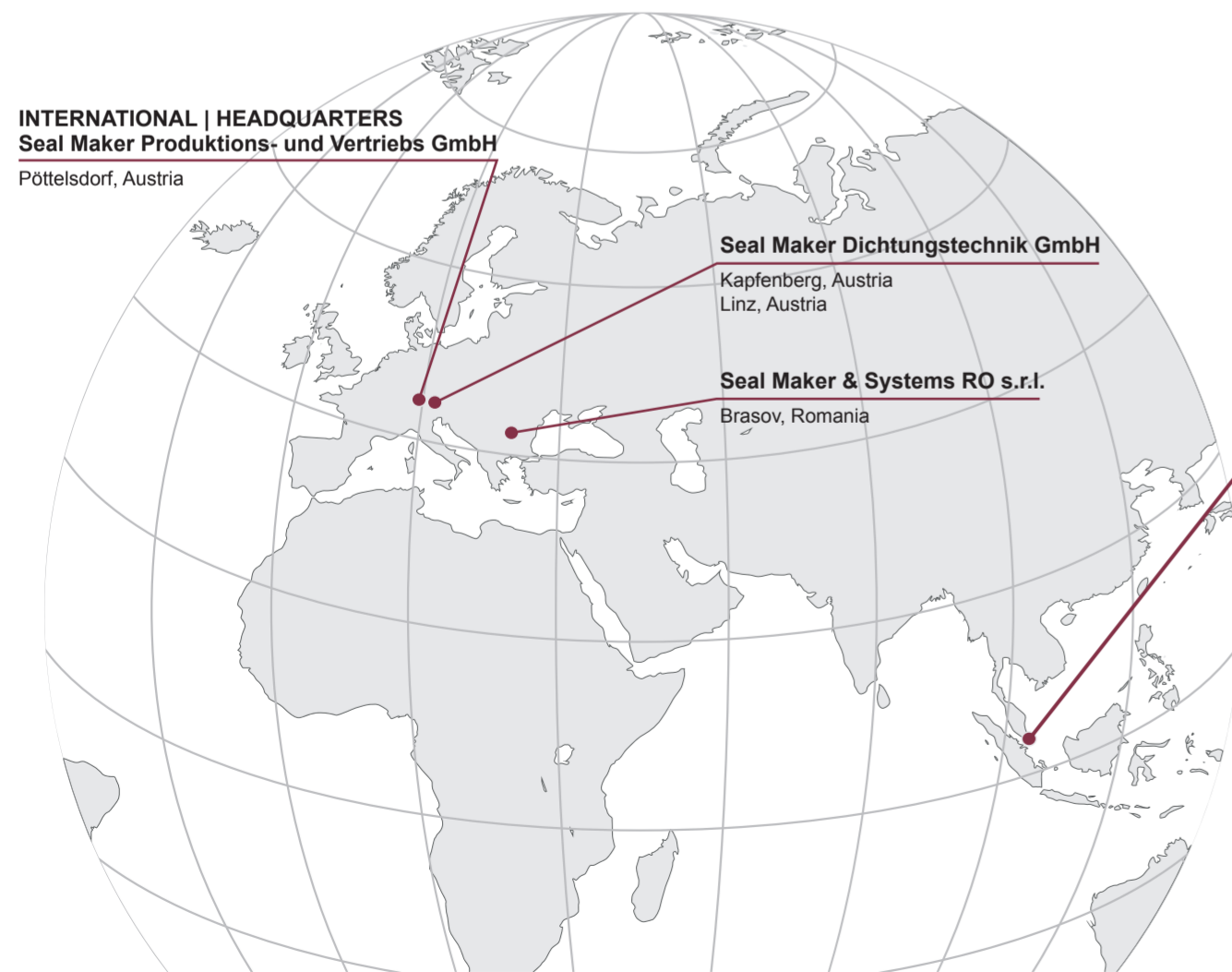
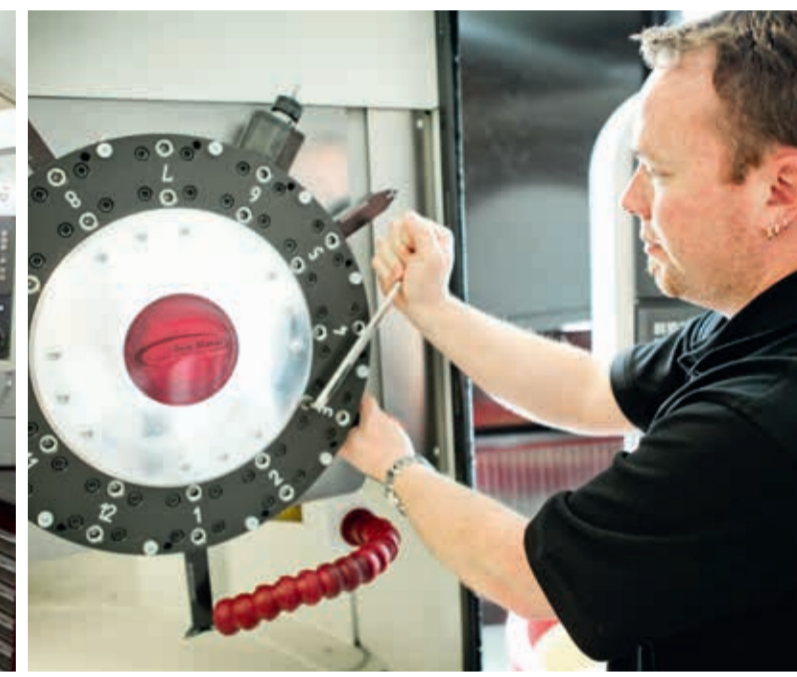
本地客户服务!

