

Training Schedule 2015

- Sep 22-24 End User Training
- Sep 29 DGI Exclusive End User Training
- Oct 13-15 Distributor Training



Navy Pier—Chicago Lake Front



Pinstripes—Bowling

Special points of interest:

- Training Schedule 2015
- Marketing product information
- 2015 Promotions
- Social Media
- Technical Center
- Japanese Automotive
- Happy 4th of July

Amerimold—June 17-18, 2015

Mitsubishi Materials USA along with our new division HT attended Amerimold. This event emphasizes Mold Manufacturing.

Location: Rosemont, IL

Exhibitors benefit from:

- ◇ Targeted Audience
- ◇ Leads
- ◇ Brand Building
- ◇ Networking
- ◇ ROI

Hello Everyone,

After a great 2014 sales year we must try to achieve another record year to keep on track with our Companies 2020 vision goals. While the market in Oil & Gas and Agriculture has softened in the recent times, other markets are doing well. We have been focusing our efforts in Marketing to offer you products that can help gain sales by increased performance. We have been working hard to keep products on schedule for launching. We have also been working on ways to offer products on promotion which will be directly support the sales of inserts. If there is anything we can do to help you sell more products, please let us know.

As mentioned in April, these are the promotions which aim to assist you to increase your insert sales.

- *MCU (Milling Cutter Upgrade) including WSX*
- *Turning tool promo as National offering*
- *New P10 grade MC6015 2 packs available at no cost to your demo for testing*
- *MVX (larger sizes) available and on promo for Oil & Gas Market*

We added an iMX to get the product out in the industry and hope this helps start some new business opportunities.

- *iMX Promo May – July (buy 5 heads and receive free carbide shank)*

Still on the way... we are looking forward to these products coming soon.

- *New BC8120 (upgrade to BC8020)*
- *Micro MV'S*
- *GY Capto*
- *Coolant Thru Boring Bars*

New General Catalog:

- *Our new General Catalog is still on target, we expect to be able to ship the C007A Catalog out in early July.*

Waku-Waku

- *Stay tuned for updates on our Waku-Waku project. Our new corporate icon is soon to be released and this project is aimed to give excitement to Employees and Customers. Many new things to share are coming soon. Check the Global Craftsman Studio information when it arrives and stay tuned for exciting news as we progress on this project!*

If you have any customers interested in visiting the Technical Center, please let us know. We will be happy to make our Tech Center available to your needs. Summer schedule is getting full, so please contact Marc Kinnemann for scheduling.

From the Marketing Department... we wish you all continued success in 2015!

Sincerely,

Mike Pace
 Director of Marketing
 Mitsubishi Materials USA Corp.

PROMOTIONS 2015

Mitsubishi Materials announces our **NEW Milling Cutter Upgrade Program**

Receive a **FREE** cutter body

Black USA Item Not noted on this flyer when purchasing a specified quantity of qualified cutting inserts. Inserting cutters listed.

See your Mitsubishi Materials District Sales Manager for details.
 • Program begins January 2014 and ends further notice.
 • Offer limited to US stock cutter types shown on this flyer.
 • Quantity of free cutter body depends on quantity of inserts purchased.
 • All items are final sale with no returns or blanket orders.
 • Visit www.mmus.com for more about Mitsubishi Materials products.
 • Some grades and chip breakers are available where applicable for milling cutters.

Program began January 2014 ~ ends until further notice

Offer limited to US stock cutter types shown on flyer plus recently added WSX cutter

All sales are final with no returns or blanket orders

Visit www.mmus.com for more about Mitsubishi Materials products

New grades and chip breakers are available where applicable for milling cutters

See your Mitsubishi Materials District Sales Manager for details

See flyer for more information and Marketing Memo 13-29

Buy 20 Inserts and Receive 1 O.D. Holder FREE

Any styles of **NEW** turning inserts and **NEW** chip breakers in 3000 series grades, 5000 series grades, 6000 series grades, 7000 series grades or 9000 series grades

