



CUSTOMER MAGAZINE

JOINT SUCCESS 2012

SUCCESSFUL PROJECTS
News
EVENTS
AND MANY MORE

KUKA
KUKA Systems GmbH

AIM
ASSEMBLY IN MOTION
GMBH
BRANDS OF AIM
EDWEDER AUTOMOTIVE GMBH
KONWEDER MACRO ASSEMBLY GMBH
KONWEDER MICO ASSEMBLY GMBH

TURCK
Industrielle
Automation

LAPPKABEL
MISUMI

EDITORIAL

That was 2012!

Dear CADENAS customers and partners,

when CADENAS was founded 20 years ago from an engineering office, nobody could imagine that it would develop to one of the most important software companies in the technical field of engineering and purchasing within two decades.

In spite of our 20th anniversary we never tire of continually realizing new ideas and innovations.

Here are a few examples of the innovations in 2012:

- Implementation of the new CADENAS app for 3D CAD models, which was not only of great interest to many component manufacturers but also reached the entry into the finals of the 12 most "App-eciaded" apps for automation.
- Many new search functions in PARTsolutions are, under the keyword "Intelligent Finding", a real alternative to the pure classification in companies. This way long search times for engineering and procurement belong to the past.
- Starting signal for the innovative knowledge database and interactive engineering challenges with the aim to reinvent engineering.

With many new ideas we are starting into the year 2013 together with our partners!



A handwritten signature in black ink that reads "Jürgen Heimbach".

Jürgen Heimbach
Dipl.-Ing. (FH)
CEO
CADENAS GmbH

Imprint

Editor:
CADENAS GmbH
Berliner Allee 28 b + c
D-86153 Augsburg
Deutschland
Tel: +49 (0) 821 2 58 58 0 - 0
Fax: +49 (0) 821 2 58 58 0 - 999

Info@cadenas.de
www.cadenas.de

Chief editor:
Lieve Nantke

Editorial office:
Adam Beck, Stephanie Benirschke,
Mélanie Bezot-Trottet, Jay Hopper, Sarah Scholz

Graphics, layout:
Gülden Grollitsch

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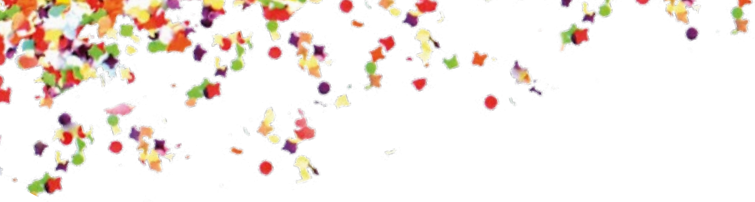


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The CADENAS year 2012



More than 200 participants carefully followed the opening speech of Jürgen Heimbach and his video with 3D CAD parts at the 13th Industry Forum in Augsburg. The international convention CADENAS Industry Forum informs professional visitors every year with best-practice presentations and workshops about the topics Strategic Parts Management and Electronic CAD Product Catalogs.



The trade fair entertainment package of CADENAS raised the attention of the Industry Forum visitors in 2012 with the controlling of 3D CAD models by means of "Kinect".



On the first evening of the CADENAS Industry Forum 2012 the traditional evening event took place in a pleasant atmosphere under the motto "Setting new records together! Faster, higher, further..." which offered the opportunity for networking and informal conversation.

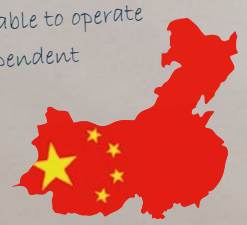


Imagevideo of the city of Augsburg "Never enough".

The headquarters of the international software developer CADENAS is in Augsburg. The Fugger city is located in Bavaria and regarded as "city of peace" and is among the oldest cities in Germany.



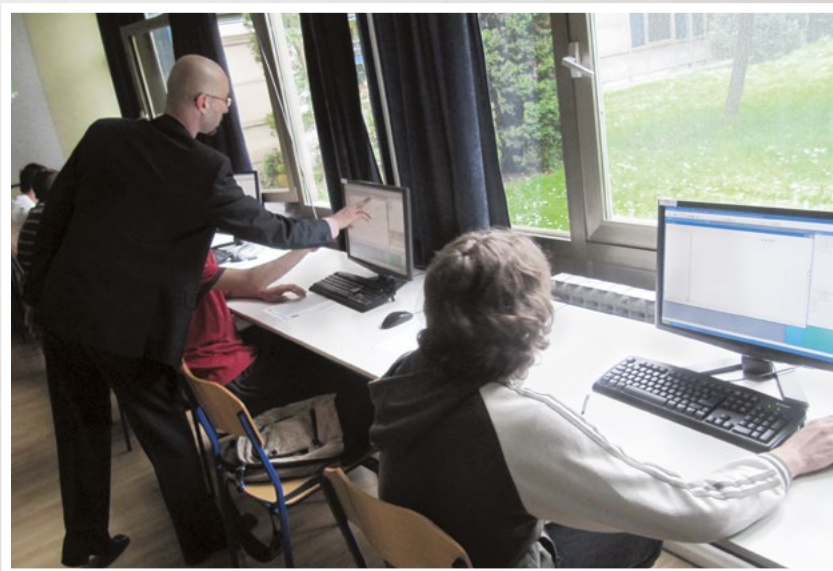
CADENAS increases its presence on the rapidly growing Chinese market. On 1st January 2012 CADENAS Technologies AG changed the name of the representative office in Shanghai to CADENAS China Ltd., to be able to operate more intensively on the market with an independent Chinese enterprise.



The CADENAS year 2012



The Croatian CADENAS team in Slavonski Brod consists of 90 employees and has been responsible for modeling Electronic CAD Catalogs and the concrete implementation of projects since 2001.



CADENAS as school subject in Croatia: In a course the students of a technical college are taught how to handle the Strategic Parts Management PARTsolutions and the software eCATALOGsolutions, for creating Electronic Product Catalogs.

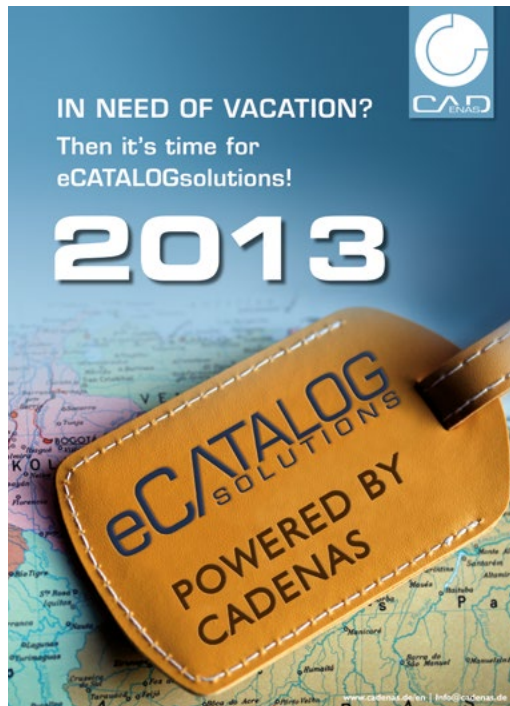


Look behind the scenes: traditionally the international teams of CADENAS employees compete for the popular challenge cup in a game of soccer during the annual summer festival.

