

Demmer Corporation – Lansing, MI **Answering “911” Calls with a Stamp of Confidence**

When the Demmer Corporation (Lansing, MI) gets a “911” phone call from a customer, it may not be exactly a life and death situation. It does mean they need stamped parts NOW.

To meet these “emergency” stamping opportunities, Demmer needed to expand their stamping capability at its Delta Stamping Division and add an entirely new press line in 1998. But they did things a little differently. Instead of putting in all new equip-

used for producing blanks for the auto industry, as a back-up to an existing line and also for what Demmer terms “911” work; a call for help from another blanking facility or customer whose presses are down.

The coil feeding line was designed and built to process critical surface material. An up front application review by Coe and Demmer resulted in properly specified equipment (new coil handling/feeding equipment paired

tion was made to position the straightener behind the loop pit in a “conventional”

We don’t consider ourselves experts on building lines, we just want them to work.”



“Our confidence level with Coe is very high...a recent month’s production numbers show no rejects out of 897,464 parts.”

*Tim McKenna
 Demmer Corporation*

ment, they added a rebuilt press and new coil feeding equipment.

Manufacturing Manager Tim McKenna said the line would primarily be

with a rebuilt 300 ton Verson press) for this non-marking application.

Building The Lines

Through Coe’s evaluation of this line, a sugges-

layout rather than a “feeder/straightener” layout that would help shorten the line’s overall length. This layout optimized the line’s throughput and ability to process critical surface material. Their expertise was one of the reasons their bid was chosen. Comments Tim McKenna, “We consider ourselves experts when it comes to blanking automotive parts.

Two weeks before the scheduled delivery date, Coe brought in the new coil feeding system and set it up. After training and a comprehensive checkout was completed, Demmer turned the key and was ready for production.

In business for over 50 years, their 55,000-square foot Delta facility where the new line is located is one of seven Demmer facilities.

The company serves the automotive, appliance, military and aerospace industries. Although their production is



now mostly automotive, customer parts range from pumps used in the oil industry to appliances. "We try not to have all our eggs in one basket," says McKenna. Already a leader in tool and die design, welding assembly and stamping, Demmer began their foray into blanking processes in 1982, when most automotive companies kept blanking in-house. The Big Three began working with the steel mills to outsource their blanking operations, and today Demmer's blanking facility keeps 70 employees busy on three shifts, five days a week.

Currently this facility operates seven presses, three equipped with Coe Press Equipment coil feeding systems. According to McKenna, this building also boasts one of only two offline blank washer/oiler machines in the state. Eighty percent of their work is blanking, the balance is production stamping.

Many of Demmer's customers require a two week part inventory at any given time, "which might mean 40,000 pieces, it might mean 10,000 pieces," said McKenna.

A Long Term Partnership

Demmer has been using Coe equipment for many years and the relationship has grown stronger over that period, particularly with the demanding production load placed on feeds. With large jobs, quality can be a concern, but McKenna is confident in the Coe equipment. "Our confidence level with Coe is very high," he says.

"For example, one recent month's numbers show that out of 897,464 parts, there were no rejects. Coe feeds have excellent uptime, unbelievable accuracy and are easy to use," added McKenna. Dee Smith, Marketing Manager for Demmer, says the company's long term goal is to market their complete project capabilities. "Fitting a 1954 press with modern technology is not easy, Coe helped us get the job done, on time and with quality in place. With Coe's support, responsive service, fast delivery, start-up and complete training, blanking will be an integral part of Demmer's overall success."



Servo Feeds Versus Air Feeds A Customer's Perspective

A common problem that contract stampers face is how to increase their productivity by replacing older equipment with newer, more efficient systems while justifying the cost. For United Tool & Engineering Company (South Beloit, Illinois), replacing equipment with the latest and most productive systems is ongoing. More specifically, they're replacing "air" with "servo" technologies.

United achieved greater productivity and part quality by replacing their air-driven feeds with Coe's ServoMaster Series Roll Feeds and Controls. By replacing the air-driven feeds on seven of their major press lines, United owner Rod Meade reports an initial 25%

boost in productivity.

"With the increase in productivity, the costs were easily justified."

United has been in business since 1956. In 1988 they began their expansion program by adding approximately 10,000 square feet of floor space every two years.

Currently, they are operating with 60,000 square feet and 80 employees that work one shift. The company performs in-house tool and die design along with job shop stamping. Average part size is 3" to 24" wide, and up to 36" in length. A combination of JIT and continuous run lot sizes are produced.

Meade said that the company's strength is its diversification and ability to

take on any project from die design and build, part and die tryout, to shipping a finished assembled product. "Value added production has helped the company grow."