Easy to use chip breaker identification system
 1st letter: E = light cutting, M = medium cutting, R = rough cutting
 2nd letter: P = steel, M = stainless steel, H = hard iron, B = hard stainless/ titanium

Promotional Period: **Concludes December 31, 2015**

Promo Code: **PROTURN**

MMUS Distributors, Please place your order to the following:
 Fax: 800-643-4909 or e-mail: orders-ct@mmus.com

Promo orders must be submitted on a separate purchase order

Concludes December 31, 2015

Buy 20 inserts and receive 1 O.D turning tool holder free (double clamp or screw down types only)

Any styles of **NEW** turning inserts and **NEW** chip breakers in 3000, 5000, 6000, 7000 or 9000 series grades are also included

Mix and match inserts and chip breakers (10 of two different insert types and Free holder; holder may also be different than inserts fits into)

See flyer for more information and Marketing Memo 15-3

Buy 5 of same iMX Screw on Heads and receive one Carbide Shank

Official Tooling Partner of **ROUSHATES ENGINES**

Promotional Period: **May 1 to July 31, 2015**

Promo Code: **PromoIMX**

MMUS Distributors, Please place your order to the following:
 Fax: 800-643-4909 or e-mail: orders-ct@mmus.com

Promo orders must be submitted on a separate purchase order

Promotional period: May 1, 2015 to July 31, 2015

Purchase 5 same EDP exchangeable heads from supplement sheet and receive one **FREE** iMX solid carbide shank

The iMX series is a revolutionary end mill system featuring high efficiency, accuracy and rigidity

iMX series introduces the world's first carbide to carbide double face contact type connection

Excellent for reducing costs and inventory over a variety of applications.

See flyer for more information and Marketing Memo 15-7

Social Media by—Brian Pond

Mitsubishi Materials U.S.A. Cutting Tools has added Google + Page to our Social Media offering. Google+ page is similar to Facebook with the added benefit of being tightly integrated with YouTube and other Google+ business products thus expanding our audience. Content on both Google+ and Face Book Pages are similar and include: major and minor shows dates, training schedules, new product release and note worthy happenings in the Industry.

Mitsubishi Materials U.S.A. Cutting Tools Google + page can be accessed at: <https://plus.google.com/108725335357193550486/posts> and if you wish, please add Google+ Icon to your email signature.



In addition to major shows, Mitsubishi Materials with your help participated in a few local shows too over the past few months! Major road shows included: Houstex, PMTS, Eastec and Amerimold but we did not stop there. Mitsubishi Materials participated in a number of minor shows support primarily by District Managers. Below are just a few of the shows.

1. Morris Madness, March
2. Hopkins Machinery, March
3. BIG Kaiser Local High School Student days, April
4. Golden Corridor Advance Manufacturing event, April
5. PTS National Sale Meeting, May
6. ABLE Machine, May
7. EXCEL MACHINE TECHNOLOGIES, June
8. Tsugami –REM Sales- National AE training, June

What next?

1. Hermle North America Open House, July
2. OKK 100th Anniversary Open House celebration, July

If we missed a local show, sorry but let's not miss the next one! Just provide some information and we will cross promote the event on social media. Please contact Marketing with show details.

Technical Center by Marc Kinnemann

We have finished our second season of Technical Center Training. Since last September we have provided eight new product training sessions for 103 persons from Distribution, End Users and new Employees.

After an introduction to Mitsubishi Materials and our catalog we follow with presentations and demonstrations of our newest products. Moving from Milling to Turning to Drilling to Economics and concluded with Engineering.

During the milling section we demonstrate AJX helical milling and MVS drilling to “toughen” the demonstration comparing MP6120 vs. VP15TF in an ASX445 shell mill machining 4340. Later we demonstrate iMX, VF and VQ end mills slotting a 304 stainless block before we machine away the slots using ASX445, AHX640 and WSX445 shell mills.