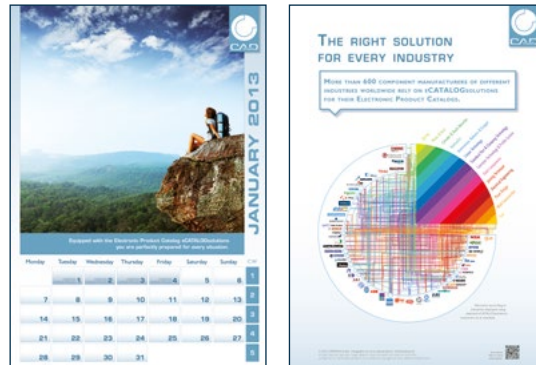


CADENAS in action: under the motto "A healthy spirit lives in a healthy body" CADENAS employees successfully participated at the 1st corporate run of Augsburg in May 2012.

CADENAS WALL CALENDAR 2013



Learn how the Electronic Product Catalog, based on CADENAS' eCATALOGsolutions technology, makes sales of your products easier. We will sweep you away with our calendar month after month to the most exciting and beautiful places of our planet!



Download at: www.cadenas.de/calendar/ecatalogsolutions-2013



Engineers and purchasers learn from our wall calendar 2013 which innovative functions the Strategic Parts Management PARTSolutions provides in order to find parts in the company.

Let yourself be surprised which search methods are available for men and women as well.

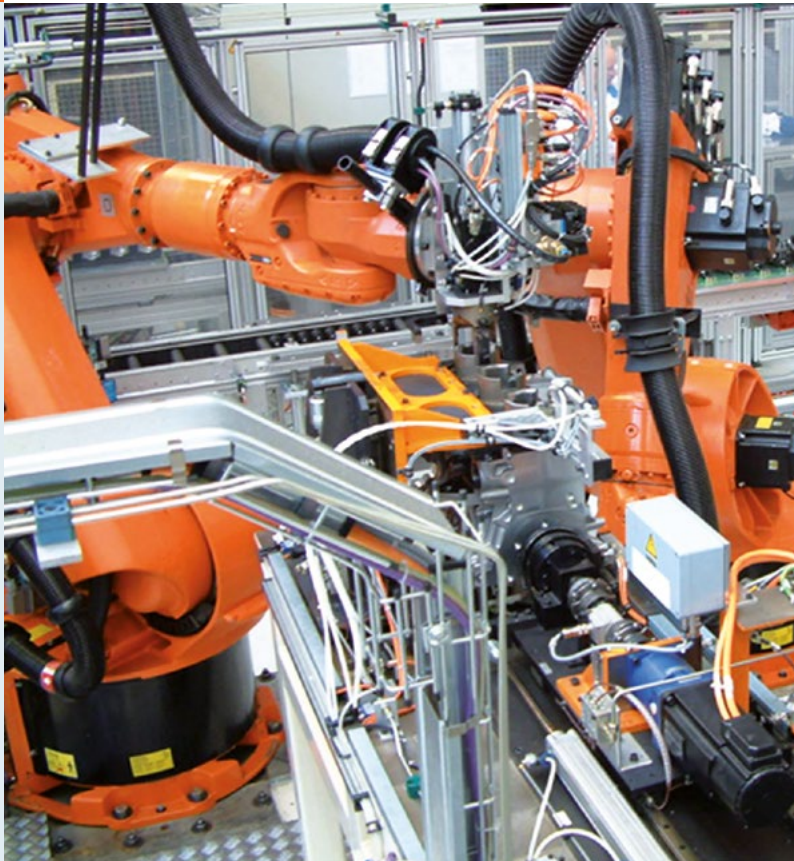


Download at: www.cadenas.de/calendar/partsolutions-2013/men and www.cadenas.de/calendar/partsolutions-2013/women

There is no CADENAS calendar 2013 hanging on your wall, yet? Then take the opportunity to write an email with the subject line "eCATALOGsolutions calendar 2013" or "PARTSolutions calendar 2013" to Marketing@cadenas.de. We will send you a personal copy (while stocks last).

OPTIMIZED PARTS MANAGEMENT

PRO.FILE and CADENAS PARTsolutions in use at KUKA Systems



Founded as LSW Maschinenfabrik GmbH in 1982, today KUKA Systems GmbH, business unit Assembly & Test, supplies assembly lines for the automotive industry worldwide. About 280 employees develop, plan, design and manufacture computer-controlled automation systems for efficient assembly of series products such as engines, cylinder heads, transmissions, axles, brakes and steering systems.

KUKA Systems combines efficiency with effectiveness

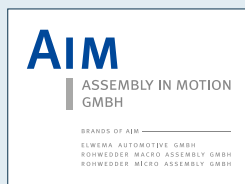
		Pneumatikzylinder				pneumatic cylinder	
33	0554310000214	Pneumatikzylinder	pneumatic cylinder	D=32 HUB=50	ADVU-32-50-P.A		
34	0554310000559	Pneumatikzylinder	pneumatic cylinder	D=32 HUB=60	ADVU-32-60-P.A		
35	0554310000242	Pneumatikzylinder	pneumatic cylinder	D=32 HUB=80	ADVU-32-80-P.A		
36	0554310000819	Pneumatikzylinder	pneumatic cylinder	D=40 HUB=5	ADVU-40-5-P.A		
37	0554310000863	Pneumatikzylinder	pneumatic cylinder	D=40 HUB=10	ADVU-40-10-P.A		
38	0554310000963	Pneumatikzylinder	pneumatic cylinder	D=40 HUB=15	ADVU-40-15-P.A		
39	0554310000722	Pneumatikzylinder	pneumatic cylinder	D=40 HUB=20	ADVU-40-20-P.A		
40	0554310000789	Pneumatikzylinder	pneumatic cylinder	D=40 HUB=25	ADVU-40-25-P.A		
41	0554310001556	Pneumatikzylinder	pneumatic cylinder	D=40 HUB=30	ADVU-40-30-P.A		
42	0554310001702	Pneumatikzylinder	pneumatic cylinder	D=40 HUB=40	ADVU-40-40-P.A		

PRO.FILE PLM and CADENAS control and document inter-divisional processes of product development and quality management of production plants at KUKA Systems. The focus of the PLM use is i.a. on optimizing the parts management. In a joint user report of KUKA Systems, PROCAD and CADENAS you will learn how KUKA Systems increases reuse of parts by means of optimized parts management.

Moreover, the report shows how the external integration of partner companies to KUKA Systems was realized due to the CADENAS PARTCommunity web portal.

PARTSOLUTIONS PROVIDES ALL PARTS INFORMATION FOR ENGINEERING AND PROCUREMENT OF AIM

Limit uncontrolled parts growth with PARTSolutions
and optimize corporate processes



