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ROLL CALL



Real-world pressworking solutions for today's metal stamper

Volume 3 Number 1

Pride Metal Products – Watseka, IL

Coe brings Pride to Coil Feed Strategy

Locker Manufacturer Adds 7 Coil-Fed Press Lines...Fast!

The only thing more “vertical” than the cornstalks grown in the quiet mid-Illinois town of Watseka is the steel locker

needed to add seven press lines, each assigned to a part category such as locker shelves, sides or backs. Standard and heavy-duty

Defined and Delivered

After Pride contacted Coe Press Equipment, our application engineers quickly evaluated Pride Metal's batch-run production requirements (150 to 200 pieces), and recommended coil handling equipment that would allow fast coil changes. Six weeks after the order was placed, seven coil-fed lines were ready to roll, two weeks ahead of the promised date.

A mixture of progressive die and

destacking equipment, as well as the increased work-in-process inventory and required floor space.

The presses, ranging from 75 to 300-ton capacity, are fed with 16 to 24 gauge steel in 9 to 26 inch widths. A proven coil handling format was chosen: CPR-10030 coil reels, 250 series power straighteners, and SM-230 ServoMaster Series servo roll feeds. This type of system provides the accuracy and speed desired, while protecting part



Coil reels with integrated coil cars head up each of seven new press lines.

products that are made by a fabricator nestled between those cornfields: Pride Metal Products, an aggressive and growing affiliate of Lyons Workspace Products, LLC.

To meet production volume goals of 2,000 to 2,500 locker “frames” per day, Pride

parts would be done on separate lines, due to steel gauge differences. These new press systems would replace various press and press brake operations scattered around the plant. Demand was growing. They needed to get the new lines up and running in a very short time frame.



single die presses are utilized for the punch, trim, notch and flanging operations on the square and rectangular parts. Blank feeding was considered by Pride, but dismissed due to the cost of additional blanking press and

“Coe worked with us to understand our challenge, provided a practical solution with the right equipment, and were able to beat our timeline...”

*Patrick Teig, Engineering Manager
Pride Metal Products*

surfaces to meet quality requirements. Each line is managed by a ServoMaster Controller with an enhanced, user-friendly operator interface display and key-

Straighten Out & Feed Right

Coe Introduces Two New Series of Power Straighteners - With New Lower Prices

The new 250 Series and 350 Series power straighteners from Coe have been developed to meet and exceed requirements for virtually any light to medium gauge stamping application. These machines provide the perfect balance of speed, torque and straightening capabilities you need to handle the most demanding situations. The 250 and 350 series are designed to complement our ServoMaster Series 1- 4 servo roll feeds, and work with a wide variety of coil reels (from 2,500 lbs. to 40,000 lbs.).

Coe created these machines using extensive research and development, drawing directly from a wide-range of feedback and input from service technicians, tradesmen and other customers. The latest technologies and practices were put to use to ensure that each machine in either series is produced to exacting quality standards. Machine design was accomplished using the Solidworks 3D solid modeling software, while manufacturing incorporates the most up-to-date Design For Manufacturing (DFM) processes available. The result is a product line-up that towers over the competition, and sets a new standard for industry.

The 250 and 350 Series power straighteners incorporate more standard features than any other machines in their class. In addition, extensive optional equipment can be packaged for these machines to meet a wide range of straightening applications.

Coe has rewritten the book when it comes to light and medium gauge power straighteners with the 250 and 350 Series.

With unmatched features and benefits and superior quality standards, these machines are purpose-built to withstand the most punishing environments with relative ease. And with prices lowered by as much as 35%, you can't go wrong.

To receive a free information packet on the 250 and 350 Series Power Straighteners from Coe, simply check the box next to "Power Straighteners" on the enclosed reply card and send it back, or contact Coe directly at 810.979.4000 and ask for sales.



The Pride Metal/Coe team, left to right: Darrin Crook-PM, Patrick Teig-PM, Mike Pilarski-PM, Matt Washington-PM, Al Pattenaude-PM, Rusty Pattenaude-PM, Bernie Brown-Coe, Al Kosir-Coe

CONTINUED FROM FRONT PAGE

pad. In this application, Wintriss DiPro Die Protection is integrated with the controller within the same panel.

Coil Cars Pay Off

"We really had two changeover priorities," Patrick Teig, Engineering Manager explains. "10 minute coil change, and a high level of safety. Coe specified their 10,000 lb. capacity coil reels with integrated coil cars, eliminating the need for a crane to be used to line up the coils with the mandrel during the loading process. We're confident this will prove to be a good investment." The integrated coil car rides on rails mounted to a shared base with the coil reel.

Patrick adds: "The coil feeding equipment and the presses are designed to get us up to the 2,500 locker frames per day level. Currently, we are working to speed up our paint lines so that we can take advantage of this enhanced stamping capability."

"Coe got the **"The coil feeding equipment and the presses are designed to get us up to the 2500 locker frames per day level..."**

order because they worked with us to understand our challenge, provided a practical solution with the right equipment, and were able to beat our timeline. Once we saw the capabilities of the Coe facility, we had confidence that they could back up their delivery date, and give us the support we need, including 24-hour service."

Patrick Teig
Pride Metal Products

The orders from school systems, athletic departments, clubs and businesses tend to come in waves. Pride Metal's new stamping capability will be key to filling those orders quickly and efficiently.

Get more information on this hot subject by checking insert options.



New Additions...

We're very proud to announce two new additions to the Coe/Sesco family...



