The Phillips Machinist
Volume 02 | Issue 03 | June - July 2018

"STERIMAX" Aspirations Made possible by HAAS!

Mr. Ashok Chavan
Managing Director
Sterimax Engineering Pvt. Ltd.

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Mr. Anand Prakasham, EOS India

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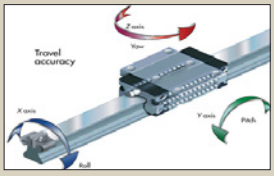


07 SAMVAD 2018
HAAS 2017 Sales Success Invigorates the PHILLIPS team

30 YEARS

225,000 HAAS machines worldwide

HAAS Automation, headquartered in CA USA, is a global machine tool powerhouse that is committed to lead through innovation. HAAS is a brand that machine shops the world over aspire to own with its high-tech, ergonomic design, on-time service, quick delivery, customizable options and incredible value-based pricing making it a truly UNIQUE machine tool brand.

HAAS VF-4-I

EOS sets the stage for a pulsating Indian Additive Manufacturing market

Mr. Anand Prakasham
Country Manager, EOS India

EOS, a 30-years veteran in high-quality AM, looks forward to a mutually beneficial partnership with Phillips and has exciting expansion plans in India.

■ EOS is globally championing the Additive Manufacturing (AM) technology. Is the Indian market adopting it?

AM is a key manufacturing technology, being globally adopted for a new value proposition to products and customers. EOS, a pioneer of AM for 30 years, brought AM from prototyping to manufacturing using end-to-end process chain covering machine, materials and process parameters. The early adopters were Aerospace, Space, Dental and Medical. EOS certifies the AM components' mechanical properties.

EOS spends 50+ million Euros in R&D annually and believes that their key differentiator is 'Quality.' In India, initially, the Dental industries adopted Metal AM in production. Then, Aerospace and Space acted similarly. Medical and Tooling also embraced it. Gradually, every Indian industry is adopting AM.

■ Has EOS changed the Indian AM market? What are your market expansion plans?

EOS provides solutions not machine tools. In India, we began 20 years back using technology for proto-moulds/ proto-parts. Now, we focus on end products and production moulds. We have educated the market and have an 80% market share.

The hurdle to adopt Metal AM is the inability of right component selection. No knowledge base exists to use AM principles to design. EOS was the first company having a part selection and a DFAM program to help Indian industries adopt AM. We are proud that 90+% Indians related to Metal AM have learned from EOS. We will develop custom materials and machines by creating business cases. We believe that the Tooling industry will adopt AM. We have a tooling package as per its requirements. Custom medical implants are promising. As per a study, Indian hospitals want 14,000 customs implants monthly. Our expansion will be based on consulting, solution development, tooling and medical.

■ What are the latest EOS products in India?

EOS offers polymer and metal solutions. Our machines have platforms for varying market requirements and budgets. Our M400-4 is a 4-laser machine focused on tooling, automotive and tire moulds. Our P810 machine runs the PAEK material, used in aerospace and medical applications. We developed a software, EOSPRINT 2.2, with high productivity and segmentation.

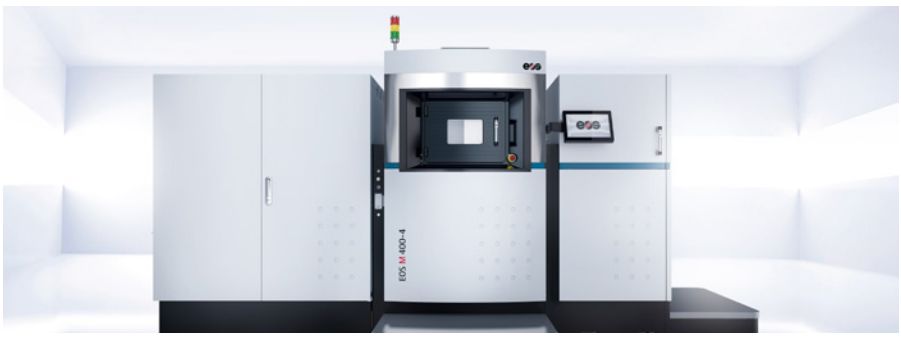
■ Does the EOS-Phillips partnership benefit the Indian industry?