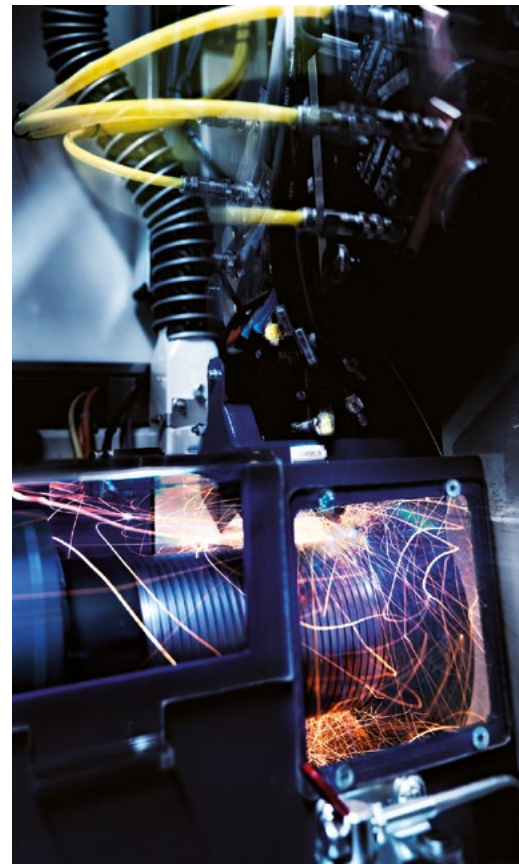
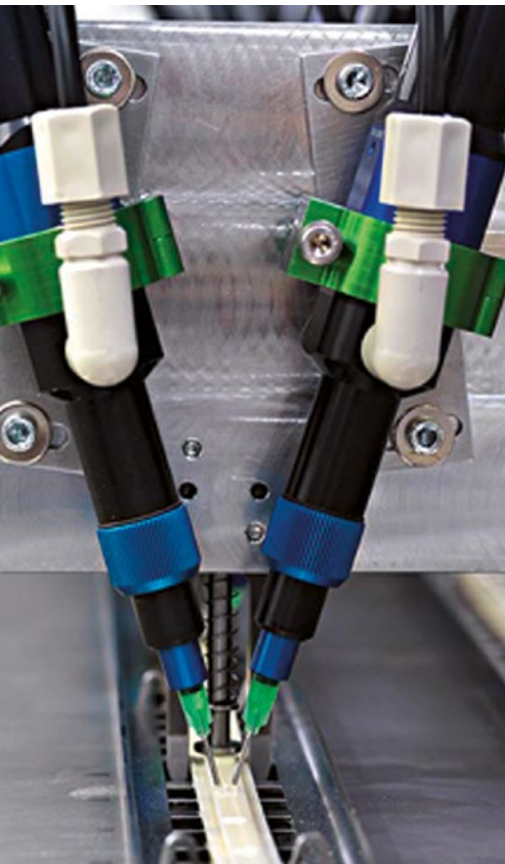
The AIM – Assembly in Motion GmbH, subsidiary of the Günther Holding GmbH, has been using the Strategic Parts Management CADENAS PARTSolutions since 2009, in order to manage about 30,000 supplier and self-designed parts across different sites even better. A joint user report informs about the successful use of CADENAS PARTSolutions at AIM, a company specialized in cleaning-, testing-, and assembly technology with the business units ELWEMA Automotive, Rohwedder Macro and Rohwedder Micro.

Due to interfaces to the previous system environment of AIM, PARTSolutions is the central system for managing all parts information for engineering and procurement at the Assembly in Motion and this way optimizes many work processes.



“With CADENAS PARTSolutions we have a uniform structure in our parts information data for the first time. Due to a clear catalog structure, parts can be found easily and the former ‘parts proliferation’ could be limited in a reasonable way.”

EBERHARD ILG,
Technical Manager
ELWEMA Automotive GmbH (AIM - Assembly in Motion GmbH)



Improvements and optimizations at AIM by using PARTsolutions

The Strategic Parts Management PARTsolutions is used across all sites and optimizes numerous work processes of engineering and purchasing at the Assembly in Motion GmbH.

For instance, it enables purchasing to consolidate the number of suppliers by labeling preferred parts. Furthermore the amount of duplicate copies is reduced and reuse of parts is optimized. Engineering profits from an accelerated engineering process, since engineers can find existing parts in a simple and easy way and numerous predesigned CAD models are available.



"For AIM, a very important benefit of PARTsolutions is the fact that the engineer can concentrate on his actual designing work again."

MATTHIAS KIENLE
Mechanical Engineering
ELWEMA Automotive GmbH (AIM - Assembly in Motion GmbH)

You can find the complete user report at: www.cadenas.de/partsolutions/customers/success-stories

FIXTURE BUTLER BY CADENAS EXCITED TRADE FAIR VISITORS OF HALDER AT THE AMB

Due to new development, Halder customers save time and optimize their product development



At the trade fair AMB in Stuttgart in September 2012, the Erwin Halder KG presented a preview of their new fixture butler for the first time, which was developed in cooperation with CADENAS. The product configurator, also called fixture butler, will help Halder customers in the future to configure fixtures within the product field clamping in an easy and fast way according to their requirements.

3D CAD models of more than 7,000 Halder products ensure an effective penetration of the market

The fixture butler accesses the CAD models of Halder's Electronic Product Catalog when clamping elements are configured. Already since 2004 Halder's product catalog has been providing 3D CAD models of more than 7,000 products in seven languages for free download as well as in the Strategic Parts Management CADENAS PARTsolutions. "It is nowadays simply standard for manufacturers of standard parts to offer 3D CAD models. We chose CADENAS so that we could, among other things, penetrate the international market more effectively", says Bernd Janner of the Erwin Halder KG.

The fixture butler will build a bridge to the virtual world

"So far our real modular system for configuring a fixture has been used at our customers. However, it could not build a connection to the virtual world or provide the 3D CAD models we offer", says Andreas Binder of the Erwin Halder KG. "This gap will be closed by our fixture butler for the first time."

At the international trade fair AMB, the visitors of the Halder booth got an exclusive preview on the functionalities of the new product configurator for the first time.



“Our fixture butler was a great success among the equipment engineers visiting the AMB”, says Andreas Binder of the Erwin Halder KG. “Moreover we learned that more than 80% of the visitors at the Halder trade fair booth already know the solution by CADENAS and are using it.” After comprehensive tests, the fixture butler will be available in 2013 to all customers and prospective buyers of the manufacturer for standard parts, workholding, soft-face mallets, forestry tools and aviation products.

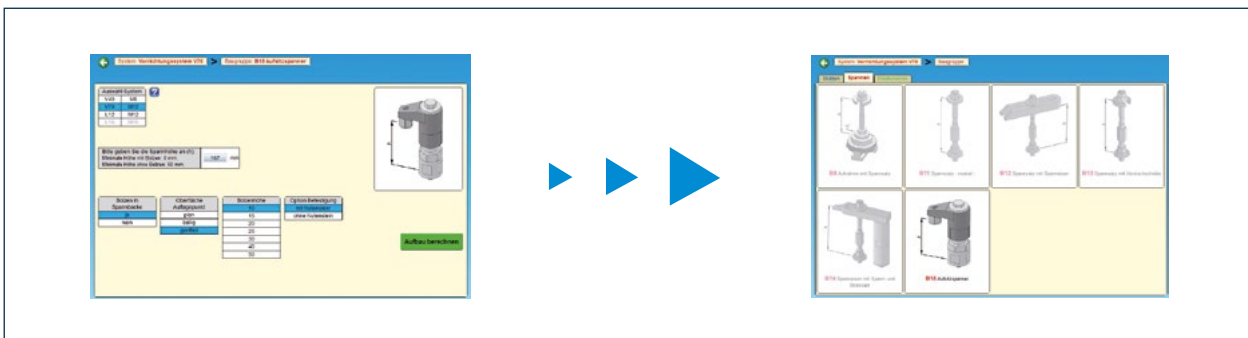
Users of the fixture butler can select the desired part and enter the necessary design dimensions. After that an assembly group is generated as 3D preview to give engineers the opportunity of visual inspection. Finally, the 3D CAD data of the configured assembly group can either be imported via

download function or directly from PARTsolutions into the respective CAD system.

Saving time in product development

With the new Halder fixture butler, engineers will be able to realize tremendous time-saving, especially in the prototypes and retrofit area, which in turn will further optimize and accelerate product development and production. For instance, combinations of parts and functions not possible are avoided in first the place. Due to configured 3D CAD models of fixtures, the NC program and the modular fixture can be generated beforehand. The real part can be processed immediately when it is available without latency and without having to wait on delivery of the clamping elements. In the future it will be possible to create the fixture as well as the NC program in parallel with the fixture butler. So far Halder customers have had to wait on delivery of the fixture before they could take further processing steps, for instance copying the fixture and integrating it into the complete design as well as selecting tools.