大型的现场仓储设施以及已安装的 SML500e 和 SML1000e 设备，能够为半成品和设备领域的客户提供卓越的支持服务。自新加坡子公司成立以来，Jack Lim 就一直担任董事之职，现在他领导着一支由 7 个人组成的新加坡团队并持有公司股份。为了提供团队支持并确保最佳的客户服务，我们留驻于亚太区的奥地利技术人员自五月底起就为 Seal Maker Asia Pacific Pte. Ltd. 的团队提供支援。

Seal Maker's expertise, innovative capacity, and Austrian high quality level, form the sound basis for the expansion of Seal Maker's market share in Asia. The positive developments in recent years and the intensified co-operation with partners enable Seal Maker Asia to entirely concentrate on the co-operation with customers for semi-finished products and machines. After the negotiation in March, Seal Maker has acquired a further share in the sister company located in Singapore to become a major share holder. The subsidiary in Singapore will now operate under the name "SEAL MAKER ASIA PACIFIC Pte. Ltd.". This subsidiary will take the entire responsibility for the Asia and Pacific region.

Local Customer Services!

Large-scale storage facilities on site and the installation of the SML500e and SML1000e machines provide excellent back-up service for customers of semi-finished products and machines. Since the subsidiary in Singapore was founded, Jack Lim has been working as the director and now head a team of 7 in Singapore with participation in the company. To provide team support and guarantee optimal customer service, an Austria service technician has been placed in supporting the Seal Maker Asia Pacific Pte. Ltd team since the end of May.



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Jürgen Bauer goes Singapore!

从即日起，Jürgen Bauer 将担任我们的联系人，为东南亚客户解答所有与机械设备有关的疑问。Jürgen Bauer指出：“毫无疑问，担任本地公司经理的得力助手对于我而言是一项全新的挑战。我总是愿意接受新的体验并希望全力以赴，因此我确实很喜欢这份令人兴奋的工作。”

在新加坡，他的业余时间是如何度过的？

“骑自行车在市内观光，徒步穿越丛林荒野，在海滩上吹海风。我几乎每天都通过 Skype 或 WhatsApp Messenger 与家人保持联系。我女儿的到来让我感到非常高兴。她可能也将在本公司内就职，以便提高她的英语水平。”

With immediate effect, Jürgen Bauer will be acting as our contact for all queries on machinery for customers in South-East Asia: "It is certainly a new challenge for me to be the local company manager's right-hand man. I'm always open for new experiences and want to do the best I can, so I truly welcome this exciting field of activities."

How does he spend his leisure time in Singapore?

"Discovering the city on my bike, hiking through the jungle wilderness and chilling out on the beach. I stay in contact with my family almost every day via Skype or WhatsApp Messenger. My daughter will visit me, which is going to be a special highlight for me. She will probably also work here in the office for some time, in order to improve her English."

Good performance.



The Seal Maker Sales Office

Team: Manuel Erharth, Michaela Sinabell, Michaela Kisela, Gabriele Humann, Alexander Haspel, Maria Fjodorova, Milan Sretenovic, Thomas Bader, Claudia Da Silva Bento

除了确保质量外，Seal Maker 还制造一次性产品的灵活性、较短的交货时间以及可靠的订单处理方面具备较强的优势。可靠性是非常关键的，正是它确保了与客户多年来所建立的业务关系。如果您想要咨询问题或订购产品，您首先应当联系 Ing. Alexander Haspel 所领导的8人销售团队。

我们的销售人员将负责整个订单处理系统：

- 报价
- 订单输入
- 协调工作进度安排
- 客户支援
- 发送文档
- 开具发票

在遇到产能瓶颈、时间紧张或客户提出特殊要求时，我们的销售团队都能够提供个性化的解决方案。Seal Maker 坚持不懈地实现流程的最优化：例如，时限分配系统实现了自动化，其优点是于最大限度里缩短了回应时间。