EOS believes that AM cannot replace CNC but be a complementary technology. We wanted an Indian partner with knowledge of selling machinery to production facilities while offering a solution of AM+CNC machines. Our Phillips partnership is crucial because Phillips has an excellent Indian background. We collectively devise special financial options.

■ How will Industry 4.0 revolutionize Indian manufacturing? What is your role here?

AM should be connected with the factory floor using latest technologies. We are developing a modular system for customers to first buy a complete unit and later the print modules. They can save on Capex and have a smart factory to move from one operation to another using RFID interfaces.

EOS has developed reference point calibration software to move components from an AM machine to a CNC machine without re-referencing it and vice versa. The EOS QMS can give alerts on users' mobiles. QMMS devices from various locations can monitor systems. EOS is the only company offering tangible Industry 4.0 solutions. We will be soon ready to address this for different domains.



M400-4 is a 4-laser machine focused on tooling, automotive and tire moulds.

Sterimax's Aspirations, Backed by HAAS Quality, Efficiency & Reliability

The Sterimax journey with HAAS started in 2011 with just one machine. Since the last seven years, productivity, accuracy and minimal downtime on their HAAS machines have facilitated their rapid growth. Sterimax receives 24×7 customer support from HAAS, and whenever they ask for assistance, the HFO Service Engineer arrives the same day. STERIMAX is poised for expansive growth and HAAS is their CNC machine tool of choice.

The incredible price and value offered by HAAS compelled me to buy their machines.

"We were in the market for buying a CNC machine and had almost finalised another brand when we were approached by HAAS. We did benchmarking on a HAAS machine to check their quality and were fully satisfied to buy it. Added to that, the incredible price and value offered by HAAS compelled me to buy their machines," said Mr. Ashok Chavan, Managing Director, Sterimax Engineering Pvt. Ltd.

Overcoming challenges

After graduating from IIT Powai in Mechanical Engineering, Mr. Chavan started his first job at Cipla and continued it for the next 10 years. During those days, Mr. Chavan realized that there was a vast market for these machines, but due to the cost factor, nobody was manufacturing these machines in India. In November 2007, he grabbed this opportunity and started making small spare parts for the machines catering to the Pharma industry under the company name, Wilmar India. The company primarily dealt in providing spare parts for the imported machines. "When I started this company, I had some constraint on funding, and so, I was not able to start a private limited company. As we grew, in November 2016, we became a private limited company by the name Sterimax Engineering Pvt. Ltd. Our company is recognized in the industry, and we have received many awards including the Excellence award from the Bank of Maharashtra, for the fastest-growing entrepreneur award," said Mr. Chavan.

Paving the way to success

The company caters to all top pharmaceutical companies, and their customers are Cipla, Sun Pharma, Glaxo, Nirma, Mankind, Ranbaxy and D.R. Reddy's, etc. They now have a 100% in-house manufacturing facility, which includes all types of machines such as HAAS VMC, CNC lathe, EDM, CNC Wire cut, laser welding and laser cutting machinery, etc. "The processes of turning, milling, drilling and grinding are all done in-house on our HAAS machines. We do not outsource any process as the end accuracy involved in the process is +/- 5 microns. We have a total of 11 HAAS machines out of which 9 are VMCs, and the rest two are turning centers," said Mr. Chavan.

HAAS - a major catalyst for success

The journey with HAAS started in 2011 with just one machine. At that time, the company was looking for a CNC machine for mould manufacturing. Their first choice was to buy a machine from another company, but a meeting with Vishal from the local HFO PHILLIPS changed their decision as he convinced them about the performance and technology of their machines.

"HAAS took us to one of their customers for a demo of manufacturing a small mould, and we were satisfied with the performance of the machine. Therefore, we decided to go with the HAAS. We also did the benchmarking of our product on the HAAS machine before taking the decision.

We were extremely satisfied with all the machining aspects and accuracies achieved during this benchmarking," said Mr.

Sterimax's primary concern is quality, which is assured with HAAS machines.