In the future the fixture butler will be available directly via the Halder website as well as via CADENAS PARTsolutions. “With the fixture butler by CADENAS, Halder will be able to further extend its competitive edge”, Bernd Janner of the Erwin Halder KG is convinced. “Due to the new service we will be able to strengthen existing customer relationships and gain many new customers.”



Configure fixtures within the product field clamping in an easy and fast way in the future

3,000 LAPP PRODUCTS AS 3D CAD MODELS

Successful cooperation with CADENAS
A report from the Lapp group



What is the most suitable part? To optimally support engineers while already designing new machines and plants, the Lapp group from Stuttgart, a leading supplier of integrated solutions and brand products for cable and connection technology, offers an Electronic CAD Product Catalog in cooperation with CADENAS.

Lapp and CADENAS have been cooperating successfully already since 2001. Meanwhile the Electronic CAD Product Catalog comprises about 3,000 Lapp products. These are descriptively presented 3D CAD models with all important CAD data referring to brand products SKINTOP® cable glands, SILVYN® protective cable conduit- and cable carrier systems and EPIC® industrial connectors. A recent addition are 3D CAD models of a complete program for cable trolley systems which are suitable for guiding round- and flat cables.



Trade fair HMI 2011 - 3D glasses from CADENAS

Due to the optimized PARTcommunity 3D CAD download portal, launched two years ago, the handling is made even easier. For instance an improved search function makes it easier to find parts. At the same time 3D models can be exported into different CAD formats in a fast and easy way. All visitors of the portal can view product information and data sheets without prior registration. Only download requires prior registration. The use is free of charge for all customers.

Joachim Strobel, Product Manager at Lapp: "Due to the new PARTcommunity online portal the number of 3D CAD models, downloaded by our customers, increased by more than 40% worldwide."

There are several reasons for this: With the new 3D preview, the design on the desktop gets even more descriptive and easy. Even solutions that require explanation can now be displayed on the desktop in a better way. Parts that formerly had to be modeled on the computer are now directly offered as 3D CAD model by Lapp. Moreover this service was only offered to German customers until two years ago, while the PARTcommunity online portal is now implemented globally at all corporations of the Lapp group. In addition, engineers nowadays tend to have less and less time and simply expect this service by Lapp. 3D CAD models have meanwhile become standard.

Another benefit is the long-standing partnership between Lapp and CADENAS. All innovations in the fields of SKINTOP®, EPIC® and SILVYN® are made available within a very short period of time on the PARTcommunity portal. Whenever a product is introduced at a trade fair or in a new catalog, the 3D CAD model is provided on the portal at the same time. In order to achieve this, it is an integral part of the product management that a 3D CAD model is created already during the planning phase of a new Lapp product.

The 3D CAD download portal of Lapp is available at:
<http://lapp.partcommunity.com>



Product image: Epic Ultra Explosion

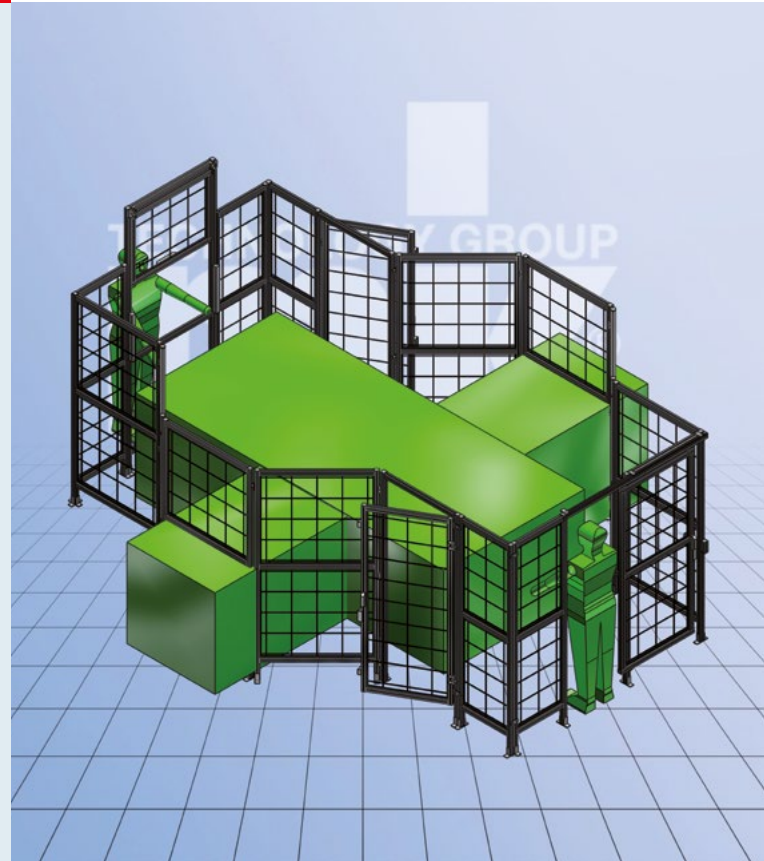


"Due to the new PARTcommunity online portal the number of 3D CAD models, downloaded by our customers, increased by more than 40% worldwide."

JOACHIM STROBEL
Product Manager
U. I. Lapp GmbH

MK PRESENTS THE NEW VERSION OF THE PRODUCT CONFIGURATOR FOR FACTORY EQUIPMENT

Now you can configure guardings by
Maschinenbau Kitz even faster and easier
due to new functions



The Maschinenbau Kitz GmbH, parent company of the mk Technology Group, introduced a new version of their product configurator QuickDesigner for factory equipment at the beginning of 2012. In cooperation with CADENAS the manufacturer of mechanical modules and components for profile, conveyor, and linear as well as components for factory equipment and guarding revised its 3D product configurator completely. The configurator accesses 3D CAD models of Maschinenbau Kitz's Electronic Product Catalog, which is based on CADENAS' eCATALOGsolutions technology.

Extended range of functions

Under the motto "Planning made easy" customers and prospective buyers of Maschinenbau Kitz can now design individual distance guarding in three-dimensional space even faster and easier, without a CAD system or CAD skills. Due to the update to the new version, the range of functions of the product configurator by Maschinenbau Kitz was further extended. Now it is possible, for instance, to develop a variable angle connection from 0° to 135°. In addition, fields with complete and semi footrest can be combined manually or only an end cap can be selected as option.

“We have been successfully using the mk QuickDesigner as configurator. Therefore we promoted the upgrade development together with CADENAS in a continuous improvement process”, says Gerd Bücher, process optimization and configuration at the mk Technology Group. “It is our aim to increase the standardization degree and make our guardings configurable by design- and combinatorial rules. This way, time effort and margins for errors are reduced and in the end product quality and customer satisfaction is increased.”

Cost and time savings

The product configurator QuickDesigner V3.0 is available to customers and prospective buyers as offline version on CD-ROM. This way the development and design time for guardings of Maschinenbau Kitz can be decreased considerably. Furthermore additional costs are reduced due to an optimized combination of standardized components.

Training video for the mk QuickDesigner V3.0



You can find the training video for the mk QuickDesigner V3.0 at:
<http://www.mk-group.com/en/service/configurator-guarding.html>



“The success of the mk product configurator has so far confirmed us in developing an extended version. It was our aim to get more contracts and orders at Maschinenbau Kitz due to the new and extended functions.”

