

# HOT CHIPS

Newsletter

January, 2015

Editor: Letty Delgado & Ron Lawson



**What's up...**

## 2015 Training Schedule

Jan. 13-15	Distributor Training
Feb. 10-12	End User Training
Mar. 17-19	Distributor Training
Apr. 14-16	End User Training
May 19-21	Technical Training (MMUS employees only)
Sep. 22-24	End User Training
Oct. 13-15	Distributor Training

### Special points of interest:

- ◆ Training Schedule
- ◆ Regional Exhibitions Schedule
- ◆ JIMTOF
- ◆ Automotive
- ◆ Oil & Gas
- ◆ Aerospace & Medical
- ◆ Social Media
- ◆ Product—news
- ◆ Special note—Kaneko-san

## 2015 Regional Exhibitions Schedule

Feb. 24-26	Houstex— Houston, Texas
Apr 21-23	PMTS—Columbus, Ohio
May 12-14	EASTEC—West Springfield, Massachusetts

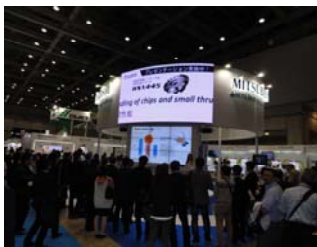
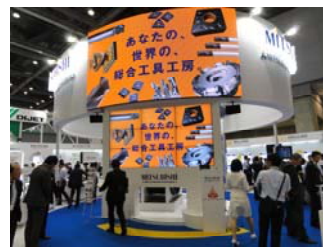
## JIMTOF Exhibition—Oct 30-Nov 4, 2014

JIMTOF is the Japanese equivalent of IMTS. This exposition runs from October 30 to November 4 at Japan's Tokyo Big Site. For this exposition, MMC decided on a new tag line and logo. The tag line name is, "Your Global Craftsman Studio". MMUS was invited to attend JIMTOF2014. The general idea of the booth was 1) Innovations 2) Solutions 3) Passion.

A small contingent from MMUS arrived October 29 to see the JIMTOF exposition. Of the big three trade shows of our industry, (EMO, IMTS and JIMTOF), JIMTOF is the smallest however, the amount of leads generated is outstanding. MMC's newly designed booth was well received by customers. A square floor space with a circular display design prominently displayed products as guests circulated through the booth. MMC's newly designed JIMTOF booth employed a circular path through product displays. An Inca gold path would lead the way on the Mitsubishi Materials blue carpet past Industry kiosks, product displays and Mitsubishi's philosophy.

Eye catchers included a cut away jet engine, human replica skeleton, cut away transmission, MVX drill model and various work pieces to demonstrate products abilities. A duel video, (LED above and HD monitors below), would show live demonstrations from the Omiya Technical Center throughout the JIMTOF show.

In addition to visiting JIMTOF, we also made the trip to MMC Technical Center in Omiya tour and discussion, manufacturing facility in Tsukuba plant tour and discussion and Global Distribution Center close to Narita airport to observe the operations of receiving stock in and distribution of stock out.



## Automotive

Wrapping up another outstanding year for the Automotive sector. Focus accounts sales are up 37% over last year! Truly all thanks go to all of our District Managers who make this happen. What lies ahead can only get better with your support. The Automotive forecast is predicting another five years of increasing sales.

This year we finally started field testing our newly developed FMAX PCD cutter. If all goes well, we hope to get this launched by early 2015.

Next is the Capto GY holders. This has really opened up a whole new market for us since we are about to offer customers who favor Capto holders in their machines. Field testing is going on now and we hope to have it launched by mid-2015. This is just our first step in offering more cutter designs with Capto holders. Please keep an eye open for those customers who favor the Capto system. If you have a big potential customer that can utilize our tools in Capto type holder, please bring it to our attention so we can start building it for you.

What's ahead? MMC and I are currently discussing new tooling ideas:

- ① Precision adjustable cartridge
- ② Cylinder Rough boring cutter
- ③ Valve finisher with hydraulic holder
- ④ Side cutter/Slotting cutter
- ⑤ Rough milling cutter for cast iron
- ⑥ Pin Milling Inserts
- ⑦ Heavy Duty AJX design for 3mm DOC

One thing we still need to focus on is new sales growth in accounts with little or no activity. Driving past those accounts is easy but it does not increase sales.

Please let us know how we can offer a channel to start increasing sales.

We have to start now in order to obtain our goal. There is no more time to wait.

There are no bad ideas. **Where there is one idea, there's two more waiting.**

So call us with any thoughts you may have.

Thanks for all your support!

*Barry Griggs  
Business Development Assistant Manager  
Industry Specialist-Automotive*

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## Oil and Gas

**There has been some significant changes in the Oil and Gas sector.**

Sales to Focus Accounts have risen 73% from 2013. We have added 4 new members to our sales force and they have made a promising contribution to the growth of our presence in this growing market segment.