Chavan. Sterimax first bought a VM-3 from HAAS. After eight months, they purchased another VM-3 along with VF-3SS, VF-2 and VF-3 machines and turning centers SL-20 and S-L10. Soon afterwards, they purchased a VF-3 and two VF-2s recently.

Why HAAS?

"We didn't see any difference in the output during the benchmarking using both HAAS and another machine. When we had planned to buy a machine, we were not aware of the HAAS brand and had decided to buy another brand.

When we received the quotation for the other machine, it was 30-35% costlier as compared to HAAS. We realised that good quality can also be affordable and hence decided to buy HAAS machines," said Mr. Chavan.

The experience till now with HAAS

"HAAS made good on their promises regarding the machine, and we achieved the same results on the shop floor that we achieved during benchmarking. All my operators and programmers also received top-notch training from HAAS," said Mr. Chavan. "The machines were delivered before time, and the interaction with the HAAS team is always good. I feel they are knowledgeable and friendly; they show very positive approach towards solving any problem. They are very keen about their service, and that is the plus point about HAAS," said Mr. Chavan.

After sales support

Sterimax is using HAAS machines since the last seven years and has not faced any significant issues during that time. There was a very minimal downtime while using HAAS machines. Any minor issues that occur are handled efficiently by the Servicing team.

Sterimax receives 24×7 customer support from HAAS, and whenever they ask for assistance, the Service Engineer arrives the same day. Overall, the company is happy with HAAS and their excellent team.

Future with HAAS

"Sterimax is more focused on quality as we are into a special purpose job. Our primary concern is quality rather than productivity. We are more than satisfied with the quality of HAAS machines, which ensures our product quality as well," said Mr. Chavan.

As the company is getting the desired results and believes that HAAS machines are very reliable, they have plans of buying machines only from HAAS. "Sterimax is growing at a rapid pace, and keeping this in mind, in the next six months, we are planning to buy additional HAAS machines for which no doubt HAAS will support with a special offer."

Our plan is to achieve a turnover of Rs. 500 crores in the next three years, for which, we need superior quality and efficient machines," concluded Mr. Chavan.

SteriMax

Sterimax
www.sterimaxengineering.com

Sterimax Engineering Pvt. Ltd. was established by Mr. Ashok Chavan in November 2007. He had a vision of serving the Pharmaceutical industry with his innovative machinery that was manufactured for the first time in India.

Mr. Chavan is a technocrat and a successful award-winning entrepreneur in the field of Blow Fill Seal and Form Fill Seal Machine technology. In India, there was massive demand for IV Fluid in the form of bottles and WFI, but Indian manufacturers were unable to cater to the market as the total project cost was very high.

The primary constraint was BFS/ FFS machine and mould cost, which were costing more than Rs. 100 million. Mr. Chavan took the initiative to serve the industry by refurbishing imported machines and mould for imported machines in his manufacturing unit.

He was successful in catering to the clients with quality, performance and service for machines. He now has a state-of-the-art manufacturing unit at Mhape, Navi Mumbai with more than 12 imported HAAS machines and experienced technical, marketing and service teams.

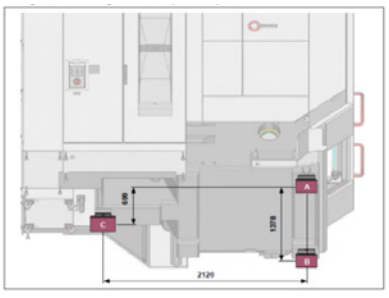
CNC Machine Installation: A craft paying rich dividends

Maintaining Right, Machining Right Part IV

Machine installation is a vital part of using a machine for service and is an investment for its reliability and serviceability for the complete service life. Proper installation results in consistent and reliable performance of machine tools. The following checklist will come handy for proper installation.

