

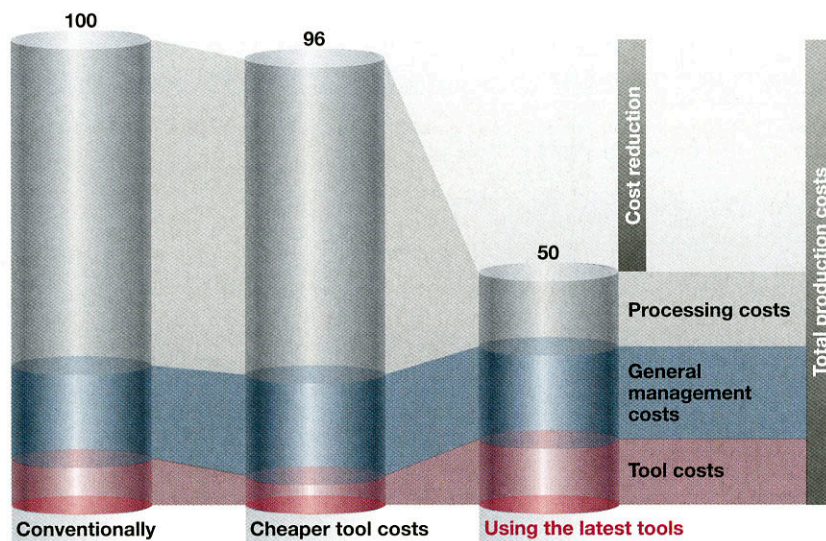
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Though a Small Part of Production Cost, Cutting Tools Can Help Yield Big Savings



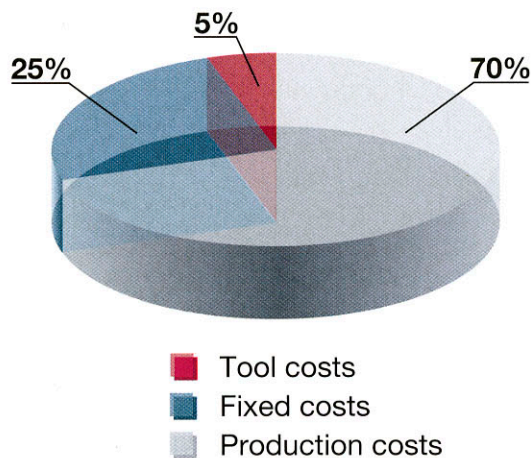
The dedication to innovation that has long characterized the **Hitachi Tool Engineering Europe GmbH** approach to high-tech tool manufacture can be

combination with new strategies and appropriate cutting conditions. Hitachi Tool can assist tool users to achieve these economies by means of

PRODUCTION50

found in the company's customer support service as well. Tool development and customer assistance come together in Hitachi Tool's **Production50®** manufacturing concept, which was

a database that it has developed over a period of more than 10 years—a database that contains numerous documented case studies backed up by photographs and video material and by information and data pertaining to all machining stages.



Comparison between conventional methods and the Production50 concept invariably shows that it makes economic sense to use the latest tools. Even when a higher initial investment is required, the additional costs are quickly recouped. Benchmarking studies that were carried out in conjunction with leading European machine manufacturers, and which involved the newest-generation cutters from Hitachi

developed in 2001 especially for the die and mould industry and is now protected by a registered trademark.

The basic Production50 principle is this: overall manufacturing costs can be cut as much as 50% if sophisticated customized cutting tools are used in

Tools employed in processes ranging from roughing to superfine finishing, resulted in production time for cutting being reduced by half.

Hitachi Tool Engineering Europe GmbH
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