ALEN BLECHINGER
Managing Director
CADENAS Solutions GmbH

BIMBA 3D PRODUCT CONFIGURATOR

BIMBA LOOKS TO BOOST SALES WITH ONLINE 3D CONFIGURATOR

Innovator in actuation engineering selects
CADENAS as technology partner



In June 2012, Bimba presented CADENAS' new product configurator at the American trade fair AATE in Chicago. (left to right: Jay Hopper, CADENAS PARTsolutions and Travis Thompson, Bimba)

Bimba Manufacturing, a forward-thinking innovator of actuation technology, and CADENAS PARTsolutions USA announced the launch of the new Bimba online 3D CAD product catalog. Bimba has replaced its online catalog with advanced 3D CAD and product configuration technology powered by CADENAS. With the new state-of-the-art digital parts catalog, Bimba will more effectively meet the needs of its customers.

Bimba's new 3D digital parts catalog empowers design engineers to quickly access and configure high-quality product data and 3D models that can be instantly downloaded in more than 150 native and neutral CAD and graphic formats. This significantly shortens design time and improves the total customer experience with rich visualization and real-time configuration capabilities. The new technology makes it much easier for engineers to "design in" Bimba's parts directly into their products.

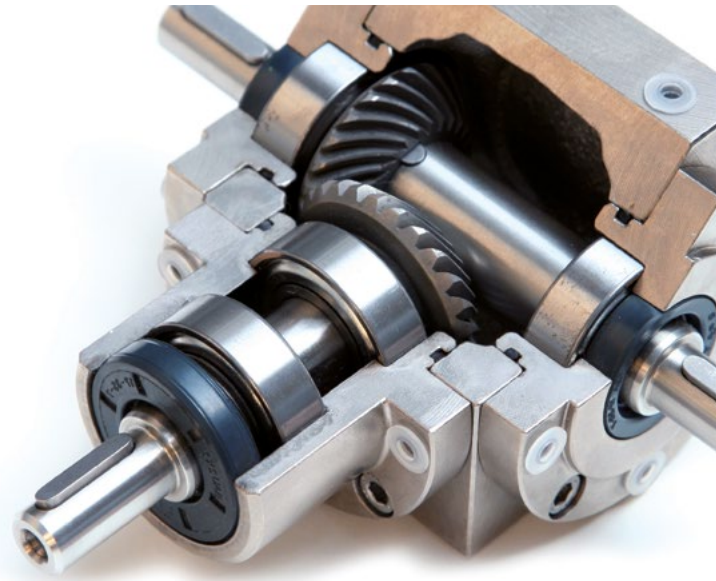
"We're all about providing the best total experience for our customers. By providing the best tools and technology available, we're making it easier for design engineers to obtain the right product when they need it," said Tom Wood, Bimba Marketing Manager.

Bimba previously made some of its product's CAD drawings available online, but due to market advances and customer demand the company commits to a more sophisticated technology platform. After evaluating technology providers, Bimba selected CADENAS PARTsolutions USA based on its expertise, ease of use, stunning visual graphics, as well as its ability to provide hundreds of native CAD file formats and a solution that runs across multiple web browsers and devices.

"Bimba has long been an industry leader because it has continually invested in the most advanced technologies designed to deliver the best experience and value to their customers," said Rob Zesch, President, CADENAS PARTsolutions. "It's been great working with the Bimba team and we're excited to be part of its next wave of growth."

See the Bimba digital product catalog and 3D configurator at www.bimba.com

ATEK OFFERS NEW CAD PRODUCT CATALOG FOR GEARBOX CONFIGURATION



As one of the leading manufacturers of angular gears, ATEK Antriebstechnik Willi Glapiak GmbH, based in Prisdorf, presents its new CAD catalog with the option of configuring gearboxes. At <http://atek.partcommunity.com>, CAD models for numerous ATEK products are now available immediately for downloading free of charge. The new 3D CAD ATEK download portal is based on the CADENAS PARTcommunity.

3D CAD models in all the current CAD formats

In the new ATEK CAD product catalog, the 3D CAD models contain all the vital information such as dimensions, performance, torques, radial forces, mass moments of inertia and other gearbox properties.

Customers of ATEK Antriebstechnik Willi Glapiak GmbH and interested parties can now download the CAD models from the ATEK online product catalog into their CAD system in all the current CAD formats directly and conveniently, without the need for buffering, and then integrate them into their design.

The ATEK 3D CAD download portal also offers new kinds of selection options for users to find the desired CAD model of a gearbox simply and quickly.

Effective optimization of the entire process chain

“Our new Electronic CAD Product Catalogue offers high flexibility to respond to specific customer demands and optimize our internal processes”, says Uwe Brandt, Design and Development Manager at ATEK Antriebstechnik Willi Glapiak GmbH.

ATEK supports its customers as early as the planning and design stages with CAD data and the easy to use gearbox configurations. These all reduce processing times, minimize errors and thereby contribute to cost savings. Whether in planning, design, production or purchasing, customers can use the ATEK gearbox data to optimize their entire process chain – and all it takes is a few mouse clicks.

You can reach the new ATEK 3D CAD download portal at www.atek.de or at <http://atek.partcommunity.com>.

TURCK INCREASES PRODUCT AWARENESS WITH CADENAS QR CODES

Get from the TURCK product catalog directly to the suitable 3D CAD models



The Hans TURCK GmbH & Co. KG has been offering a new service in cooperation with CADENAS since March 2012: With QR codes in print catalogs customers get detailed product information online directly and easily. The solution is based on CADENAS' eCATALOGsolutions technology for Electronic Product Catalogs. TURCK increases product awareness with CADENAS QR codes.

Building a bridge from print to digital media

To learn more about a TURCK product or product group, customers and prospective buyers can now simply read in the QR code that is illustrated in the print catalog next to the product. Afterwards they easily get directly to the TURCK product data base in an uncomplicated way and to the necessary part with all product information. What is unique: read-in can not only be realized with a smartphone, but also from the desktop with a webcam that is controlled by the website www.turck.de/qr and redirects the user immediately.

Successful TURCK product catalog since 2008

The specialist for industrial automation from Mühlheim has been cooperating with CADENAS for many years and has been offering 3D CAD models of his products in the fields of

sensor, fieldbus, interface and connection technology as well as RFID since 2008 in a CAD product catalog for download. Due to 3D CAD models, engineers can integrate the TURCK solutions fast and easy into their existing design.



"With QR codes we offer our customers catalogs with real added value, besides the 'printed guide' they can – when required – get all detailed information and CAD data which is up-to-date via our product database. CADENAS supported us excellently by providing CAD data as well as by the implementation of linking the QR codes."

OLIVER MARKS
Manager Business Unit
Automation Products
TURCK GmbH & Co. KG

RIEGLER GOES ONLINE WITH 3D CAD PRODUCT CATALOG BY CADENAS

For the first time an excerpt of the extensive product range is available to customers for download as CAD models.

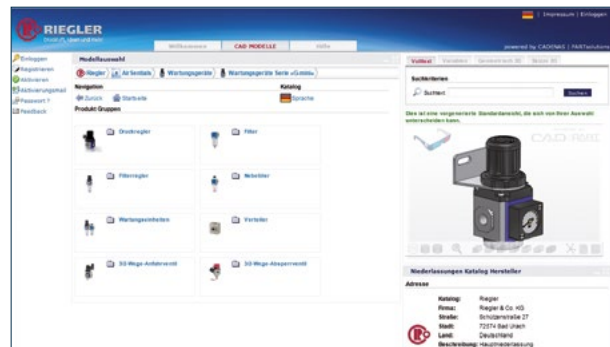


Riegler & Co. KG from Bad Urach has been an innovative partner for 75 years for “pneumatics, ideas and more” and is one of the biggest suppliers of compressed air products in Germany. The extensive product range of Riegler meanwhile comprises more than 15,000 products in the field of pneumatic fittings and pneumatics.

