**HRB-ATC**

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**AMADA – HRB-ATC**

**AMADA BRINGS AUTOMATIC TOOL CHANGING TO THE MID-RANGE PRESS BRAKE MARKET**

**Following the success of AMADA’s ATC machines, with more than 1000 units installed globally, AMADA has expanded 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 has been well received by European customers after the launch at the end of June 2021, with more than forty customers having already placed orders.**

AMADA’s HRB-ATC features a full size ATC, offering the same number of tool storage racks as the high-end HG-ATC press brake, bringing 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 tools manually, which is a clear benefit for subcontractors or companies that undertake several tool layout changes each day. Utilising the VPSS 3i Bend offline software, which is supplied with the machine, brings further productivity gains by removing the manual programming necessity by the machine operator.

Customer advantages include the reverse punch system and automatic crowning – compensating for deflections in the upper beam and lower bed when pressure is applied – which come as standard to boost, respectively, the productivity and the precision for users.

Early adopters of the HRB-ATC have been positive about the flexibility and simplicity of the machine. The HRB-ATC is completely compatible with AMADA AFH/Promecam standard tooling, which allows manual tool loading when required. The large AMNC 3i touchscreen 3D control, with the new ‘Lite’ mode, offers further improvements to further deskill the bending process and simplify the introduction of new employees.

The new HRB-ATC press brake is available for demonstration at AMADA subsidiaries throughout Europe.

END

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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.*