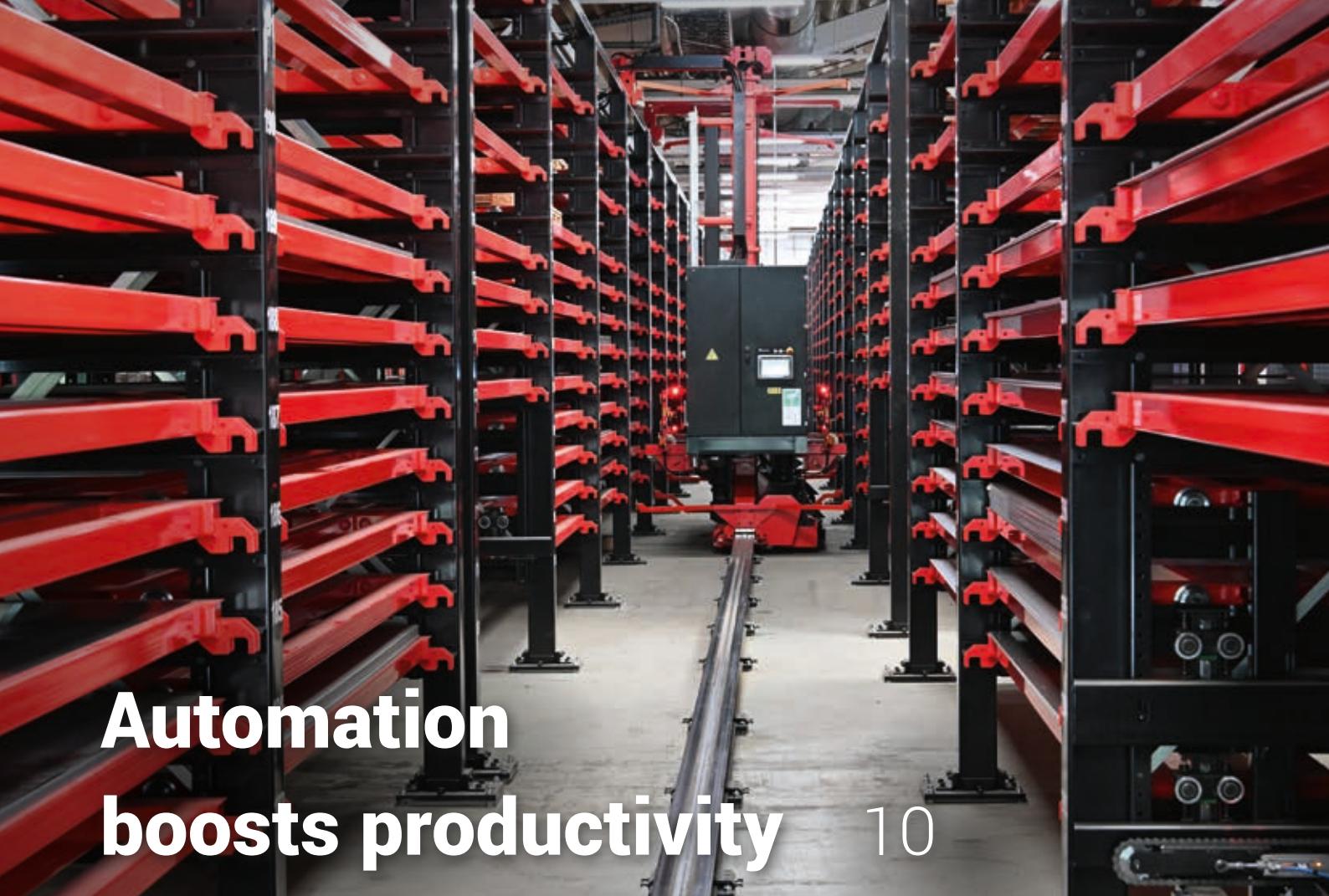


MARKER

The magazine for the sheet metal processing industry

2025



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Dear readers,

The manufacturing sector in the euro-zone is currently facing a range of major challenges. However, our customers are showing their resilience as they adapt to these uncertain times and, in Germany in particular, there is some reason for optimism thanks to the support measures introduced by the Federal Government. The task is to improve productivity while simultaneously reducing energy costs and CO₂ emissions. These are areas in which AMADA excels, for example with its fiber-laser cutting systems, which significantly reduce energy consumption, or the VPSS program, which dramatically cuts setup and tool changing times. As an all-round full-service supplier, AMADA is in a position to offer high-quality solutions for many different sectors of the metal processing industry. With our AMADA ONE umbrella concept, we are even more clearly demonstrating the scope of our performance capabilities, which are unique in the industry. This makes our customers even more efficient than before in exploiting the process synergies between their various work operations – such as bending, punching, laser cutting, welding, sawing, milling and other machining steps. AMADA ONE is a concentration of the shared strengths and skills of the AMADA Group. In this way, we are rising to the challenges facing society in partnership with our customers and are contributing actively to our shared future growth. This is a commitment that is amply demonstrated in the following pages.

We hope you enjoy reading the current edition.

Dave Fawcett
President of AMADA
GmbH, President &
CEO (America &
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WELD TECH



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A commitment to Europe

“Maximizing effects for customer benefits”

“Europe is one of our most important markets,” says Zef Wetsels, Sales Director AMADA GmbH, before going on to show how the significance of the European market is reflected in the Group’s AMADA ONE strategy. The Group’s European investments and acquisitions underscore its commitment to its customers in the region.

With ten branches and eight production sites in 13 European countries, the AMADA Group supports approximately 30,000 customers across the continent. This is a very demanding market environment that is characterized by high quality standards, high labor costs and an exceptional level of ecological awareness. We respond to these demands with smart, efficient automation solutions that excel through their high machine uptimes and outstanding production quality. To meet the growing requirements, we have recently made a number of targeted investments. For example, a new pan-European service structure will result in even faster response times and even better support for our customers. Brought to fruition in cooperation with AMADA WELD TECH, the new Welding Technical Center (WTC) represents an important step toward implementing our AMADA ONE philosophy. Its aim is to pave the way to potential synergies and provide access to a concentrated store of expertise. We are pursuing this same approach with further production and customer support sites in various European countries, as you can read in more detail on page 3. These