The newly created 3D CAD product catalog is based on CADENAS' eCATALOGsolutions technology. Since the beginning of April 2012 Riegler offers customers and prospective buyers at <http://riegler.partcommunity.com> a first selection of 3D CAD components from the reissued product range AirSentials for free download. AirSentials includes selected products of basic pneumatics “made for Germany” at very attractive prices.

Quickly available 3D CAD models make the work of engineers easier

Due to the Electronic Product Catalog of the software developer from Augsburg, Riegler & Co. KG offers designers, planners and purchasers an extensive download service of CAD models for all common CAD systems. Until the first presentation together with CADENAS at the trade-fair in Hanover 2013, Riegler will continue to extend the product catalog.



The Riegler 3D CAD download portal is available at:
<http://riegler.partcommunity.com>

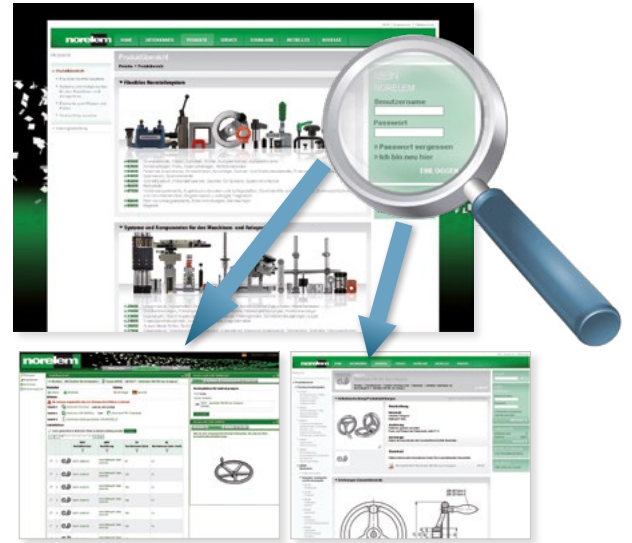


“It is our aim to significantly increase our presence in designing- and planning offices. Due to our extensive product range we offer our customers considerable time advantages, there is no more need to lavishly switch to other catalogs.”

LOTHAR WETZEL
Project Manager
Riegler & Co. KG

NORELEM DOWNLOAD PORTAL

NORELEM OPTIMIZED ACCESS TO ONLINE-SHOP AND 3D CAD DOWNLOAD PORTAL BY CADENAS



Uniform login improves user-friendliness

As of now engineers and technicians at the norelem Normelemente KG only need one access for using the online shop and the 3D CAD download portal, which is based on the PARTcommunity technology by CADENAS GmbH. A second login is no longer necessary, this means customers can now switch directly from the norelem online shop to the CADENAS 3D CAD download portal.

All important product information with one login

Due to the online shop at www.norelem.de, norelem customers have the complete product range at their command and can order the desired products from the renowned supplier of flexible standard parts, systems and components for mechanical and plant engineering.

By means of a CAD button in the norelem online shop, users are automatically redirected to the 3D CAD download portal PARTcommunity (<http://norelem.partcommunity.com>) and the desired component and remain logged in. There they get detailed CAD data and information about the selected component and can download in all common CAD formats.

Since the login has been simplified, users now only need one email address and one password.

norelem Normelemente KG, situated in Markgröningen, traditionally puts special emphasis on customer service, high availability and reliability. The company supports engineers and technicians in making efficient solutions out of their ideas and drafts with the help of norelem products. The optimized registration process improved the user friendliness of the product portfolio which is available online.

The following video shows the simplified login and download of the 3D CAD models at norelem:

www.cadenas.de/ecatalogsolutions/customers/client-demo-gallery

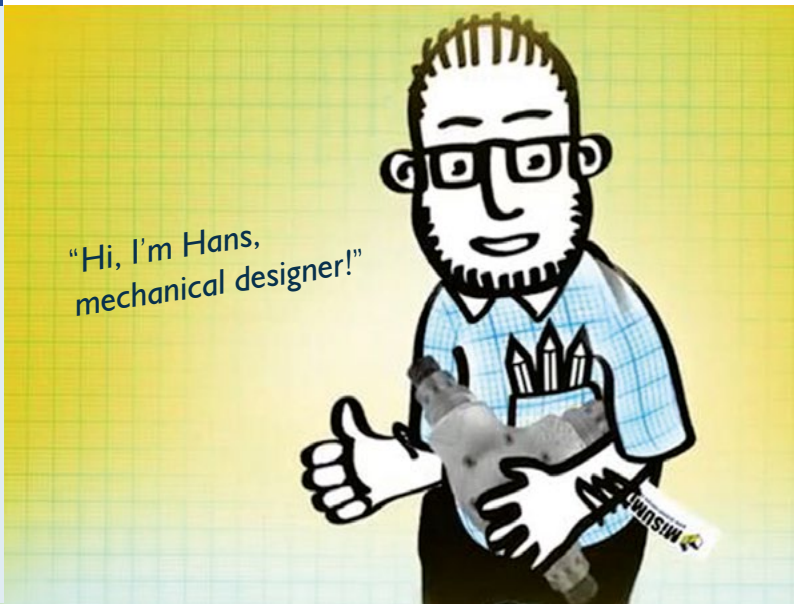


"We have made it easier and faster for our customers to get to the selected CAD data and provide them with an extensive portfolio."

FRANK NAHM
Technical Consulting
norelem Normelemente KG

3D PARTS CATALOGS: A COMPETITIVE ADVANTAGE FOR INDUSTRIAL OEMs

Featured in Industry Week Magazine
Patrick Esposito, Misumi USA



How 3D Product Configurator software solved Hans' problem:
www.partsolutions.com/blog/how-3d-product-configurator-software-solved-hans-problem

A common challenge facing multi-faceted OEMs of automated machinery, systems and assemblies – and the part suppliers who serve them – is the recurrent need for precision-crafted, configurable mechanical and motion control components.

A single production machine is typically comprised of hundreds or even thousands of discrete parts, all of which must be sourced externally, often to extremely precise dimensional tolerances.

As a result, design engineers responsible for designing and specifying machinery components often must spend an inordinate amount of time and effort configuring each part and creating numerous engineering drawings to complete the product's Bill of Materials (BOM). For the OEM and its customers, this time-consuming and painstaking process can necessitate lengthy design cycles, high engineering costs and delayed customer fulfillment.

3D Parts catalogs transform product design

Now, thanks to leading web-hosted solutions, global design teams can work together to design 3-dimensional components in real time and can then share, store, reuse, modify and control standardized and proprietary parts libraries for future use. Since implementing the 3D CAD download

portal and the 3D CAD product configurator, more than one million digital product files per month are now being delivered to our worldwide customer base, and the number of downloads continues to grow at a rate of about 33% per month year over year.

The following factors suggest to use CADENAS as supplier for Electronic Product Catalogs:

1. User-friendliness

MISUMI assured itself in advance that the 3D CAD models download fast, with high quality graphics and that they display on all web browsers and mobile devices.

2. Universal CAD formats

CADENAS' product catalog is compatible with all current CAD formats and does not restrict designers to a minimal choice of CAD formats.

3. Distribution channels

Besides increasing online visits to the manufacturers own website, consider CADENAS a partner who promotes the distribution of your components through numerous other distribution channels.

