

## HiPIMS coatings strengthen tool manufacturers in the Southeast Asian market

*With a combination of local expertise, coating services, and plant technology, CemeCon is creating new prospects for cutting tools*

In Thailand and other countries in Southeast Asia, tool manufacturers are increasingly relying on HiPIMS coatings from technology leader CemeCon to increase the performance, service life, and process reliability of their cutting tools. CemeCon's partner W.P.P. Engineering Co., Ltd. (WPP) supports this locally with coating services, consulting, and the integration of the company's own HiPIMS systems, thereby meeting the demands of a highly competitive market. WPP combines local market knowledge with the technical expertise and quality standards of CemeCon's international locations and its German headquarters.

### High demands on tools and coatings

As a technological quantum leap in PVD coating of cutting tools, HiPIMS is also considered a sensible investment decision in tool manufacturing in Asia. The technology enables extremely dense, smooth, and adhesive coatings with outstanding mechanical properties—even with complex tool geometries. In addition, HiPIMS allows for an almost unlimited variety of coating materials in the widest range of coating thicknesses available on the market. In Southeast Asia, HiPIMS-coated precision tools are used, for example, by suppliers to the automotive industry, in traditional mechanical engineering, in mold making, in component manufacturing for consumer electronics, and in the bicycle industry.

Wittaya Ponpet, Managing Director of WPP in Bangkok, has been supporting tool manufacturers in Thailand and Vietnam with his company for many years. His company is supported by the international CemeCon network, including technical service and spare parts supply through the Indian branch. Ponpet emphasizes the importance of CemeCon coatings for tool performance: "The result is tools with maximum performance, long service life, and maximum process reliability. HiPIMS is particularly impressive when machining demanding materials and when surface quality expectations are high."

WPP offers a coating service in the region that includes pre- and post-treatment as well as quality assurance based on the model of the CemeCon coating center in Würselen. This gives tool manufacturers direct access to HiPIMS technology, even for small series or samples.

### **Local presence as a success factor**

In addition to the coating service, WPP also offers in-house coating lines. According to Ponpet, this is fundamentally changing the strategic orientation of many tool manufacturers in Asia: "Having your own HiPIMS coating system integrated into tool production is seen as a guarantee of success with the highest possible quality standards and a very high degree of flexibility. Our customers who invest here can rely 100% on a lasting technological advantage 'made in Germany'."

#### **Picture 1:**

Wittaya Ponpet, Managing Director of W.P.P. Engineering Co., Ltd., is delighted that his customers can benefit from the superior performance of the latest CC800® HiPIMS system

#### **Picture 2:**

From left to right: Kaiwit Ngamdokmai, Suntad Mungkalung, Witsanurak Rakchumkong, Thamonwan Prompingka, and Wanmongkon Suthamrangsee. The WPP team relies entirely on HiPIMS for both equipment and technology projects and coating services

## 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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