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## St. Louis Gear Takes the Plunge with Mitsubishi's ZE40A Gear Grinder

After receiving a detailed explanation of the capabilities of the (new for North America) ZE40A gear grinder, Dan Hodges, President and CEO of St. Louis Gear, placed a hold on the machine pending discussion and further thought about how it would fit into St. Louis Gear's manufacturing philosophy and how it could expand their future capabilities. Two hours later Dan returned to Mitsubishi's AGMA booth and confirmed the purchase order for the machine. In the meantime, the ZE40A has been returned to Mitsubishi's Wixom, Michigan facility to be integrated to an American built filtration and temperature control system. In addition, a fire suppression system will be applied to the machine. Delivery of the completed product to St. Louis Gear will follow shortly thereafter.

St. Louis Gear is a company with a rich history of delivering on-time quality products to their customers. With acquisition of the ZE40A, the company's flexibility to either generate or form grind gear tooth forms to quality levels demanded by their customer base has just been made a great deal easier. The machine will enter production utilizing the form grinding method. Should part quantities increase, however, the generating grinding process can be employed for much faster throughput without sacrificing quality.

Mitsubishi thanks Dan Hodges and St. Louis Gear for their confidence in Mitsubishi's ability to deliver the first ZE40A in America according to expectations outlined by both companies.



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## Mitsubishi Welcomes Jeff

Mitsubishi is pleased to announce the employment of Jeff Fadler as Regional Sales Manager for Mitsubishi's gear machines and gear tools.

Jeff comes from an impressive background starting with a BSc in Mathematics from Michigan State University, followed by company ownership and Sales Manager experience in gear related products. Jeff's passions include his family and sports. His responsibilities at Mitsubishi will include managing the important states of Indiana, Michigan, Ohio and the Province of Southern Ontario.

Please welcome Jeff when he calls on you. We feel confident his knowledge and experience can help you with your gear machining needs and bottom line.



## A Christmas Greeting from Brenda's Desk

As 2011 draws to a close, we would like to express our deepest appreciation for your business and for the trust you have placed in us. Mitsubishi, along with the overall gear industry, has enjoyed a prosperous 2011. With that said, we are very aware that other industry sectors are still struggling, that people are still out of work, that many families are trying to adjust to the losses experienced during the recession.

The holidays remind us that our lives are made rich by what we give and I urge you all to offer your time, talent, resources and hearts to those in need. Look to your community for giving opportunities; donate to your local food pantry, provide Christmas gifts, gas cards or groceries to a family in need, participate in a coat drive. Often opportunities to give are right in our own backyards; shovel a neighbor's driveway, offer childcare to a single parent, wrap gifts or run errands for an elderly neighbor. Include your family and create a giving tradition that will be as much a part of your Christmas each year as the presents that you put under your own tree.



On behalf of Mitsubishi Heavy Industries, I wish you all peace, happiness, joy and the renewal of spirit that the season brings.

**Merry Christmas!**  
Brenda



# S.P. Metal Forgings Uitenhage Pty Ltd, South Africa.

**Timeframe: November 2011**

**Installed: Mitsubishi GE20A  
automated hobbing machine.**

S.P. Metals is an interesting company. After being established in 1980, the company has built its business around the towing equipment and catalytic exhaust industry supplying precision forgings to Customers in South Africa and Europe.

In February 2010, S.P. Metals acquired Guestro Forging & Machining from Dorbyl Limited who was already a major supplier of raw & machined wheel hub forgings into Europe & North America. After the acquisition, the newly consolidated S.P. Metals secured an order to manufacture automotive parts which included a gear. This is where Mitsubishi's GE20A hobbing machine came into the picture. Not having suitable automated gear hobbing capacity to satisfy the need of the new order, S.P. Forge solicited quotations from gear hobbing machinery suppliers, the result of which was the selection of Mitsubishi's reliable product.

For more information about S.P. Metal Forgings, please visit their website:  
<http://www.spforge.co.za/>





The installation of the GE20A with ringloader automation was completed in October. The installation was a success to the point that the following comments were made by CEO Ken Manners:

**"I am right now standing at your machine watching mesmerized at its throughput rate in full auto mode."**

**What a machine!"**

**"Thanks so much for delivering to us what I consider to be nothing short of an engineering masterpiece. You guys should be really proud."**

**"From a very happy Mitsubishi customer."**

I think this is a good way to end this article. Thanks Ken and best wishes from Mitsubishi.

**GE20A  
GEAR HOBBER**



## SHOW REPORT: AGMA GEAR EXPO 2011

**NOVEMBER 1-3 • DUKE ENERGY CONVENTION CENTER • CINCINNATI, OHIO**

The number of attendees reported by the AGMA for this year's Expo easily surpassed those of Indianapolis in 2009. It must be noted, however, that the statistic also included exhibitors...which for 2011 exceeded the number of exhibitors of any previous year. Held in conjunction with the ASM Heat Treating Society, booth spaces completely filled the Cincinnati Convention Center. If the exhibitor expansion trend continues for Expo 2013, then the Cincinnati venue will no longer be a consideration for the future.

Expanding the Expo is the goal of the AGMA and exhibitors alike. To see the full hall at Cincinnati was very encouraging. When one thinks about the Expo as only table top exhibits back in 1987 the Expo has certainly come a long way. This expansion mirrors that of the industry we serve, which in 2011, and in spite of all the negative economic reports, is seeing a significant resurgence. This positive business climate applies equally to gear manufacturers and gear machine tool builders alike. The energy at the Expo confirmed this.

Mitsubishi displayed two machines at the Expo: a "programmable lead guide" ST25CNC shaper and a "new for America" ZE40A generating /form gear grinding machine. Both machines came to the show without a home but left with secure orders. The ZE40A grinder received a commitment to purchase within 2 hours of the show opening on the first day. There is more about this on page 1. In addition to these two machines, a GB100CNC hobber was sold as well as an ST40CNC shaper, which once again proved to be a perennial favorite with Mitsubishi customers.

With machine sales confirmed at the show, in conjunction with an abundance of inquiries, it looks like 2011 is sure to finish in a positive way.



## Gear News

### ST40 and GE15A Videos on YouTube

Visit YouTube to view two engaging and educational videos recently created by Mitsubishi Heavy Industries America. One on the ST40 gear shaping machine which uses a flexible automated robot cell to produce quality gears with maximum efficiency, and the other on the widely popular GE15A gear hobber known for its performance and great reliability.

Please search "Mitsubishi ST40 Video" on YouTube or visit the link directly:

<http://www.youtube.com/watch?v=6bqrBOPo74Y>

Please search "Mitsubishi GE15A Video" on YouTube or visit the link directly:

<http://www.youtube.com/watch?v=3fVPFOMg9C4>

