

## The tiger leap with HiPIMS in southeast asia



### Sustainable investment in CemeCon coating technology

In India and Southeast Asia, the machining sector is growing steadily, and high-performance precision tools are in hot demand. With CemeCon's coating technology, more and more tool manufacturers are gaining competitive advantages there.

Thailand, Indonesia, Singapore, Malaysia, Vietnam – Southeast Asia, home to more than 650 million people, is developing rapidly. “Alongside India, the ASEAN countries are among the most promising markets. The economic upswing there is tangible. Now with the end of the pandemic, I see great opportunities,” says Manish Adwani, Managing Director of the newly founded Indian CemeCon subsidiary, who has been serving CemeCon customers in India for a long time in close cooperation with Würselen. Manish Adwani: “Especially for medium-sized tool manufacturers, our coating technology is a sustainable investment to secure competitive advantages, as for example in India: With a new HiPIMS Turnkey Project, Accusharp Cutting Tools Pvt. Ltd. in Pune underlines with HiPIMS its role as innovation leader. Word of this success has also spread in Southeast Asia, and we have been able to convince new partners of our premium coatings.”

## CemeCon India

After intensive planning, CemeCon is pleased to announce the new establishment of the Indian subsidiary CemeCon Coating Pvt. Ltd. in Pune. The new managing director is Manish Adwani, a long-standing CemeCon sales partner and profound expert of the Indian and Southeast Asian market. In addition to sales, the service team supports customers in the region online and also on-site. In addition, the Indian branch has an extensive spare parts warehouse. With the foundation of CemeCon Coating Pvt. Ltd. the coating experts take into account the enormous importance of the region.

### **CemeCon Coating Pvt. Ltd.**

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From training to installation, everything online

Always and everywhere online – in this region of the world in particular, is all digitally networked. For example, the entire commissioning of the coating systems at WPP Engineering, Thailand and Geswinn Indonesia was also carried out online. Manish Adwani: “The intensive on-site training at the world’s largest coating center in Würselen is an essential part of our quality and service promise. We fulfill this online, just as we do with face-to-face training. For this, the CemeCon team threw themselves into the new task with passion and presented fascinating new solutions.” During the online installation, CemeCon’s experts guide the customer technicians live via video streaming step by step through the process and explain all the details of the technology. In principle, this is similar to an online live batch: There, CemeCon shows tool manufacturers in a 1-to-1 dialog what is possible today in the coating of precision tools and how easy it is to handle the systems.

“These two examples prove it: We are keeping our promise of quality and service in these extraordinary times. Our team has the service gene and always finds a way to the customer. We offer support at any time for questions about CemeCon coating technology with the full range of possibilities, via online diagnostics, with our service hotline or during a visit,” adds Manish Adwani.



## CemeCon quality in India and Southeast Asia

**Accusharp Cutting Tools Pvt. Ltd.** based in Pune, India, develops and manufactures special cutting tools for a wide range of industries. With the CC800® HiPIMS installed in November 2021, the tool manufacturer can significantly increase the performance of its tools. For steel machining, FerroCon® supplies the appropriate coating material for excellent tools “Make in India”. After all, the world’s largest steel manufacturer is based in India.

In Thailand, CemeCon recently installed the first CC800® HiPIMS coating system – at **WPP Engineering Co., Ltd.** WPP is deeply rooted in the tool making world there since the company is offering tool grinding machines from a premium manufacturer. With the HiPIMS coating technology, customers in Thailand and Vietnam now receive complete solutions for the production of cutting tools from a single source.

In Indonesia – the country with the fourth largest population worldwide – **CV Geswinn Indonesia** has successfully launched a coating service near the capital Jakarta with a newly installed CemeCon coating line. Geswinn is an expert in tooling solutions and sells cutting tools from well-known manufacturers. In addition, the company offers its own special tools and re-sharpened tools in original quality with CemeCon coatings.

CemeCon Coating Pvt. Ltd. ■ CV Geswinn Indonesia ■ WPP Engineering Co. ■ Ltd. ■