Machine Base Foundation

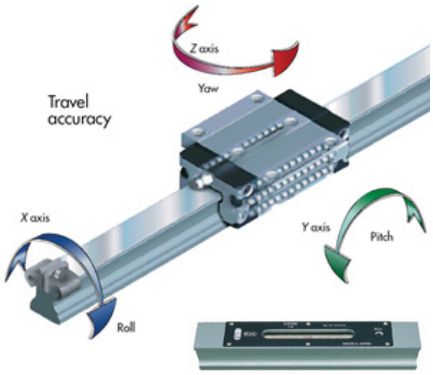
To achieve consistent machining accuracy, the foundation (flooring) on which machine is installed has a very crucial role. You can do machine installation in two ways. The levelling bolts of the machine rest on levelling units. At the contact area of these levelling units, the load is transferred to the flooring. The machine foundation must be adequately robust to bear the force of the levelling



unit under static and dynamic loads. The floor bending should be within specified limits and should not disturb the machine levelling and geometry. The machine base can be locked to the foundation by various ways. The machine foundation is an integral part of the machine base. The advantage is that the machine base casting has limited weight, and the essential strength is attained by a reinforced cement concert foundation.

Machine Levelling

A machine is constructed and squared with respect to the machine table. So, you should make the machine base/ table plane parallel to the ground. Such precision levelling decreases the Yaw, Pitch and Roll errors within tolerance limit. For a medium level machine, you should use the 0.020 mm/meter spirit level. For a large and precision machine, you should select a digital level instrument. For specific applications, a volumetric analysis software interface with digital level is useful.



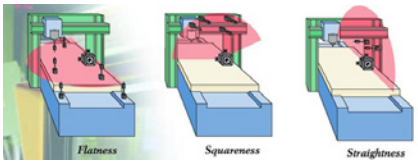
Electrical Earthing

When a machine's power is on and it is in operation, machine electronics component failure must be prevented. For this, you should connect the machine to electrical earth and only then switch it on. In earthing, the ground rod should be of a specific quality so that it provides the least resistance path. You should insert this rod in a soil that has been specially prepared, maintained and inspected periodically.

For CNC machines, you should use a separate electrical grounding. The ground wires of these machines should be systematically connected to a common plate/terminal and then to the earthing. Prior to machine connection, you should measure the resistance. The protocol is that earthing should have regular inspection and maintenance.

Machine Geometry Inspection

You should set parameters such as XY Squareness, XZ Squareness and YZ Squareness within the test chart tolerance for a machining center.



Machine Lubrication

When you purchase a machine, the manufacturer recommends lubrication oils/greases and instructions to use them to avoid premature failure.

You should apply these lubrication oils/ greases to a ball screw nut, spindle and slide movements. Depending on the application, the manufacturer decides the lubrication and recommends lubrication oils/greases.

Some recommended lubrication oils are Vactra Oil No. 2 (MOBIL), Febis K68 (ESSO), Tonna T68 (SHELL) and Sideway

68 (CPC). Manufacturers recommended greases such as Mobilplex 48 (MOBIL), Energrease LS3 (BP), Spheerol AP3 (Castrol), Beacon 3 (ESSO), Gulf Crown Grease No. 3 (GULF), Alvania R3 (SHELL) and Multis 3 (TOTAL) and also hydraulic oils such as DTE 26/25 (MOBIL), Nuto H68 (ESSO), Tellus T68 (SHELL) and R 68 (CPC).

Our specialist, Shardul Itkalkar, heads the Engineered Products division of Phillips Machine Tools India Private Limited. With more than two decades of industry experience, he advocates the right maintenance for your machines.

He can be reached at sitkalkar@phillipscorp.com

Standing Strong at 1,150 HAAS is unstoppable on the Indian shop floor!

Phillips brings cutting-edge HAAS machine tool technology to India helping transform Indian manufacturing with world-class products, proven solutions and a warranty scheme like no other.

Mr. Terrence Miranda
Managing Director
Phillips Machine Tools India

Mr. Rupesh Ranjan
Sales Director
Phillips Machine Tools India

■ **HAAS made history with record sales during 2017. Can you please tell us about this magical achievement?**

TERRENCE: 2017 was phenomenal. We received orders for more than 1,150 HAAS machines surpassing our earlier projections. There are several reasons for this but if I was to pick one it would have to be the special India Value Package that HAAS introduced on the popular VF-2 and VF-4 machines packed with options that enhance productivity at an incredible 43% discount.

The Indian industry has prospered in the last couple of years. The introduction of GST and other policies has driven Indian manufacturers to invest in the future.