investments have allowed us to further strengthen our existing core competences. We have also made a number of strategic acquisitions intended to broaden AMADA’s presence in sectors in which we expect to see further synergies in the future. One example is the new subsidiary H&F Corporation, which extends our portfolio with large to ultra-large presses of between 500 and 3,000 tonnes. By taking over Via Mechanics, a leading manufacturer of PCB drilling solutions, AMADA is preparing the path for its entry into the semiconductor industry. Here again, the synergies that arise between our mature, long-standing technologies and the newly acquired skillsets will open up a whole new range of possibilities for our customers. Our aim is to maximize the effects generated by AMADA ONE and make sure that our customers profit from the practical benefits that result from them.” ●



Zef Wetsels,
Sales Director
AMADA GmbH

AMADA is expanding

For further growth in Europe

AMADA is a well-known partner for innovative metal processing solutions in Europe. AMADA GmbH has a broad-based presence in Germany with the Solution Center in Haan, the Technical Center in Landshut and a branch in Reutlingen. To continue to meet the needs of its European customers, AMADA has invested in new facilities across the entire continent and is using them to showcase new products and offer a range of customer services.

Sweden

New Technical Center

With a visitor area of approximately 1,000 square meters, the new Technical Center in Försäljning, Sweden, provides a space where AMADA can demonstrate its state-of-the-art solutions in a practical yet welcoming setting. The site also provides space for face-to-face discussions, specialist technical support and hands-on training.



Denmark

New Technical Center

With the construction of a state-of-the-art Technical Center in Horsens, AMADA Denmark sent a clear signal for growth and innovation in 2024. This showcases AMADA's high-tech products in a professional and welcoming environment and also demonstrates the Group's commitment to sustainability.



France

AMADA Service Europe (ASE)

By setting up AMADA Service Europe in Paris, AMADA is taking an important strategic step intended to further improve its customer support. As a result, all the European markets will benefit from a uniformly high service level from optimally trained service engineers, improved delivery rates for spare parts and consumables, as well as bespoke industrial IoT services.



Finland

AMADA Automation Europe Facility (AEE)

In 2024, AMADA all but doubled its automation solution manufacturing capacities in Bennäs, Finland. Here, AMADA tests, optimizes and manufactures its highly-advanced products. In doing so, AAE attaches particular value to sustainability and only uses renewable energies.