对于我们而言，以目标为导向的客户服务意味着正确地了解客户的期望值！Seal Maker 销售团队使用超过 7 种语言，因此他们按照客户所在的地区来划分销售责任的范围。

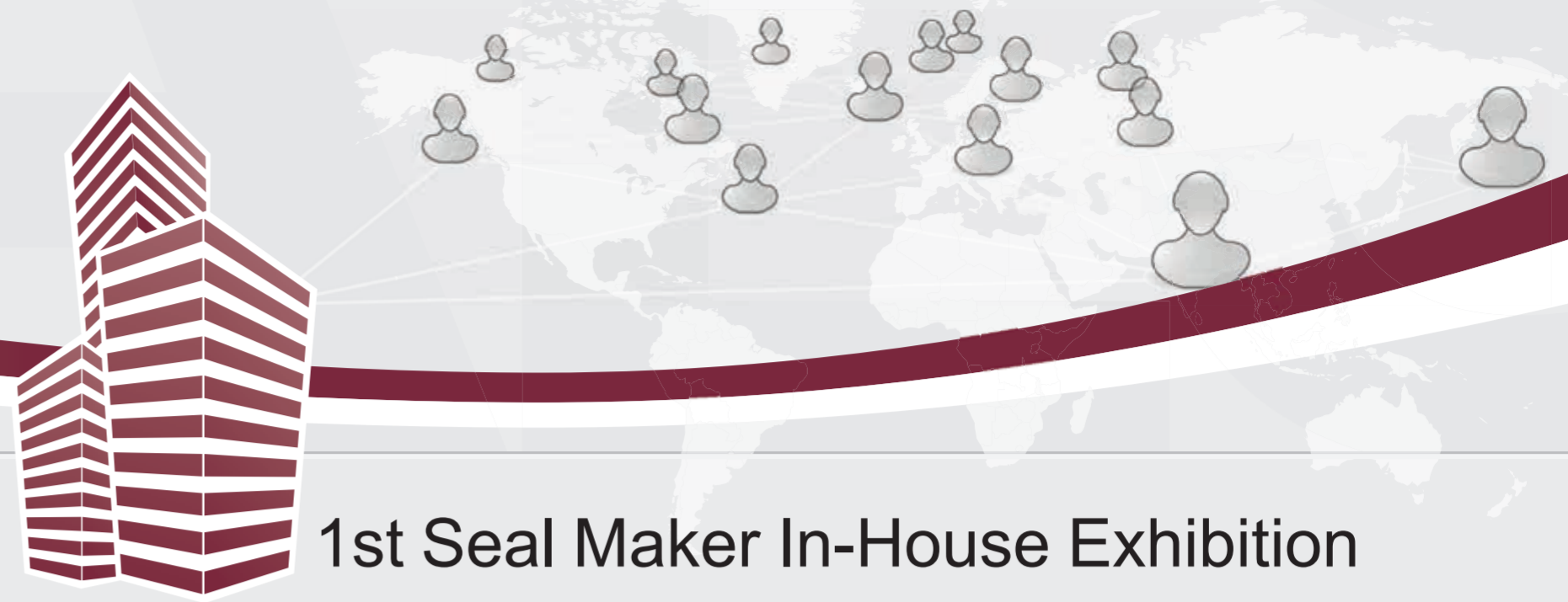
In addition to guaranteed quality, Seal Maker's strengths are their flexibility in manufacturing customized products, the generally short lead times, and the reliable order processing. Reliability is the key, and this is what defines business relationships with our customers that have been built up over the years. Your first contact point for queries and orders is the 8-person sales team headed by Ing. Alexander Haspel.

Our sales personnel bear responsibility for the whole order processing system:

- Quotations
- Order entry
- Coordination with work scheduling
- Customer support
- Dispatch documentation
- Invoicing

Particularly at those times when there are capacity bottlenecks, lack of time or special requirements on the part of customers, our sales team is able to provide individual solutions. Seal Maker makes constant efforts to optimise procedures: The deadline allocation system, for example, was automated with the advantage that response times were kept as short as possible.

For us, goal oriented customer service means to properly understand the customers' wishes! The Seal Maker sales team speaks more than 7 languages and that is why fields of responsibility in sales were divided up according to customer region.



