

PoP Centre News

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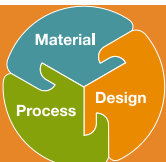
Creating new openings for powder technology

The opening of the Power of Powder (PoP) Centre on October 15 in Höganäs means new possibilities exist to develop innovative solutions that can win ground for powder technology.

“We believe the future success of the PM industry lies in the interaction between application knowledge, design aspects, process conditions and powder concepts. said Höganäs AB CEO, Alrik Danielsson, in his inauguration day speech to an audience of over 150 guests from the worldwide PM community. ”The PoP Centre will support this interaction. It aims to be for the mutual benefit of the industry and it now stands ready to help us realize new possibilities together.” The inauguration day featured a number of presentations highlighting the PM industry’s current challenges and opportunities.



Dr. Patrick Reinhold of Volkswagen’s Material Technology/ Metals Group Laboratory stated that sintered parts offered many benefits for the automotive sector including “the exclusive advantage of netshaping”. However, he stressed there was a need for greater cooperation between raw material suppliers, component makers and end-users, so “a better understanding and knowledge of the customer” could open the way for new PM component applications.



Dr. Cesar Molins, General Manager of Ames, presented a “wish list” regarding press and sintered parts from the component manufacturer’s perspective that included “better, cost-efficient materials” and “cheaper and higher precision presses and furnaces.” “PM is an active technology,” he commented, “If we can address some of these challenges, we should be able to find new applications,” and identified “more research and communication” as essential for the PM industry’s future success.

The Power of Powder concept offers a new model to create more business opportunities by providing a faster and more efficient way to drive forward development of innovative solutions in powder technology. “The PoP Centre will act as a hub to bring together component producers, end-users and Höganäs for closer, more cost-effective cooperation on innovative application development,” stated Eckart Schneider, marketing manager for PM Components at Höganäs.



This move towards closer partnerships is exemplified by the team approach adopted by Höganäs, press manufacturer Dorst Technologies and tool producer Alvier PM Technology. The PoP Centre will make the combined expertise of the companies available for the benefit of customers and end-users, and provide access to a new state-of-the art 800-ton CNC compaction press supported by specially designed R&D tools to simulate customer’s “real life” compaction conditions and support new product developments.

In his presentation, Shigehide Takemoto, Project General Manager of Toyota’s Production Engineering Division, described how partnership-based development had supported efforts to achieve zero-loss manufacturing goals in the OEM’s internal production of PM components. Successful cooperation brought together their innovative filling technologies with a high-performance powder solution to improve product quality and further minimize their reject rate in synchronizer hub production.

The new centre in Höganäs is up and running, providing an effective focal point for identifying opportunities and realizing joint application development projects that can successfully utilize the Power of Powder. Closer cooperation is an essential part of the Power of Powder strategy for success. Or, as Höganäs CEO Alrik Danielsson expressed it on the Centre’s inauguration day: “Together, we can achieve new innovative solutions to push the industry forward!”