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AMADA ORSUS-3015AJe

Focusing on the essentials

The new AMADA ORSUS-3015AJe combines proven AMADA technology with cost-effective, user-friendly operation. It has been designed to be the ideal introduction to laser cutting – a persuasive overall package for competitive production at an attractive price.

Building on AMADA's comprehensive expertise in the field of laser cutting, the new AMADA ORSUS-3015AJe laser cutting system was specially designed as a lean entry-level model that nevertheless delivers outstanding performance. "It is a top-quality, high-precision machine that offers outstanding value for money," explains Axel Willuhn, Product Manager for Stamping and Laser Technology at AMADA. "It offers all the key basic functions of the proven AMADA laser cutting machines and is designed to ensure highly efficient, competitive production."

Efficiency and high productivity

The compact system is optionally available with integrated 3, 6 or 8-kW fiber laser and, in particular,

excels in the high-speed cutting of thin materials. Like all of AMADA's laser cutting systems, the AMADA ORSUS-3015AJe uses a single-lens strategy. This makes it possible to cut all types and thicknesses of materials with just one lens – there is no need for any time-consuming lens changes by the operator. This approach is complemented by the intelligent head controller, which optimizes the travel path of the cutting head in order to save valuable positioning time. The Automatic Beam Control capability, which is also incorporated as standard, guarantees both the high-speed cutting of thin sheets and the reliable cutting of thick materials, once again without any change of lens.

In addition, the new AMADA ORSUS-3015AJe also boasts a particularly high level of autonomy during sheet metal processing. This is due, for example, to the monitoring of the protective glass by the i-Optics Sensor and of the piercing and cutting operation by the i-Process Monitoring. The system also features integrated conflict prevention: It recognizes potential conflicts, raises the cutting head to avoid any damage, realigns it, and sends a message to the operating personnel.

Immediate availability

Naturally, one reason why the AMADA ORSUS-3015AJe is so outstandingly efficient lies in the fact that it uses the AMADA AMNC 4ie controller. This permits simple, convenient touchscreen operation and actively monitors production using internal cameras. i-CAS supports the automatic nesting of sheet remnants with filler parts without it being necessary to write any new programs. What is more, almost all the AMADA automation modules can be adapted for use with the new system, once again dramatically enhancing the machine's already impressive performance. All in all, with its wide equipment portfolio, its outstanding performance and cost-effective operation, the AMADA ORSUS-3015AJe is setting new standards in its price category and represents an extremely attractive solution for companies new to the field. The machine is available with immediate effect. •



Axel Willuhn,
Product Manager
for Punching and
Laser Technology,
AMADA GmbH

For more information
on the ORSUS-3015AJe





The AMADA AMNC 3i controller seamlessly integrates the AMADA SRB-1003 into existing AMADA workflows via LAN.

AMADA SRB-1003

Full networking

100 tonnes of press force, table length of 3 meters and robust hydraulic technology: With its new AMADA SRB-1003, AMADA is offering users an ideal route into the world of press brake technology. The new system not only delivers outstanding performance; with AMADA's AMNC 3i controller, it is also seamlessly integrated in the AMADA system environment.

With the AMADA SRB-1003, AMADA is launching a forward-looking press brake on the European market, which now has access to a solution that redefines precision, user-friendliness and system integration. As the successor to the proven AMADA HFE-1003M2, this 3-meter press, which boasts 100 tonnes of press force, is setting new standards in terms of cost-effective sheet metal processing. Designed to meet current and future manufacturing requirements, it combines robust performance with intuitive operation – ideal for newcomers to the field as well as for experienced users. Available throughout Europe as of November 2025.

Full networking

Thanks to the innovative AMADA AMNC 3i controller, the AMADA SRB-1003 is the first machine of its class to benefit from full networking. With LAN integration, it can be

seamlessly incorporated in existing AMADA workflows and also supports external programming. As a standard interface, the controller guarantees compatibility with all AMADA network press brakes. This simplifies handovers between different operators and greatly increases manufacturing efficiency. At the same time, the intuitive user interface reduces familiarization times and minimizes operating errors.