**CADENAS PART-
SOLUTIONS VERSION 9.04**
OFFERS INNOVATIVE SEARCH
FUNCTIONS TO ENGINEERS
AND PURCHASERS

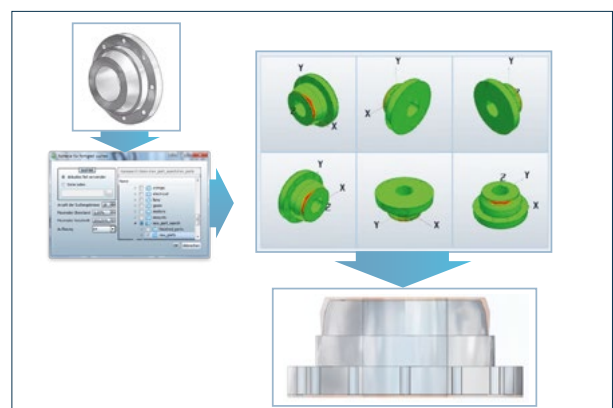
Find and manage CAD components easier than ever before



In the middle of 2012 CADENAS presented the new version of the Strategic Parts Management PARTSolutions. In V9.04 of CADENAS' software solution, previous features were further optimized and a vast amount of new functions for engineering and purchasing was integrated. Highlights are, for instance, the Unmachined Part Search, extensive PURCHINEERING functions and the innovative Cloud-Navigator Search.

Find existing unmachined parts quickly

For users of PARTSolutions V9.04 a so called unmachined part search is available for the first time, by means of which engineers can – starting from an unmachined part – search for a designed finished part in their company. Afterwards a list with the suitable unmachined parts is displayed in PARTSolutions. Additional information is provided, showing how much material has to be removed from an unmachined part so that the necessary finished part can be made from this unmachined part. Due to an overlapping view the finished part can be immediately compared to the unmachined part. Furthermore the raw part search can be extended to all available unmachined parts for all finished parts that are used in the company.



More information about PARTSolutions at:
www.cadenas.de/strategic-partsmanagement

The search results are shown in a report giving an overview of the existing stock and show where the different unmachined parts can be used.

Moreover the new PARTsolutions function allows a search, based on a certain unmachined part, for a suitable finished part. This way large stocks of unmachined parts can be easily reduced.

The new unmachined part search supports companies with the standardization of parts through blanks. At the same time it allows the necessary individuality of parts in a company, where many parts with only minor differences are required. The Unmachined Part Search is, for instance, used in the construction of prototypes or when small batches are produced.

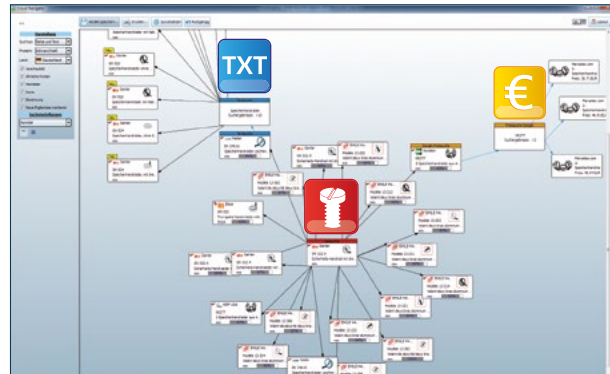
Parts- and supplier consolidation through PURCHINEERING

Bsp.	Teil	Beschreibung	Preis	Verfab	Marke	Erstellt am
68294-40	Muttermutter (DIN 7982) Stahl, verzinkt. Zur Anwendung mit Halenschlüssel (siehe AMP-Katalog "Schraubwerkzeuge"). Größe: 40; B: 8; C: 3,8; DDI: 67; DDI: 75; DDI: M5xL,5 H: 8; Gewicht: 196 g	25,99 EUR	Forcase.com	AMP	04.05.12 00:25	
68294-25	Muttermutter (DIN 7982) Stahl, verzinkt. Zur Anwendung mit Halenschlüssel (siehe AMP-Katalog "Schraubwerkzeuge"). Größe: 25; B: 7; C: 3,2; DDI: 40; DDI: 56; DDI: M4xL,5 H: 8; Gewicht: 69 g	13,38 EUR	Forcase.com	AMP	04.05.12 00:49	
68294-50	Muttermutter (DIN 7982) Stahl, verzinkt. Zur Anwendung mit Halenschlüssel (siehe AMP-Katalog "Schraubwerkzeuge"). Größe: 50; B: 11; C: 4,3; DDI: 71; DDI: 85; DDI: M5xL,5 H: 8; Gewicht: 132 g	31,27 EUR	Forcase.com	AMP	04.05.12 00:25	

CADENAS' PURCHINEERING strategy aims at the optimized cooperation of purchasing and engineering. PARTsolutions V9.04 has a PURCHINEERING menu with additional functions like Make or Buy, Cost Mockup or the search for manufacturers that allow an efficient and sustainable supplier consolidation in the company.

The search supports companies, for instance, in finding similar components of different manufacturers to answer the Make or Buy question. Moreover when engineers and purchasers search, they can include all manufacturer catalogs, installed in PARTsolutions and thus find the most suitable manufacturer for each component. With the new Cost Mockup function, the part costs for an in-house part are directly available in PARTsolutions. This is made possible through the integration of the company's ERP system in PARTsolutions.

Cloud-Navigator Search



Another new PARTsolutions function is the innovative Cloud-Navigator Search. The starting point of a search can be an existing part, a sketch or a search term. The results of the search are graphically ordered in so called clouds around the original part or search term. Starting from these results, users can further refine their search and will always – in the course of the multi-staged search process – see the complete search history at a glance.

Optimization of previous functions

Besides the new functions, we optimized and extended existing functions in the V9.04. For example the comparison dialog was simplified, where two components can be overlapped and then compared in the 3D preview with only a view clicks.



"PARTsolutions offers many search functions that can be combined for several use cases and this way adapted to the conditions in a company."

FRANK EPPLE
CTO
CADENAS TECHNOLOGIES AG

3D CAD MODELS

BECOME MOBILE

NEW APP FOR 3D CAD MODELS OF ELECTRONIC PRODUCT CATALOGS



The times when mobile phones were only used for making phone calls are long gone. Smartphones and Tablet PCs nowadays, so called mobile devices, accompany us everywhere. With different apps and practical functions they are an integral part of our daily lives at home and at work also for engineers and purchasers.

In May 2012 CADENAS developed a software solution for apps making 3D CAD models available to customers, allowing a simple and direct access to the Electronic CAD Product Catalogs of component manufacturers. The app is available for download at: www.cadenas.de/en/app-store.

Mobile marketing is the No 1 topic: Already in 2013 mobile internet use will outperform the conventional desktop internet use, says a study by Morgan Stanley Research (April 2010). Clear signs for this trend reversal can be already seen in a changed meeting culture at companies: Formally unpractical print catalogs, a pen and paper were always used at meetings, whereas now the modern engineer and purchaser prefers a laptop or even a smartphone or tablet PC.

CADENAS picked up on this development and made a new app software solution for 3D CAD models, which is primarily focused on the needs of engineers and purchasers. By means of this app component manufacturers can develop an individual app for their catalog. Thus they allow their customers and prospective buyers to access their 3D CAD models and previews from any place via mobile device. The CAD data can be matched mobility and 3D geometries can be send directly via email. The app is based on CADENAS' Electronic CAD Product Catalog eCATALOGsolutions.

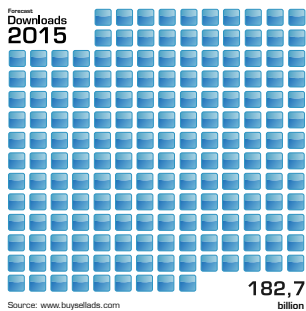
► Continue on page 28



FACTS about APPS

GLOBAL APP DOWNLOAD

Since the first app has been available in 2008, the number of app downloads is continuously growing.