During the turning section we machine a spiral in the end of a 304 stainless bar, using a VQ end mill, which provides the interruptions for our demonstration of the toughness of CNMG433RM MP7035 facing off the spiral. Later we groove, traverse, recess, profile, then, drill a hole demonstrating our MVX drill, and cutoff a piece of 4340 bar stock using GY tools.

For the final demonstration we drill overlapping holes across a piece of 4340 bar stock and make two starter holes, with a MVX 20mm diameter 3xD drill. After a tool change to a 5xD drill we drill the two starter holes through and finish with an on center hole drilled right through the bar.

As you must imagine our guests are exposed to our newest products running in a most impressive manner.

With the addition of the accommodations, lake front visits and meals our guests are regularly complimentary of our training. Several companies have sent a second group on the recommendation of the first.

My thanks to Ron Lawson and Letty Delgado for coordinating meals, lodging and transportation; John Zaremba, Jeff Sieben for the demonstrations; and finally John, Chris Wills and Nika Alex for their presentations. As you can see, training is a team effort.

Our third season of training will begin in September, please start now to encourage your integration and distribution partners and especially our end users to join us. Contact Letty Delgado for registration.

Industry Specialist—Japanese Automotive by Shige Ota

iMX Series Chamfering Type

July 2015, Mitsubishi Material USA will launch chamfering milling head as a part of iMX exchangeable head end mill series. In order to prove the effectiveness of the iMX series chamfering end mill, MMUS Marketing group had successfully completed field tests at a Chicagoland Japanese automotive parts manufacturer which produces wheel hubs.



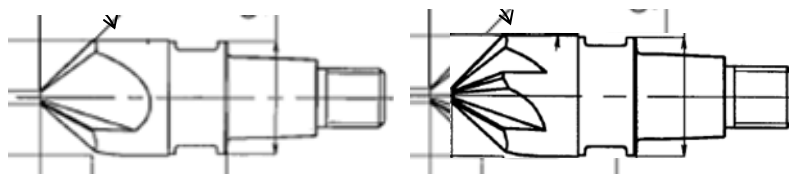
MMUS had provided 3 flute iMX exchangeable heads samples. The customer found that iMX works best for interrupted cutting conditions found on its wheel hubs. Currently, the customer purchases about 50 pieces of iMX12C45-03 per month.



iMX12C45-03

MMUS will offer 2 types of iMX exchangeable chamfering end mill:

1. 3 flute type for internal chamfering tool, with specific emphasis on its vibration control
2. 6 flute for external chamfering tool, with specific emphasis on its extended tool life



Japanese Automotive by Shige Ota

iMX-CH3L: 3 flute Internal Chamfering

Order number (Plan)	Unit: millimeter							Grade		Type
	Dimension							EP7020		
	Diameter D1	Length of cutting edge ap	Head length L2	Neck diameter D5	Diameter of flat end D6	Chamfer angle a	Flute N			
IMX10CH3L100C45	10	4.2	16	9.7	1.5	45	3	●		1
IMX12CH3L120C45	12	5.2	19	11.7	1.5	45	3	●		1
IMX16CH3L160C45	16	7.2	24	15.5	1.5	45	3	●		1
IMX20CH3L200C45	20	9.2	30	19.5	1.5	45	3	●		1

iMX-CH6V: 6 flute External Chamfering

Order number (Plan)	Unit : Millimeter							Grade		Type
	Dimension							EP7020		
	Diameter D1	Length of cutting edge ap	Head length L2	Neck diameter D5	Diameter of flat end D6	Chamfer angle a	Flute N			
IMX12CH6V120C45	12	4.5	19	11.7	3.0	45	6	●		1
IMX16CH6V160C45	16	6.5	24	15.5	3.0	45	6	●		1
IMX20CH6V200C45	20	8.5	30	19.5	3.0	45	6	●		1

Hope you enjoyed our Newsletter....

From our Chicago office—Marketing Services, Product Services, Technical Training Center, Engineering

Have a safe and fun 4th of July.