Robust and safe

The new AMADA SRB-1003 also leaves nothing to be desired in terms of performance: For example, the two independent hydraulic cylinders mounted on either side of the machine ensure precise force distribution across the entire table length of 3,110 mm. The lower press beam, which was designed by AMADA, automatically guarantees consistent results and delivers end-to-end precision even when machining long

parts. The machine's equipment features go hand-in-hand with a safety concept in the form of the AS-01 laser system, which actively monitors the tool area in order to prevent collisions.

Economical and ready for the future

With its compact design and reduced operating costs, the SRB-1003 is a scalable entry-level solution for newcomers to the world of press brake technology. It combines the reliability of established AMADA technologies with the networked production that will characterize the future. As the link between stand-alone systems and fully-automated production, it offers all users a clear route into the digital transformation. All of this makes the AMADA SRB-1003 the ideal choice for users wanting to make a start in the world of AMADA bending technology. ●

AMADA EGB-1303ATCe

Combined strengths

A fully electric drive, asymmetric crowning, smart controller and outstanding precision and speed make the AMADA EGB-1303ATCe a high-performance press brake for exceptionally efficient, cost-effective sheet metal processing.

The AMADA EGB-1303ATCe has a fully electric drive, while the innovative clutch inversion mechanism enables the servo motor to deliver high speeds at low torque and vice versa. There is no need for any hydraulic oil or the associated oil changes, while energy consumption is regulated in response to requirements. At the same time, the pressure shafts and press beam benefit from direct force transmission, meaning that quick, precise movements are guaranteed during every phase of production. The solution also features asymmetric crowning thanks to the presence of two independent drives on the left and right. Linearity is maintained even when machining long sheet

metal parts, thereby ensuring uniform, precise angles and dimensional accuracy. Another highlight takes the form of the revisited AMADA AMNC 4ie controller. This features the Smart Operation Pack with mobile tablet monitor. There is also a 360° camera that permanently monitors the backgauge and uses Augmented Reality (AR)-based comparisons for parts positioning accurate to the nearest millimeter.

High-precision repeatability

What is more, the EGB-1303ATCe also excels thanks to its extremely high-speed axis movements and short cycle

times. Its ATC tool changer is a market leader when it comes to speed and holds 30 percent more tools than the previous version. This increased capacity represents a marked flexibility boost during production. By also acting as a sidegauge and permitting oblique orientations, the innovative 3-finger backgauge simplifies precise positioning even when it comes to handling complex contours.

The system also stands out for its exceptional precision: The upper crosspiece can be input in increments of 0.001 mm. This extreme precision provides the basis for uniform, high-quality bending results and ensures the process stability that is needed for the manufacture of demanding sheet-metal components. •

Customer Voice, BVS Böblingen

“Consistent, precise production”

BVS Blechtechnik GmbH, a company based in Böblingen, Germany, uses all the benefits of the AMADA EGB-1303ATCe press brake during the manufacture of its highly complex components.

From simple bended parts to 19-inch housings for audio technology, and on to fans, switch cabinets and indoor, touch-operated display steles – the product portfolio of BVS Blechtechnik GmbH in Böblingen includes a number of extremely complex metal components, whose manufacture demands outstanding precision and quality. This long-standing company has been working with AMADA technology for many years and has been using an AMADA EGB-1303ATCe press brake since the end of 2024. “The system is quite

simply powerful, smart and functional,” says Maximilian Steiner, Managing Director of BVS Blechtechnik GmbH. “It is fully electric in operation and guarantees consistent, precise production thanks to the asymmetric crowning mechanism.” Taken together, the combined machine features generate considerable value added in practical use: “With its Augmented Reality, 3-finger backgauge, automatic angle measurement, automatic tool changer, voice control and VPSS 4ie offline programming, the AMADA EGB-1303ATCe is a



The AMADA EGB-1303ATCe stands for outstanding speed, precision and flexibility.



Maximilian Steiner,
Managing Director
of BVS Blechtechnik
GmbH

press brake that is child’s play to operate and represents a way of overcoming the serious shortage of skilled labor,” explains Steiner. “Another bonus in practical use is that the servo technology cuts down maintenance times and also reduces machine downtimes.” •

For more information
on the EGB-ATCe





AMADA EGB-1303ARse

Compact cell

With a particularly compact layout, the new AMADA EGB-1303ARse is a truly space-saving automation solution. At the same time, the bending cell offers new features such as hemming and Z-bends – while the proven AMADA press brake capabilities mean that there is no compromise when it comes to precision and performance.