RUPESH: Indian SMEs have always dreamt of owning a HAAS machine, a global machine builder that in the previous 30 years has sold more than 225,000 machines worldwide. Price was a hurdle in the fulfilment of this dream.

HAAS made these dreams come true in April 2017 with the India Value Package on its popular VF-2. This move was astounding with bookings of 114 machines in April 2017 alone! Sensing the customer response, HAAS extended this offer month-wise till June 2017. In July 2017, HAAS offered an India Value Package offer for the larger VF-4 as well. VF- 4 is one of the top-selling models across the world for HAAS. The HFO PHILLIPS team: sales, service and back office put in an outstanding effort. The team that booked 300 machines in 2016, booked 1,150 machines in 2017. Presales, After-Sales and the Office Support worked in unison and left no stone unturned to fulfil our promise to our customers: QUALITY and LEGENDARY SERVICE above all else. The same year saw the PHILLIPS EPD Engineered Products Division also record 450 other CNC product sales, which took PHILLIPS total CNC orders in 2017 to over 1,600 machines.

■ **Is the India Value Price still applicable for both the VF models of HAAS?**

RUPESH: : In the past 30 years, HAAS has not increased the prices of its models in the US. Features and unique innovations in CNC technology have become the hallmark of the HAAS VF series.

This value-based pricing strategy for its high-tech, high-accuracy products has made all the difference. In India, from 2012 onwards, price to the end user increased on account of the INR-USD exchange rate. HAAS presented the India Value Package for our popular VF-2 for April 2017 only. Indian manufacturers grabbed this opportunity, and new customers approached us immediately.

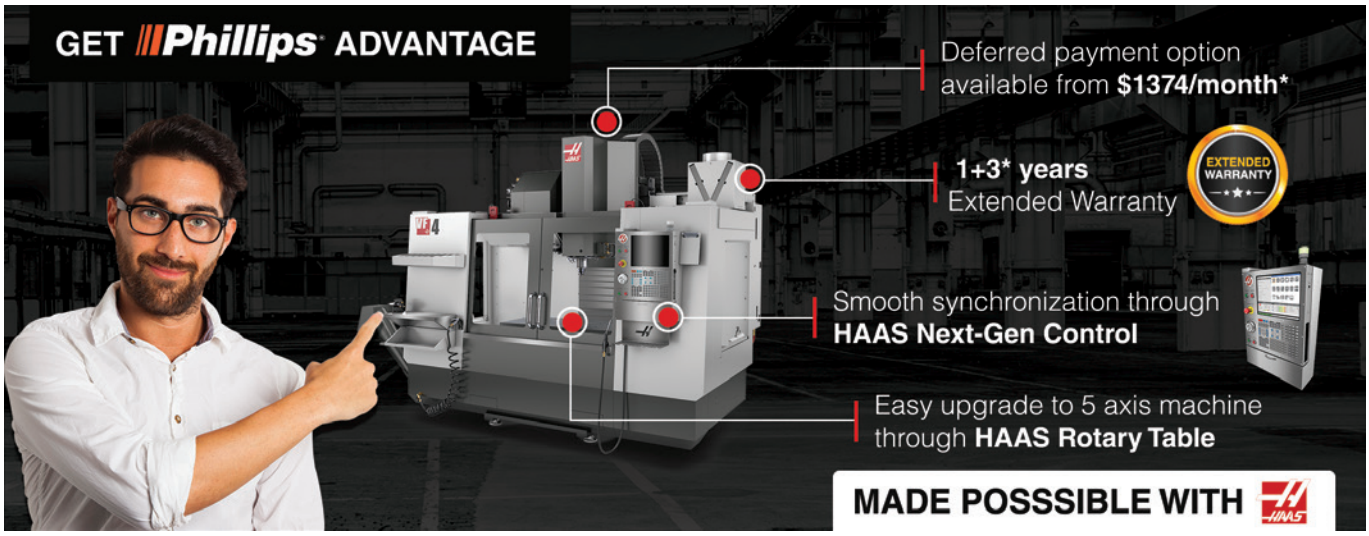
> *Indian customers shower trust on HAAS, and Phillips has perpetually strived to make this a reality.*

The stupendous response led HAAS to renew this month-by-month and to also include the VF-4 in this offer, which is valid till 30 July 2018. HAAS USA will then decide whether to extend it further.