In 2014, saw the sale of Tool-Flo a world leader in threading inserts and threading applications, to IMC Group, parent company of Iscar. Another change that may have an impact on MMUS Oil and Gas coming in 2015 is the proposed takeover of Baker Hughes by #2 ranked Haliburton. This sale is expected to be ratified sometime in the summer of 2015.

On the home front, MMUS continues to expand its offerings to the Oil and Gas sector. We have completed our study and testing of several items that will increase again our market presence when launched in early 2015. Large diameter MVX drills along with a new carbon steel grade MC6015. Both of these items will be widely used by our clients in the Oil and Gas market.

We continue to pursue the expansion of our threading capabilities to give our sales the necessary products they need to open that sector of the market to MMUS. We are confident in our grades and coatings. We believe our work in this area will be well rewarded.

We look forward to the coming year and achieving our targets for fiscal 2015.

Thanks for all your support!

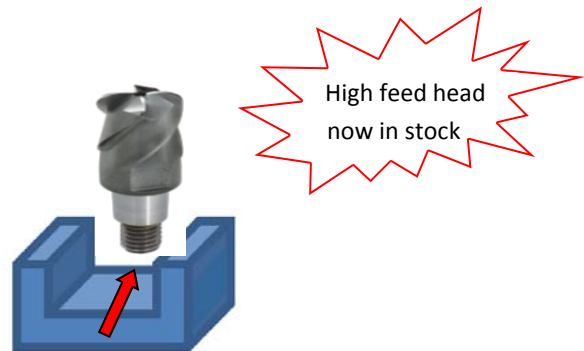
*Lance Hughes  
Industry Specialist-Oil and Gas  
Mitsubishi Materials USA Corporation*

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# Aerospace & Medical

## Success story— Milling of barrel nuts

By: Bruce Carter/MMUS District Manager



*IMX head roughing: IMX121C4FD12012C (Æ12 mm, 4 flutes, high feed type)*

*IMX head finishing: IMX12C4HV0500R015M (Æ0.5 inch, 4 flutes, 0.015 inch radius)*

Cutting data high feed head

Vc= 264 sfm

fz= 0.066 inch

ap=0.027 inch

ae=0

Testing was done against the two largest competitors.

We achieved better tool life and shorter cycle time.

**We got the business for the roughing and the finishing.**

**\$60-70,000/year**

Thanks for all your support!

*Stefan Gyllengahm  
Industry Specialist-Medical& Aerospace  
Mitsubishi Materials USA Corporation*

## Social Media by Brian Pond

Mitsubishi Materials Cutting Tools utilizes Social Media sites YouTube, Face Book and Twitter to communicate and engage with end user, employees and other interested parties on new products, shows, training and general happenings at Mitsubishi Materials USA. MMUS Social Media has followers from around the world -due in part to English based language text- with YouTube leading the way in views and reach. If you don't already have our Social Media sites included in your email footer, please add. **Site** links can be found on our landing page under the Corporate Contact tab at [www.mmus.com](http://www.mmus.com) and available 24-7.

YouTube is open to anyone who wishes to visit our site and can be directly accessed at <https://www.youtube.com/user/mitsubishicarbide>. We currently have 106 videos and 1,126 official subscribers to the channel of which 442 were gained in 2014 alone. As a subscriber to our YouTube channel, you will receive notification of new videos or video's added to the site or playlist like TheCuttingEdge. The Mitsubishi Carbide channel averages 10,000 to 14,000 visitors each month with a total of 175,000 minutes of self-serve video's watched through November. To facilitate easy navigation on the site, videos are grouped in play list by product: Milling, Drilling, Turning, SCEM, Industry or Event focus –i.e. tradeshow- with each video complete with English text and links to brochures on MMC web sites. By utilizing YouTube, MMUS provides a convenient and reliable distribution channel for releasable video's to MMUS Employees, Distributors and most of all are target our audience End User's.

Mitsubishi Materials Face Book Page is open to all and can be directly accessed at <https://www.facebook.com/MitsubishiMaterials.US.CuttingTools>. Face Book Pages concept is a bit different than an individuals face book account for details on people who "like" or subscribe to the page are hidden from the creator. The only time the creator of a page can see who visited the site is when they comment on a post. We currently have 484 page likes as of November with 2035 people making unsolicited visits to varies sections of the site through November 2014. Typical posts on the page are sent to over 500 individual time lines throughout the world. In addition to normal Face Book post, we use Face Book Events <https://www.facebook.com/MitsubishiMaterials.US.CuttingTools/events> as another venue to communicate training and show schedules for the calendar year.