Considering its outstanding performance and production efficiency, the AMADA EGB-1303ARse was not particularly large to start with. But now, AMADA has once again significantly reduced the dimensions of this fully electric, robot-assisted servo press brake: "Compared to the previous model, the length of the system has been shortened by some 1.50 meters, meaning that it now only measures 8.30 meters," explains Tankred Kandera, Product Manager for Bending Technology at AMADA. "As a result, the new bending cell takes up approximately 23 percent less space in the production hall, making it ideal for users whose manufacturing activities are limited by space constraints."



One highlight of the system is the automatic nine-station gripper changer.

Two new processing features

But that's not all: When used with special accessory tools, the AMADA EGB-1303ARse is able to produce Z-bends – making it perfect for bending processes in housing manufacture, where precise edge geometries are key. At the same time, it also provides the sheet hemming function. This feature ensures the reliable, precise folding of the sheet edges and also plays a role in housing manufacture.

Proven AMADA power in a compact format

Despite its reduced size, the cell offers all the highlights of the standard cell with 9.80 meters, such as automatic loading using the Smart Loading Device. This separates the parts while the cell is bending, checks the sheet thicknesses and automatically excludes double sheets. Two cameras recognize the precise position of the sheet, making time-consuming alignment operations unnecessary. This makes it possible to save up to 15 seconds per operation. The solution also includes the automatic nine-station gripper changer, the AMADA BI-S II angle measuring system and the integrated crowning system. Last but not least, all users benefit from the increased

capacity of the Automatic Tool Changer (ATC), as well as from the AMADA AMNC 4ie controller with robot-tablet HMI.

Unloading like at a conveyor belt

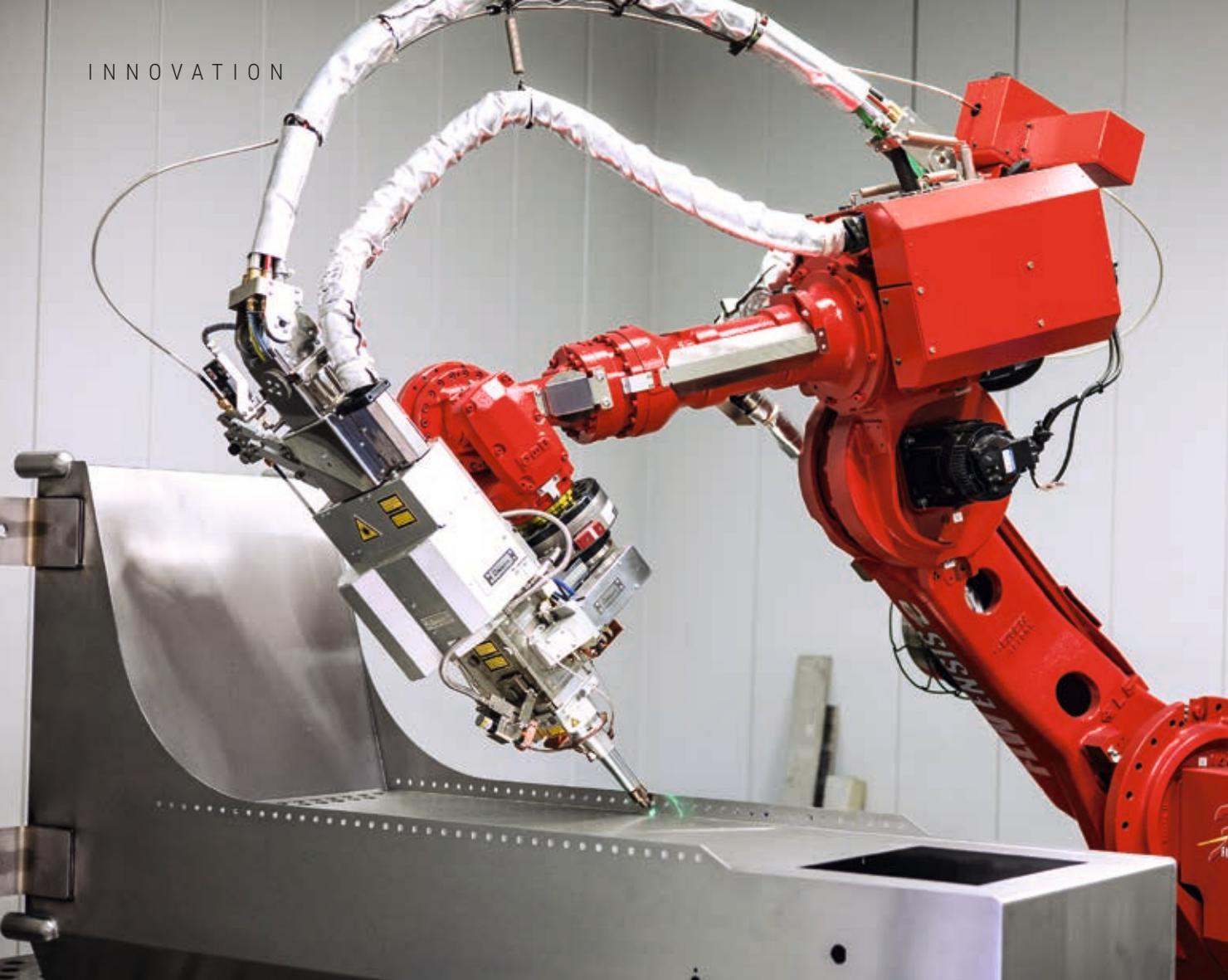
Despite its compact design, the AMADA EGB-1303ARse is also capable of high material throughputs: A conveyor belt with optional pallet changer ensures the seamless take-up of even large parts quantities, meaning that unstaffed operation is possible over long periods and a continuous material flow is guaranteed. All in all, thanks to its compact design, the new AMADA EGB-1303ARse not only overcomes space limitations but, as an optimized automation solution, also sets new standards in terms of production technology. ●



