

## Coating expertise and individual support: Premium starts with advice

*80,000 tools per day. Individually coated on our own systems. What sounds like industrial mass production is actually a high-precision, customized process at CemeCon. Because behind every premium coating there is not only state-of-the-art technology, but also intensive personal support and decades of expertise.*

Würselen. – CemeCon offers tool manufacturers much more than just a high-quality coating: the company sees itself as a partner at eye level – with comprehensive advice, modern tools such as order tracking, coating app, web catalog and perfectly coordinated order processing. The basis: the world's largest coating center for cutting tools, bundled expert knowledge at one location and continuous further development of all processes.

### Well-established team for maximum customer proximity

"The fact that we combine all of our expertise in one place here in Würselen ensures a comprehensive and diverse wealth of experience from which our customers benefit. This allows us to work closely together across all departments. This leads to an optimal exchange of knowledge and ensures the best possible support for our customers in all matters relating to their premium solution," emphasizes Dennis Miranda, Head of Sales Support at CemeCon.

Personal exchange, fast response times and technical depth characterize the cooperation. From the technical field service to the back office and product management, everyone involved works hand in hand – flexibly, competently and solution-oriented. Whether on site, by telephone or online – customer-specific support is firmly anchored in the CemeCon system.

### Individual coating solutions with a system

The Coating App offers a very special service for those who want to get their own overview first: it provides initial recommendations for the right coating with just a few clicks – quickly, intuitively and available at any time. "Depending on the tool, application and the material to be processed, tool manufacturers receive a recommendation for the right coating material. This already defines 50 percent of the premium coating," explains Dennis Miranda. CemeCon then takes care of the finishing touches – such as variants, parameters and process steps – in close consultation with the customer.

Where the highest requirements meet complex applications, the engineering team at CemeCon combines a deep understanding of the process with the most efficient coating processes – HiPIMS and diamond – to develop a customized solution. The decisive factor here is not the process or the coating material alone, but the precise coordination of all parameters with the substrate, geometry and machining task. The individual coating configuration is developed on the basis of a sound analysis: coating material, coating thickness, tolerance, pre-treatment, finishing – everything is optimally combined (more information on engineering on page

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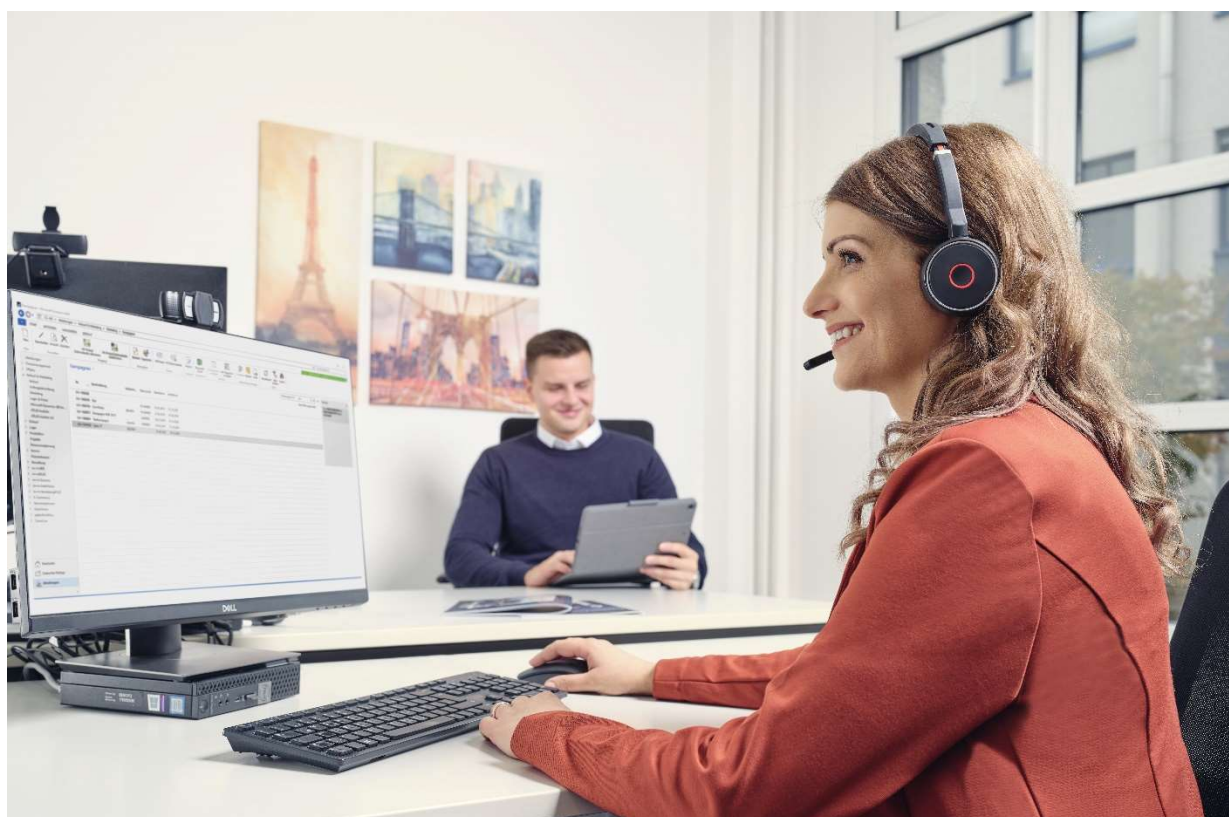
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4–5). Experience shows: thanks to the close integration of all areas, the full potential for tool manufacturers can be exploited in engineering, and coordinated high-performance coating solutions are created.