*Robert Bogart -
Regional Sales Manager*

Bob Bogart is an acknowledged expert in coil-feeding systems, with over 22 years in the business. The son of a machinist, Bob literally grew up in the metalworking field. He received his degree in Mechanical Engineering from the Allied Institute of Technology and began his career as a contract engineer, supporting such companies as General Motors, Whirlpool and Superior

Coach. After this initial stint, Bob says, "I got my calling. I moved into the coil-feed arena, and haven't looked back." He spent 10 years with Stamco Industries, learning about all phases of coil processing. From there, he moved to Perfecto Industries, where he was in charge of their uncoiler and straightener product lines. This led him into the sales field, where he worked as a manufacturers representative. "I was selling Sesco products before they were bought by Coe," he says. "Once Sesco was purchased, I stopped by the Coe offices to meet Jim Ward (Coe/Sesco's General Sales Manager). Two weeks later, I got a phone call from him, and here I am."

Bob spends his off-hours catching up on the various pursuits of his four sons, all of whom are involved in the Performing Arts. "My wife and I spend almost all our free time seeing their work," says the proud father. His sons have certainly given him reason to brag; his oldest is a Tony-award nominated Broadway actor, while his other son's are television regulars, appearing on everything from Soap Operas to The Chris Rock Show. When not previewing his sons' work, Bob enjoys horse racing and old English-style fox hunting.



*Tom Tilma -
Regional Sales Manager*

Tom Tilma is heading up our sales activities in Texas, Arkansas and Oklahoma. Though recently coming on board, he is no stranger to the metal industry, having been involved in it since his college days.

Tom earned his Bachelors degree at Michigan State University, then received his MBA in Industrial Engineering from Wayne State University. Putting his education to use, he started his career with Milco Engineering as an application engineer supporting their resistance welding operations. In 1997, his career took another big step when he moved from engineering to sales, and from Milco to Hercules. While there, he managed Hercules' operations within the GM/ Shanghai joint venture, one of the largest such partnerships at that time. Around the time that the project was successfully concluding, his interests turned to Coe/Sesco.

With his background in metalforming and plant systems, Tom is looking to aggressively build the Coe/Sesco presence in his territory. He sees many opportunities for growth in his area. "The south offers tremendous economic advantages," he says, and he sees more companies expanding their operations in his area for just such reasons. He is also looking at the appliance market as having big potential. "Most of the sales in my region have come from the appliance market," he says.

In his off-hours, Tom enjoys basketball and mountain biking. Tom is looking forward to growing into his role and contributing to the continued success of Coe/Sesco, and we're glad to have him on board.

Come Into My Parlor...

Sesco Products Group launches new website at www.cpec.com

The new Sesco website features information on the corporate history of Sesco, product lines, specialty manufactured equipment, articles, news and public relations, an online quote area and parts and service.

Sesco has a parts stocking program that ships over 50% of orders within 24 hours as well as its Service First program featuring 24-hour technical phone support, production troubleshooting, on-site new equipment installation, preventative main-

tenance and equipment rebuilding.

Visitors can simply "click" to find specific information in all of Sesco's individual equipment. Included on these pages is information on the company's blanking and cut-to-length lines, cradle-straightener-feeders, close-coupled lines and other types of coil processing lines.

The specialized equipment pages of the website provide information on unique solutions such as coil strip washers, oscillating shear presses,



oscillating shear dies, and blank stackers. Other areas of the website review in-field product applications and new product offerings.

Visitors can also e-mail Sesco and check current and archived press releases.

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Recent Orders and Shipments —



Rheem Manufacturing (Montgomery, AL)

Coe Press Equipment has shipped a fully integrated coil feeding line to this manufacturer of commercial and residential water heaters. This project is the 4th coil feeding line provided to various Rheem operations. The line features a CPRF-760 servo roll feed capable of processing .130" x 60" wide material. The CPPS-400-60 power straightener is configured with double row back-up rollers and a 40 HP AC variable speed drive. The CPR-300-60 coil reel is capable of handling a 30,000# x 60" wide coil. Other features on this line include a hydraulic peeler/threader/hold down station, SIKO digital breaker roll indicators, and a Trabon automatic lubrication system. Coe provided engineering assistance to Rheem to assure that the coil reel was properly integrated to an existing coil handling system.



Ford Motor Company (Dearborn, MI)

Sesco Products Group has delivered and commissioned a fully integrated coil processing line to the Dearborn Frame Plant. This line is capable of processing .100" x 72" wide CRS material with 85,000psi yield strength. The line features a 60,000# twin uncoiler complete with a coil storage rack and traveling coil car. Control features such as Automatic Coil Retrieval and Automatic Coil Centering are provided for efficient coil changeover and threading. A CJT coil end joiner is integrated into the line to provide continuous strip processing. The coil joiner features automatic strip cropping, a scrap disposal system, and automatic welding sequences. The coil processing line includes four Allen Bradley 1000E Panelview touchscreens at the feeder, welder, straightener, and uncoiler. These screens provide the operators with all set-up, troubleshooting, and line diagnostics.



Atlas Technologies (Fenton, MI)

Coe Press Equipment has delivered two coil processing lines to Atlas Technologies for integration into a metalforming system to manufacture air conditioning housings. When integrated, the complete systems will be shipped to a leading HVAC company. The lines feature ServoMaster Series 4 roll feeds capable of processing .065" x 48" wide material. Full width feed rolls are provided to effectively process light gauge material. The CPPS-300-48 power straighteners have 10 HP AC drives for effective pull-off capacity. Both the servo feeds and straighteners are provided with motorized edge guides with independent adjustment. Other enhancements include peeler/threader stations for "hands free" material threading, ultrasonic variable speed loop controls for smooth material payoff, and powered edge trimmers with integrated scrap choppers to provide exacting edge tolerances. The CPR-DE-15048 double-ended coil reels are capable of lifting 15,000# x 48" wide coils. The mandrels are provided with independent hold down arms with motorized end wheels. The systems are provided with hydraulic traveling coil cars for effective coil changeovers.



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