■ **What are your sales objectives for this year, and what plans have you made to achieve them?**

TERRENCE: Our objective is simple: We will introduce HAAS and our INDIA VALUE PACKAGE to every CNC machine shop in India through an expanded sales, service and marketing presence. We will revolutionize Indian manufacturing particularly SMEs by delivering world-class products and services that will enable our customers Make in India and compete on the world stage.

RUPESH: We will focus on 2 initiatives:
1. An exclusive, comprehensive 1+3 years warranty for each HAAS machine. No machine tools manufacturer has offered such a scheme in Indian Manufacturing history. Our confidence in this scheme stems from our assurance about HAAS machines, parts and processes.
2. A 2-year deferred payment plan



offered exclusively by PHILLIPS at industry leading rates. We believe that finance must not be an impediment in making world-class technology available to an Indian manufacturer.

■ **How is HAAS catering to the growing demand of a 5-axis model machine?**

RUPESH: HAAS machines have a unique plug-n-play feature and transforming from 3-axes to a 4- or 5-axes machine is seamless. A VF-2 or VF-4 machine can be upgraded to a 5-axes configuration by adding a trunnion 2-axes HAAS CNC rotary.

A HAAS machines owner can upgrade at any time and do not need to purchase an expensive stand-alone 5-axis machining center. Another example of HAAS SIMPLICITY and VALUE.

■ **What value does HAAS add to the customers and how is Phillips extending those values in the market?**

RUPESH: HAAS is differentiated by our legendary HAAS CONTROL and IN-HOUSE manufacturing of all critical assemblies, which ensures optimal synchronization and compatibility. HaasCNC.com and AtYourService.com provide manuals, FAQs and much more to HAAS machine owners. In India, our unique HFO advantage ensures that parts and service are available in every major industrial area within 24 hours.

TERRENCE: HFO Phillips proudly represents HAAS and offers a variety of solutions in tune with HAAS objectives. The trust that our Indian customers shower on HAAS and Phillips invigorates us as we play our role in transforming India into a manufacturing powerhouse.

SAMVAD 2018: HAAS 2017 sales success invigorates Phillips

Phillips reflects on a successful 2017 in its Annual Sales Meet SAMVAD "Conversations" at the Hilton Retreat nestled in the Sahyadri mountain range.

Phillips Machine Tools India annual sales meet 'Samvad' was held at the Hilton Shillim Estate Retreat and Spa, an award-winning spa retreat, on May 5, 2018. The event was graced by its entire Sales team; all Heads of Department; and partners from the Middle East, Sri Lanka and Bangladesh.

2017 sales goals were achieved on the back of the VF-2 and VF-4 India Value Package success. The company felicitated the outstanding performers in the Sales team and acknowledged the stellar contribution of the service and back office teams to the overall 2017 success. The spirit of celebration continued with the enthusiastic attendees filling the atmosphere with touching songs and dancing with zeal. "As we, at PHILLIPS, dedicate ourselves to the Make in India goal: helping our customers scale new heights through innovative products and exemplary service, SAMVAD 2018 helped us reflect on our 2017 success and our exciting plans for the future." Shubhra Miranda, Business Manager .

2,00,000+

SOLD WORLDWIDE

WHY HAAS?

LEGENDARY SERVICE

24×7 access to online technical documents, operator manuals and video tutorials.

DISTRIBUTOR NETWORK

The worldwide network of more than 170 locally owned HAAS Factory Outlets (HFOs) in more than 60 countries.

THE HAAS CONTROL

User-friendly HAAS CNC control designed and built in-house and optimized specially for HAAS machines.

HIGH-PERFORMANCE MACHINES

With nearly 2,00,000 machine tools produced since 1988.

MAKE IT YOUR OWN

Features to empower customers to build the right machine to meet their demands.

ONLINE RESOURCES

HAAS owners can also access procedures, manuals, diagrams and more through our online DIY guide.

YES. MADE POSSIBLE WITH A HAAS

Phillips MACHINE TOOLS INDIA

Think Machine Tools, Think Phillips | www.phillipscorp.com

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