

AMADA to Open Technical Center in Mexico

Establishing a community-based service system



AMADA HOLDINGS CO., LTD. (President: Tsutomu ISOBE) established Monterrey Technical Center at the Stiva Industrial Park in a suburb of Monterrey City, Mexico, and launched its operation on Thursday, June 7.

AMADA de MÉXICO, S. de R.L. de C.V. (AMADA MEXICO), a local subsidiary of the AMADA Group, will provide services through Monterrey Technical Center, such as verification processing and processing technology proposals designed to resolve customers' issues, as well as training on machine operation using the latest machines and software.

The sheet-metal machinery market in Mexico is expected to achieve constant growth, driven by the market entry of foreign-affiliated companies in recent years. Furthermore, demand for high-performance machines that can reduce processing costs and improve productivity is growing among local companies. On the other hand, AMADA MEXICO had previously been required to go through the Group's US operations when making proposals to customers on using machines. So, it faced issues related to the speed of providing services and creating detailed proposals. Establishing the new technical center will allow AMADA MEXICO to conduct responsive community-based service activities that serve potential demand and customers' needs. In addition, the company will regularly hold seminars that propose solutions for various processing problems, in order to establish a system that allows customers to pursue quality and efficiency when operating machines even after their introduction.

AMADA MEXICO aims to expand sales by approximately 30% from the FY2017 level by FY2021 by establishing a service system in Mexico that directly helps customers enhance their manufacturing competitiveness.

Monterrey Technical Center Summary

Address: Avenida TLC 57 E
Parque Industrial Stiva
Apodaca NL CP 66626, Mexico

Building floor area: 2,130 m²

Building: 1-story building (showroom, seminar room, office space, etc.)

Main Machines Exhibited at the Monterrey Technical Center

1. **ENSIS-3015AJ (3 kW)**
Energy saving, v-lot production, wide range fiber laser cutting machine
2. **AE-2510NT**
Single AC servo-drive turret punch press
3. **HG-1303**
High-speed, excellent-accuracy press brake with powered by hybrid drive system
4. **EG-6013**
High-speed, excellent-accuracy servo press brake
5. **HM-1003**
Hydraulic down-stroking type press brake with networked AMNC/PC

Note: The information herein is subject to change without notice.