### Smooth processes through to delivery

CemeCon also sets standards in logistics and packaging. Whether with its own delivery service, specially developed transport boxes or established parcel services – the safety and punctuality of the supplied tools is paramount. In addition, digital order tracking ensures maximum transparency: “We want to give our customers more flexibility. They can look up when their tools will be ready for dispatch at any time,” says Dennis Miranda.

What remains is a well-rounded overall package: successful precision tools are the result of an optimal substrate, well thought-out geometry – and a premium coating that is tailored to the respective application down to the smallest detail. CemeCon not only supplies coating materials, but also partnership-based support that makes the difference.



Close cooperation between all departments ensures the best solution for the customer



Dennis Miranda and the Sales Support team provide customers with individual and flexible support in the coating service

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#### **Metadata:**

##### **Meta-title**

Premium coatings for cutting tools: CemeCon with individual advice

##### **Meta-Description**

Individual coating solutions, personal advice and state-of-the-art technology: CemeCon combines expertise, HiPIMS and diamond coating as well as digital tools to create a unique service package for tool manufacturers.

##### **Tags / Keywords**

CemeCon, premium coating, cutting tools, tool coating, HiPIMS, diamond coating, individual coating, engineering, coating app, order tracking, tool manufacturer, coating material, substrate, machining, coating center, machining consulting, process optimization, packaging solution tools, digital order tracking

## About CemeCon AG

CemeCon is the world market leader in diamond coating and technology leader in PVD coating of precision tools for machining. The coating materials required for premium coatings are produced within the coating systems developed by CemeCon.

Customers make use of the company's expertise in both coating services and plant engineering. Renowned tool manufacturers worldwide use the technology and expert knowledge of CemeCon for their own competitive advantage and to open up new business areas.

CemeCon has brought the future technology HiPIMS to market maturity. It combines the advantages of all common PVD coating processes – and that with high economic efficiency. With HiPIMS, maximum performance and a significantly longer tool life are possible even when machining materials that are extremely difficult to machine. Maximum productivity in the machining of innovative materials – such as fibre-reinforced plastics, ceramics or graphite – is guaranteed by the patented multilayer technology in diamond coating developed by CemeCon.

Founded in 1986 by Dr. Toni Leyendecker, CemeCon AG has expanded continuously over three decades. At its headquarters in Würselen, the company operates the world's largest coating center. All important international markets are served from there and from the centers in the USA, China and Japan as well as by our sales partners in the Czech Republic, Denmark, Taiwan, Korea, India and Russia.

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