

## Felder India – CNC Launch

“The marketplace does not dictate that over time the large will defeat the small, but rather that the quick will leave behind the slow”.

2009 hails a new era where Felder India will offer a complete range of our hobby range planer/thicknessers up to fully automated CNC machining centres. At the upcoming Delhiwood 09 Felder India will be presenting their new CNC machining centre, profit 2.s.

The Format-4 CNC program from the Felder Group are already present in many countries in Europe including, Germany, Poland, the UK and now India is set to join them. 2008 has already seen the first CNC installations in Bangalore and Mumbai

and now Felder India is set to launch its full scale industrial machine program in India, “CNC machining gives many traditional workshops a massive advantage over their competition”, explains Mr Felder.

“Compared with the traditional way of manufacturing furniture where many highly trained woodworkers are required, CNC will mean a significant reduction in staffing costs and the costs of training.

Employees working with the CNC do not need a particularly high level of woodworking skill or experience, as the CNC

operator is only loading and unloading the machine, the CNC does all of the work”. The CNC machining centres, once programmed can cut, drill and mill all in one operation.

*„As a company that has always believed in innovation, we have expanded our product range, our focus and our goals.”*

Hansjörg Felder

### **Competent local service**

In keeping with Felder India’s founding principle of offering a competent

service back-up, our local service team was sent to Austria for a number of weeks for comprehensive service training prior to the launch of the CNC program in India.

Whilst the first installations carried out in 2008 were supported by Austrian technicians, Felder India’s aim was to avoid reliance on down the phone support from the factory. Instead our CNC service team in future is able to tackle any questions or difficulties head on.



The first Format-4 CNC installation in India for the company Woodtech



CNC service team in Austria for training



## First steps

The first Format-4 CNC centres were introduced to the Indian market through the means of a customer visit scheme to Austria, whereby interested parties visited the Felder factory.

The response was overwhelming and overall more than 40 customers visited our Austrian headquarters over a 4 month period to gain an insight into the state of the art industrial machine program on offer from Format-4. Despite the large number of visitors, each customer was given

a personal consultation over a two day period assessing their needs and taking a closer look at tailor made solutions.

## Looking to the future

The resounding success of the Austrian visitation scheme led to plans being developed for a CNC centre of excellence, to run alongside our current Bangalore showroom. As the range of applications and requirements vary greatly from company to company, the purpose of the centre will be to provide our customers with complete solutions

for their individual requirements.

As of spring 2009 customers will be able to visit us in Bangalore and receive first hand advice from factory trained CNC advisors on how to make the most of this important step.

The expansion of our production facilities in Austria has allowed the production of the CNC machines to be increased considerably, thus generating economies of scale and therefore savings which are passed on directly to the end customer.

*„The price at which a CNC can be purchased has fallen considerably over the past 5 years, despite the level of technology increasing. The question that modern workshops need to ask themselves is not whether they can afford to invest in a CNC machine, it's whether they can afford not to.”*

Hansjörg Felder

The latest Format-4 CNC machining centre, will be officially presented for the first time in India at the upcoming Delhiwood 2009.



Steel and Wood' visit to Austria



The profit 2.s