To maintain this growth, United looked for ways to save precious time to facilitate JIT strategies. Meade explains, "Air feeds needed more tweaking and it was difficult getting stock aligned to the

die, or the feed set to the exact progression. All of this takes time away from stamping production."

Additional training was needed to set up the air feed systems. They also found that accuracy begins to get harder to maintain as they get older and heavy maintenance is required. "Servo feeds," said Meade, "eliminated all of these problems." According to

Meade, the ServoMaster feed's reliability is excellent. And with its design you do not have to interchange any gears when changing stock thickness, and there is very limited maintenance.

Meade added that part production rates have been increased by 25% with Coe's ServoMaster Series feeds-and

"Part production rates have been increased by 25% with Coe's Servomaster Series feeds."

*-Rod Meade
United Tool & Engineering*

hopes to increase production rates to 50% in the future.

For more information on the ServoMaster Servo Press Feeds, call us directly at (810) 979-4400 or mail in the reply card.

SERVO FEED (roller style)

AIR FEED (gripper style)

PRICE	Higher initial cost than air feed	Lower initial cost than servo feed
OPERATING COSTS	Energy efficient (electric power), fewer parts leads to easier maintenance and trouble free operations	Higher energy costs (compressed air), high maintenance costs due to linear cycling
SPEED	High speed capabilities (virtually unlimited)	Low to moderate speeds (press speed dependent)
SETUP	Quick, automated and programmable, job parameters stored by controller or downloaded from press	Manual adjustments, feed length often coupled to press drive, job parameters cannot be stored
VERSATILITY	Unlimited feed length capabilities, multi-axis configurations, step-programmable movements, wide range of material thickness, reduced material marking	Limited to feed length capability, often used with pull-through style straighteners, linear movement only, higher potential for material
ACCURACY/QUALITY	Greater accuracy, interfaces with press automation systems, auto correction, self-diagnostic	No control interfaces, no feedback to press controls, long term repeatability suffers if equipment not properly maintained
FLOOR SPACE	Minimal space requirements	Often longer piece of equipment, maximum part length dependent

Bottom Line: Servo feeds offer greater versatility and accuracy than air feeds. The initial cost for a servo feed is higher, but often pays for itself in a very short time period. Air feeds do not offer the same flexibility and accuracy as servo feeds but are less expensive and ideal for low to moderate stamping speeds. Contact us for information on either style of press feed.

Presenting Our New ServoMaster Servo Feed Controller

Vital to the heart of ServoMaster Series Roll Feeds is the ServoMaster Feed Control. This redesign offers a number of setup and operational benefits including:



- User friendly operator interface and keypad
- Feed length setting from .001 " to 999.999"; batch counter to 999,999 cycles
- 100 job memory storage capacity
- "Feed advisor" feature to calculate job setups
- "On the fly" feed length micro adjustment
- Inch or metric programming; English or Spanish language
- Serial communication capability to press or host devices
- Error history log of lost 20 events
- 3 signal outputs (feed complete, hatch complete, and auxiliary signal)
- Four line 80 character alpha-numeric display
- Password protected job edit and selection
- Keypad input of all servo feed parameters

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Y2K Evaluation Completed

We have received a number of inquiries from our customers regarding Y2K compliance. After a full review of our product line's hardware, software and componentry, we can assure you that no software programming or equipment modifications will be necessary, including all operator interfaces, motion controls, and variable speed drives. Also, Coe has completed an internal check-up of our operating systems and found that date-related computer software problems will be non-existent. Come January 1st, 2000, it will be business as usual.

Recent Orders and Shipments —

• Major Lighting Manufacturer

Five fully integrated coil feeding lines for processing light gauge, pre-painted MCRS and aluminum materials. Capacities to 54" width, 20,000 pound coil weight, and .060" thickness. Designed with "critical non-marking" application features and options.

• Dowding Industries

Two fully integrated coil feeding lines designed to process extreme heavy gauge MCRS materials for this contract stamper. #1) 54" width, 40,000 pound coil weight, and .400" thickness. #2) 30" width, 30,000 pound coil weight, and .400 thickness. Both feature 5.0" straighteners with 6.667" pinch rolls and 75 HP AC variable drives.

• Magna COSMA

Two fully integrated coil feeding lines on 2,000 ton transfer presses for this major Tier 1 supplier. Capacities to 72" width, 50,000 pound coil weight, .020"-.250" material thickness, and 40 ksi-120 ksi material yield strength. Fully motorized functions for the edge guides, passline height, and breaker roll adjustments.

Video Offers —

- Company capabilities, product line descriptions and customer application success stories are profiled in our "Coe Capabilities" tape.
- Learn safe and efficient coil stock changeover procedures in our "Coil Changeover Training" tape.



**Call today or return the attached reply card
for your free copies.**

**Our 24-Hour Technical
Service phone number
has changed. The new
number is 248 656-7930.**



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