Tankred Kandera,
Product Manager
for Bending
Technology,
AMADA GmbH

For more information
on the EGB-ARse





Metallforum Metallbau GmbH, Giesen, Germany

A new dimension in welding

Perfect welds with particularly high penetration depths and simple, convenient operation – these are the greatest advantages that the new AMADA FLW-6000ENSISe M3 has brought to Metallforum Metallbau GmbH. Thanks to this new system, the company has opened up completely new dimensions in its manufacturing activities and has strengthened its lead over the competition.

A gentle hissing noise is all that can be heard as the doors of the AMADA FLW-6000ENSISe M3 close and the welding robot moves to its position in the welding cell. Then there is a bright flickering on the monitor as the laser beam brings together speed and high precision while it welds the component on the tilt-and-turn mechanism. After a few minutes, the robot and mechanism

return to their starting positions. The doors open, the operator removes the finished part and starts the next job at the AMADA 4ie controller.

A clear decision

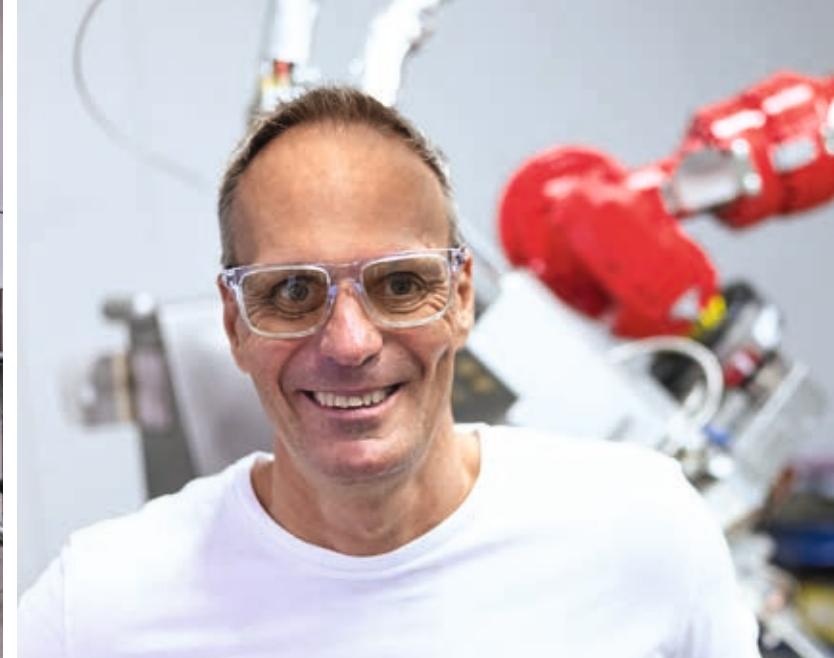
This operation is repeated many times a day at Metallforum Metallbau GmbH in Giesen, Germany, which has been manufacturing a range

