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## AMADA HRB-ATC press brake

# AMADA BRINGS AUTOMATIC TOOL CHANGE TO MID-RANGE PRESS BRAKE MARKET



**With over 300 ATC (Automatic Tool Change) press brakes installed throughout Europe and more than 1000 globally, AMADA is bringing the company's unique ATC technology to its mid-range line-up for the first time. Previously only available on high-end press brakes such as the AMADA HG-ATC and its predecessor the HD-ATC, the new AMADA HRB-ATC mid-range model responds directly to market demand for a solution of this type using original AMADA tooling.**

AMADA's HRB-ATC features a full size ATC, offering exactly the same number of tool storage racks as the company's high-end HG-ATC press brake. The new machine comes with a package of AMADA tools based on an assessment of the customer's manufacturing requirements. Importantly, the HRB-ATC is completely compatible with AMADA AFH/Promecam standard tool sets. As a result, any existing customer using these tools can load them manually to the new machine if desired.

A CNC press brake with ATC capability brings many advantages to companies that want to increase the amount of time their press brake is engaged in actual bending activities. The ATC can reduce set-up times by up to 80% in comparison with an operator loading a tool manually, which is a clear benefit for subcontractors or companies that undertake several tool layout changes a day. Additionally, whilst the ATC is functioning, the operator can simultaneously complete other tasks, increasing overall efficiency.

The presence of the ATC and its rapid set-up potential makes the new press brake particularly ideal for those processing small batch sizes. Subcontract fabricators



serving markets such as refrigeration, kitchen equipment, retail display, furniture and construction, for instance, will certainly benefit.

Customer advantages also arrive from the reverse punch system. The AMADA ATC is the only solution on the market that can reverse tools automatically. As a further benefit, where the operator needs to use special tools or lengths that the ATC cannot load itself, the HRB-ATC is equipped with a hydraulic clamping system for both punch and die that significantly accelerates the manual loading of such tools.

Among other important machine features is automatic crowning – compensating for deflections in the upper beam and lower bed when pressure is applied – which comes as standard to boost precision for users.

Notable options available to customers include the AMADA Bi system for in-cycle angle measurement and adjustment. Adopting this solution helps to ensure the elimination of scrap parts, a feature that is particularly useful for companies processing small batches or expensive materials.

Also available as an option is the automatic sliding foot pedal. When a program has several bending stations along the beam length, there is no longer any need to keep relocating the foot pedal manually. It is not uncommon for some press brake operators to move their foot pedal 100 times a day, which over a year equates to a lot of wasted time. AMADA's sliding foot pedal means relocation takes place automatically, boosting productivity.

The AMNC 3i large touchscreen 3D control includes a number of innovative features, including the new 'Lite' mode. In effect, Lite mode offers simplification of the HMI, in turn making management of the control quicker and simplifying the introduction of new employees.

The new HRB-ATC press brake will be available for demonstration at AMADA subsidiaries throughout Europe from July 2021. The machine will be initially available as a 100 tonne/3m model, with a 220 tonne/4m model planned for release later in the year.

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**Further information:**

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**About AMADA**

*The AMADA Group is one of the world's leading manufacturers of sheet metal working machines. AMADA offers a comprehensive range of cutting, bending, punching and laser technologies. The portfolio is complemented by*



*modular automation components, software applications and a wide range of tools. In addition, AMADA offers its customers a wide variety of additional services. The AMADA Group was founded in 1946 in Japan by Isamu Amada.*

**About AMADA Europe**

*The AMADA Group is one of the world's leading manufacturers of sheet metal working machines. Founded in 1946 in Japan, AMADA has been present in Europe for more than 40 years. AMADA Europe facilitates the corporate strategy and coordination of the European corporate units. AMADA Europe also ensures that the main brand core values are highly respected at all times: close partnership with customers, innovation, human- and environmental-concerns. With 4 production plants, over more than 30 countries, AMADA's long-lasting commitment into the leading-edge industrial technologies within Europe is guaranteed.*