1st Seal Maker In-House Exhibition

在4月9-11日举行的国际领先展销会“汉诺威国际动力传动及控制展览会”期间，Seal Maker 想出了一个绝妙的方法来吸引人们的关注：邀请前往位于奥地利 Pöttelsdorf 的 Seal Maker 集团国际总部参加首届 Seal Maker 内部展览会，其中包括提供接送服务并在维也纳举办商务晚宴。

获得全球性成功的基础源自于对其他文化的开放性 - 这更是我们欢迎来自 15 个不同国家的无数业务伙伴接受 Seal Maker 的邀请，前来“探索密封件的奥秘”并亲自了解最新产品和趋势的原因。除了绝无仅有的 Seal Maker 参观活动外，最新一代的 SML 设备成为了参观者所关注的中心。活动聚焦：配备全新 Option Plus 的 SML500e 设备。

演示完 CNC 设备系统和操作简单的 SML 系统软件之后，参观者还在现场获得了有针对性的个性化建议并与来自 Seal Maker 各方面的关键人员开展了深入讨论。感谢您莅临参观并使我们的首届内部展览会取得了成功。若您未能参加，我们期待着您随时大驾光临。

At the time of the International Leading Trade Fair MDA Hannover, held from 9th till 11th of April, Seal Maker created quite a lot of attention with a special idea: An invitation to the first Seal Maker in-house exhibition in the international Seal Maker group headquarters in Pöttelsdorf, including transport and a business dinner in Vienna.

The foundation for global success is openness towards other cultures - all the more reason for us to take pleasure in greeting numerous business partners from 15 different nations, accepting Seal Maker's invitation to have a look "behind the seals" and viewing the latest products and trends at first hand. Besides an exclusive Seal Maker tour, the attention was focused on the newest generation of SML machines. The highlight: The SML500e featured with the new Option Plus.

After a demonstration of the CNC machine systems and the user-friendly SML system software, visitors were given personal and individual advice on site and were able to hold in-depth discussions with key persons from all areas at Seal Maker. We are pleased that you contributed towards the success of our first in-house exhibition and would like to thank you for visiting us. In case you were not able to attend, we look forward to welcome you as our guest at any time.



Individual & flexible SML500eplus

全新的 Option Plus 让您能够使用铣削工具逐个加工密封型材, 还能将您的产品组合扩展到“工程塑料部件”领域。显著优势: 这些驱动工具能够被加装在已交付的 SML500e 设备上。在这种加装套件的开发过程中, 我们特别专注于寻找一种在技术上有益、价格合理, 且不会对车削加工造成任何限制的解决方案。

这种解决方案能够让您以合理的价格升级现有的设备, 提高您的生产能力, 或利用这次机会购买具有全面生产能力的新型密封生产系统!

如需了解其他信息, 请发送电邮至 office@seal-maker.com, Seal Maker 团队很乐意为您提供帮助。

The new Option Plus offers you the possibility of processing sealing profiles individually by using milling tools, or also expanding your product portfolio towards “engineered plastic products”. The big advantage: The already working machines SML500e can get upgraded to the PLUS version with driven tools by installing a retrofit kit. During the development of this retrofit kit, we took special care in finding a technically useful and reasonably priced solution, but without any restrictions on machining.

Expand your possibilities with a reasonably priced upgrade of your existing machine, or use the chance to purchase a new seal production system with full production options!

If you need any further information, please do not hesitate to contact your Seal Maker team » office@seal-maker.com.

四条腿的专业人员!

2013年3月20日, 布尔根兰州警犬队在 Seal Maker 的仓库举行了一场毒品搜索演习。快速、准确和敏锐的直觉在搜索演习中发挥了至关重要的作用。

警犬队的训练员需要经常为其缉毒犬寻找具有全新挑战的建筑物。占地面积 1300 平方米的 Seal Maker 仓库非常适合这次演习, 因为它有许多隐密的地点, 增加了毒品搜索的复杂性。

缉毒犬能够找出所有常见类型的毒品。在训练员 Peter Linsbauer 的指挥下, 总共 10 条缉毒犬把 Seal Maker 的仓库团团围住, 展现出在困难环境中不折不扣的敬业精神。



Four-pawed professionals!

Speed, precision and keen instincts played a vital role in the search exercise of the Burgenland Police Dog Team on 20 March 2013, held on Seal Maker's warehouse premises.

The trainers of the police dog team are constantly in search of buildings presenting new challenges for their narcotic tracker dogs. The Seal Maker warehouse, with an area of 1300m², is ideally suitable for the exercise, as it has plenty of hiding places giving the tracker dogs variety.

Narcotic tracker dogs are conditioned to find all the usual types of narcotics. Under the supervision of trainer Peter Linsbauer, a total of 10 tracker dogs made the rounds of the Seal Maker warehouse, displaying 100% dedication under difficult circumstances.

We'll be there!



2013 年埃尔比勒国际贸易展
第9届国际多行业贸易展

时间: 23.09.2013 – 29.09.2013

地点: 埃尔比勒国际展览中心 (EIF)
伊拉克库尔德斯坦地区埃尔比勒市

信息网站: www.eif-expo.com

ERBIL INTERNATIONAL FAIR 2013
The 9th international Multi Sector Trade Fair

When: 23.09.2013 – 29.09.2013

Where: Erbil International Fair Ground (EIF),
Erbil, Kurdistan Region – Iraq

Info: www.eif-expo.com

HOT