Metallforum Metallbau GmbH also uses the new AMADA FLW-6000ENSISe M3 to manufacture high-volume components measuring up to three meters.

of demanding products on its new AMADA FLW-6000ENSISe M3 ever since December 2024: From turnstiles for access control, for example at trade fair venues, through switch cabinets for medium-voltage installations, and on to large-volume X-ray booths with dimensions of up to three meters. For Managing Director Jens Löchel, this most recent investment in AMADA's cutting-edge technology



Thanks to the AMADA FLW-6000ENSISe M3, a normal welding operation now only takes between 30 seconds and five minutes.



For Managing Director Jens Löchel, the system represents a genuine competitive advantage.

is a clear strategic decision: "With our AMADA machine pool, our aim at the technological level is to always stay that little bit ahead of our competitors, and that is why we made a clear decision in favor of the AMADA FLW-6000ENSISe M3 as a latest-generation fiber-laser welding cell."

6 kW bring outstanding power

For Löchel, the greatest advantage lies in the outstanding power of the 6-kW fiber laser: "The system offers enormous depth of penetration and now enables us to weld steel and stainless steel in thicknesses of up to twelve millimeters." The quality has ENSIS technology written all over it. "The laser-weaving technology, in which the integrated optics cause the circular, side-to-side movement of the laser beam, is particularly breathtaking. This allows us to perform outstandingly high-quality deep welding and edge rounding," reports the Managing Director.

Reliable welding performance

This high performance is underpinned by the swiveling additional wire. Mathias Raulf, Sales Executive Northern Area at AMADA GmbH. "The additional wire that is installed as standard in the FLW welding cell is controlled via a push-pull motor and makes it possible to bridge par-

ticularly large gap sizes." At the same time, the machine stands out for its exceptional versatility. As Löchel clearly explains: "The system simply has the best beam source and offers the best performance – at the same time, it is extremely flexible and allows us to weld everything from small parts through to housings measuring several meters."

Fast and easy-to-use

The outstanding performance of the fiber-laser welding cell translates directly into higher productivity. At Metallforum Metallbau GmbH, this is given a further boost by the close communication between design engineers and operators, as well as by the highly qualified workforce. This brings clear value-added in everyday operation: "We've taken over components from a partner who was working at twelve minutes per part, whereas we only need four," says Löchel. Thanks to the AMADA FLW-6000ENSISe M3, a normal welding operation at Metallforum Metallbau GmbH now generally only takes between 30 seconds and five minutes. The modern AMADA AMNC 4ie controller makes a vital contribution to this efficiency. "The controller is really simple and easy to use," stresses Löchel. And there is another important plus: "It has considerably more memory than its predecessor,

the AMADA AMNC controller, meaning that there are no longer any time-consuming buffering or matrix generation operations. That saves us a lot of time and effort."

Genuine competitive advantage

Overall, Metallforum Metallbau GmbH is extremely happy with this new system, which already represents the company's third AMADA fiber-laser welding cell. "The AMADA FLW-6000ENSISe M3 is opening up new dimensions in manufacturing for us, and in turn this is giving us access to new customers and projects. For us, it is a genuine source of differentiation and gives us a clear advantage over our competitors," says Löchel, summing up. "AMADA is quite simply the go-to supplier in the field of automated laser welding." ●



Mathias Raulf,
Sales Executive
Northern Area at
AMADA GmbH.



For more information
on the FLW-ENSISe



Sedlbauer AG, Grafenau, Germany

Automation boosts productivity

By introducing an automation solution, the Grafenau-based sheet metal processing specialist, Sedlbauer AG, has boosted its productivity in the fields of laser cutting and stamping by up to 25 percent. To achieve this, components supplied by AMADA are precisely adapted in situ to specific local requirements.