Mitsubishi Twitter account is accessible only by those logged into Twitter and can be viewed at <https://twitter.com/MMUSCuttingTool>. Twitter is a Short Messaging Service –SMS- with senders restricted to messages less than 140 characters including hyperlinks. Our Twitter account has 1,367 followers who receive text and multimedia message with including active links to post on YouTube, Face Book and our main website at <http://www.mitsubishicarbide.com/mmus/en/>

Hello Everyone,

I hope you enjoyed the Holiday season with your family and you are ready for another exciting year. The Marketing Department is committed to helping our company's continuous growth and setting new sales records, as we did in 2014.

We have a lot of new product launches planned for this year. Some of the launches coming soon include:

- WSX (full product launch)
- New P10 Turning grade
- New BC8110 (Finish grade for hard turning)
- New BC8120 (upgrade to BC8020)
- Expansions of iMX (assortment)
- Expansions of MVX (larger sizes)
- Micro MVS
- GY Capto
- Coolant Thru Boring Bars

As you have heard there have been some changes here in the Marketing department with the departure of Mr. Yoshiaki Kaneko. Kaneko-san came to Chicago in August of 2010 and returns to MMC on Jan 10, 2015. His time here was mainly oriented on preparing the Chicago Marketing and Engineering sections to focus on supporting the company goals of Vision 2020. He developed and implemented many changes in the organization. Some of his accomplishments are:

- MMUS Technical Center
- Office restructuring
- Training facility enhancements
- Engineering and Marketing staff expansion
- Industry Specialists section
- Regional Trade show enhancements
- IMTS Chairman
- OMC committee representative
- Management re-structure
- Many years of mentoring.

His hard work will not go unnoticed and we all thank him for his continuous support to MMUS after his return to the Tokyo head office. Kaneko-san will return to MMC's Headquarter building and continue to report to the Advanced Materials and Tools Company. His new position will be General Manager the Business Strategy Dept. We wish him well in his new assignment and give him many thanks for his support to MMUS over the past 4 -1/2 years! He has completed his mission and will be missed by all.

Two other position changes include John Zaremba and Jeff Sieben. John will move from the Technical Center back to the product section. He was promoted as of Jan 1, 2015 to Product Services Assistant Manager. His new role will be to support the organization and management of standard products. Also on January 1, 2015 Jeff Sieben was promoted from Product Support Specialist to the position of Product Specialist. I am sure they will both do their best to support our Marketing Department as we aim towards our future goals.

From the Marketing Department... we wish you all a successful 2015!

Mike Pace

Director of Marketing

Mitsubishi Materials USA Corp.

## Product Update

Launch the WSX series, a new low cutting resistance, double sided insert face mill for general machining in early 2015.

The innovative WSX cutter provides excellent economy due to the double sided insert (4-corner inserts) and achieves low cutting resistance by utilizing features of both conventional positive and negative rake inserts.



### Features of the WSX series

1. Mitsubishi Materials' proprietary Double sided, Z Geometry insert features a sharp cutting edge with low cutting resistance that helps to control vibration.
2. Chips are discharged outwardly because of the negative/positive edge design. This helps prevent chip jamming and damage to the coolant holes.
3. The unique conical insert seat and Anti Fly mechanism (AFI) holds the inserts securely. The outer edge of the insert is not in contact with the body, thereby preventing damage if sudden fracturing occurs.



## **Special note** by Kaneko-san

*Hello Everyone,*

*As you heard in the 30th anniversary event, my personnel change to go back to Japan on Jan.1st has been decided by headquarters of MMC Japan. Jan.6th will be last day for me to work in Chicago and I will leave from California to go back to Japan on Jan.10 after I move to FV office.*

*I came to Chicago in August of 2010.*

*As you may know, I had only 100% Japan domestic business career and I never spoke even English before I came here, so I was so nervous and scared if I could accomplish my goal for the first few months after I came here. However, I didn't need any worries eventually because I was always surrounded by great people and good teamwork.*

*As the result, I believe it is not too much to say that I could accomplish my goal with everybody's efforts and support.*

*Thank you very much for your great support so that I can make an achievement over the past 4 -1/2 years. I have no idea how I can show my appreciation with appropriate words but anyway I would like to express to you my sincerest appreciation for all that you have done.*

*I never forget the past precious and wonderful every day we spent together and I believe in your success for the future and I have no longer any doubt that MMUS can achieve VISION2020!*

*I wish you all the best for your good health and continued success and I look forward to our paths crossing again!!*

*Yoshiaki Kaneko  
Former Director of Marketing  
Mitsubishi Materials U.S.A Corp.*

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***From our Chicago office—Marketing Services, Product Services, Technical/  
Training Center, Engineering & Business Development***



**Thank you & hope you enjoyed  
our *NEWLETTER***

*"Keep your dreams alive. Understand to achieve anything requires faith and belief in yourself, vision, hard work, determination and dedication. Remember all things are possible for those who believe." -- Gail Devers*

**Vision 2020**

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