The shortage of skilled labor and price pressures due to competition from manufacturers in Eastern Europe and Asia are the main challenges that we in Germany have to overcome if we are to remain competitive,” says Sebastian Gross, Chief Operating Officer at Sedlbauer AG. The market is demanding higher productivity. The solution is to use automation to reduce both downtimes and the staffing levels needed for the manufacture of variable parts quantities. Sedlbauer AG is a globally active solution provider for high-quality parts and complete systems, supplying sectors such as telecommunications, medical engineering, electromechanical systems, e-mobility or rail technology. The company, which is part of the Edwanz Group, was founded 125 years ago. At the Grafenau site, 190 employees ensure a high level of vertical integration during sheet

metal processing – from mechanical machining to surface treatment and on to the assembly of customer-ready systems. The company performs all the individual steps itself, from development and design through to production and assembly.

Minimizing downtimes

Sedlbauer has relied on technology from AMADA ever since the 1990s. Back then, two punch-laser, one laser and one fiber-laser machine were used for sheet metal processing. “The production process and quality were good, but there was not enough capacity to manufacture large runs. The downtimes required for the manual loading and unloading of the single machines were simply too long,” explains Head of Production, Martin Pfoser. The solution lay in the change-over to automation. “This was a step

that we thought about very carefully,” says Gross. “Not just because of the scale of the investment, but also because of the changes to our working practices. Naturally, the manpower requirements shrink, but at the same time the existing personnel need to be more highly qualified.” So it was a further plus that AMADA was not only able to supply the innovative technology, but also offer the training activities needed to qualify the personnel.

Extremely flexible storage capacity

At the heart of this forward-looking, all-round changeover of production operations lies a two-row, fully-automatic AMADA CS II 300 rack storage system with 300 storage locations for the centralized handling of raw material and finished parts. Material that used to be fetched by a forklift



The material removal and finished part storage operations required between the AMADA CS II 300 rack storage system and the connected machining systems are performed fully automatically.



Convinced by the quality of the finished parts: Head of Production Martin Pfoser, Sedlbauer AG.

Sebastian Gross, Chief Operating Officer Sedlbauer AG.

from an adjoining hall is now made available in a matter of minutes and can be processed in the three connected machines. A fully-automated AMADA VENTIS-3015AJe with 6 kW of laser power is used for large runs. The connected AMADA TK-3015 EU parts removal system automatically removes, sorts and stacks the laser-cut parts. A partially-automated AMADA VENTIS-3015AJe with 4-kW laser is used for small parts, short runs and prototypes. The processing portfolio is rounded off by an AMADA EML-2515AJe punch-laser combination machine. This is equipped with a PDC tool changer which can stock up to 220 punches and 440 dies and install these in the machine fully

automatically. An automated loading and unloading unit, the AMADA LIII300S + R-3015TK ULS, is used to feed the raw material and to separate small parts. Two additional transfer stations simplify the task of removing parts for downstream mechanical processing, for example in the form of bending, welding or surface treatment, all of which can be done by Sedlbauer inhouse.

More than just a productivity boost

Gross sums things up as follows: "With this new solution, we achieve higher throughput with less manpower – we've become 20 to 25 percent faster depending on the part. Thanks to the new machines, we also consume considerably less energy than before." Alongside the shot in the arm this has given production, he also mentions a positive side effect at the level of the company's image: "Customers who visit us are impressed by our innovative approach and the way



The AMADA EML-2515AJe is equipped with a PDC tool changer which changes over punches and dies fully automatically.

we invest in the future. That increases trust and confidence and stimulates an interest in working together on new projects."

Trust-based collaboration was also the basis for the changeover to automation at Sedlbauer. The company has been doing business with AMADA ever since the 1990s. "Excellent support is important – in particular, the peer-to-peer consulting activities and integration in the Technical Center are a great advantage," explains Gross. There, it has been possible to look at solutions and cooperate in their design. Joint visits to reference customers who are using similar AMADA solutions made Sedlbauer even more confident in its decision, and the two companies are already discussing plans for the future. This was Sedlbauer's first venture into the world of automation and other departments are due to take the same step – for example in the bending and welding unit in order to ensure that operations continue to meet market demands and quality requirements in the future. One possibility is to extend automation to the company's bending operations and use a bending robot to further optimize efficiency in this area. ●

ONE

AMADA

Bending • Punching • Laser Cutting • Welding • Stamping • Sawing • Milling