USE OF MOBILE APPS vs. WEB

Comparing the use of apps vs. web in minutes



USE OF SMARTPHONES

Ø Minutes per month



671 min
SMS



667 min
Applications



531 min
Telephony



422 min
Surfing

Source: www.mediatest-digital.com

3D CAD MODELS

BECOME MOBILE

NEW APP FOR 3D CAD MODELS OF ELECTRONIC PRODUCT CATALOGS



Individually adjust app elements to customer needs

The CADENAS app offers component manufacturers an effective mobile marketing tool, which is individually designed due to the modular structure and can be adjusted to the respective needs. Since there is a multitude of already prefabricated app features, there is no need for the manufacturer to spend a lot of time and money in developing his own app.

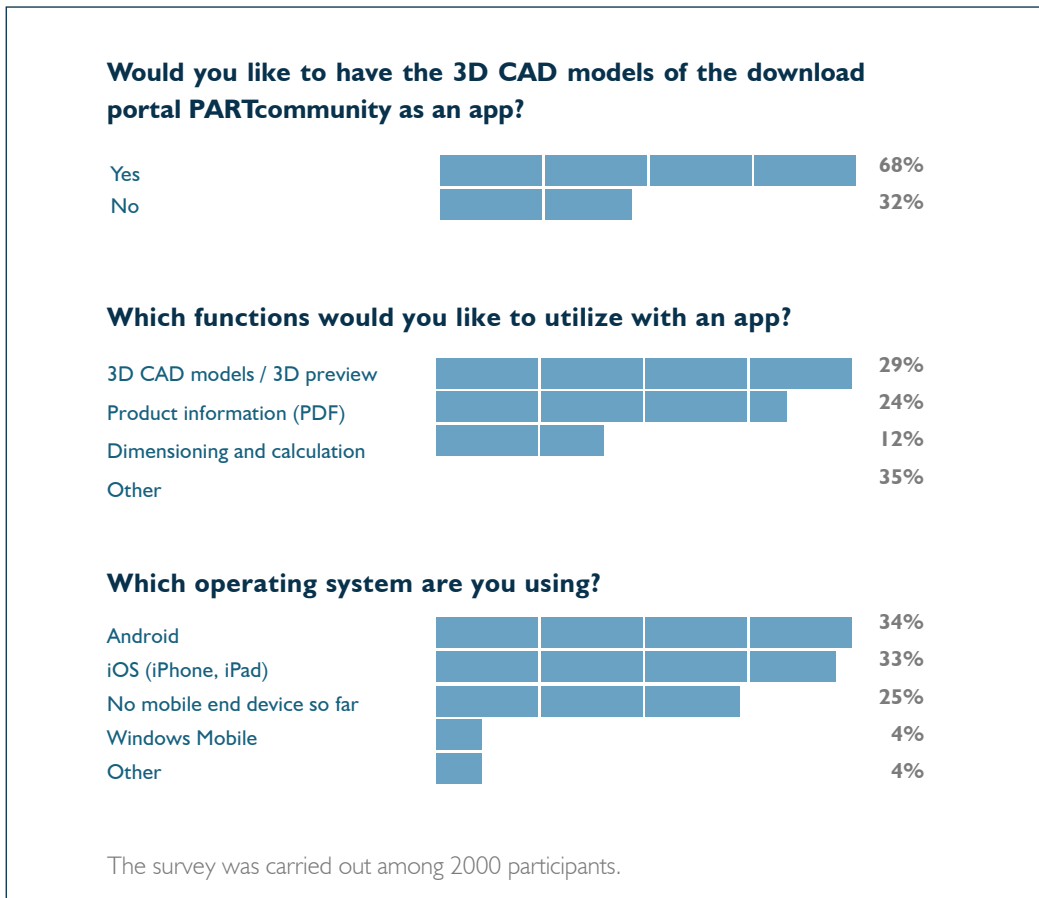
The CADENAS app for 3D CAD models can be used with the common operating systems (iOS™ and Android™) and due to best service and detailed product information it supports component manufacturers with customer retention, gaining new customers and increasing sales of their products.

Learn about the extensive service around the mobile 3D CAD models

After downloading the app of the desired component manufacturer from the respective app marketplace, engineers and purchasers are provided with numerous functions that are just a finger tap away:

- 3D CAD models as well as 3D previews
- Additional product information, such as PDF data sheets and interactive encyclopedia
- Product configurator: assembling your products will be a child's play
- Fast and easy search options: search by geometrical similarities, do a Full-text Search or search by a 2D drawing
- Dimensioning and calculation
- Extensive and fast support regarding products or the company
- Send a request for proposal to the respective component manufacturer
- Get the manufacturer's product- and company news

RESULTS FROM THE APP SURVEY IN APRIL 2012



Furthermore, the app for 3D CAD models can be helpful by gaining access to websites that otherwise would not be accessible due to the company's firewall. Often this includes the 3D CAD download portal of the component manufacturers. With the CADENAS app, engineers and purchasers can access the Electronic Product Catalog on the way and via email have the CAD models easily sent to their workplace.

In use at component manufacturers

Even component manufacturers themselves benefit from an app. Marketing directors, for instance, can easily review statistics of the online product catalog, such as number of hits and number of downloads of the 3D CAD models, on the go. This includes information about visitors of the download portal, number of visitors by country, average length of stay, as well as search terms that led to the product catalog. In addition, the members of the sales staff will be able to present their products directly in a live demonstration to the customer on their out of office appointment. This way, sales reps always have the latest information and product data readily available.

In accordance with the company's motto "Setting Standards", CADENAS establishes a trendsetting technology and consolidates its pioneer position by developing and introducing an app for 3D CAD models.



The CADENAS app for 3D CAD models with all manufacturers' catalogs is available for download at: www.cadenas.de/en/app-store.



CADENAS MEMO GAME: PLAYFULLY EXPLORE THE WORLD OF ENGINEERING



Interactive memo game with augmented reality features

Twenty of CADENAS' best customers are convinced that marketing products with Electronic Product Catalogs can be a child's play: CADENAS combined the idea of the original Ravensburger memo game with advanced technology and created a completely new version that lets engineers become playing children again.

The different card designs of participating manufacturers build the foundation of the game and have been enhanced with virtual features. This opened up an entirely new way of product marketing to industrial companies.

Playing with brands – corporate branding with the memo game

Leading companies have taken the opportunity to effectively increase their name recognition by participating in the CADENAS memo game. Each component manufacturer is represented in the memo game as a pair of cards with a self-chosen theme. As a special feature, the pictures were equipped with videos of the company or their products. This way players get exciting additional information via their smartphone's or tablet's camera.



Learn more in our exclusive video:
www.cadenas.de/memo-game



Flying off the shelves: CADENAS memo games serve as trade-fair give-aways

In 2012, at several international fairs the CADENAS memo games were given away as little presents to interested visitors. Among those fairs were, for example, the Motek 2012 in Stuttgart and the PLM Europe in Linz.

New marketing concepts are in demand

Traditional advertising methods are no longer sufficient: As a trendsetter, CADENAS is therefore revolutionizing the marketing strategies for their clients. With a number of successful campaigns, CADENAS is helping many manufacturers market their Electronic Product Catalogs. In addition to virtually controlling CAD models using Wii controllers at trade-fairs, promotions with trade journals are conducted on a regular basis. Lately engineers have been sent 3D glasses enclosed in :K Magazine in order to highlight component manufacturers' products in an even more informative way.

The CADENAS 2012 memo game is brought to you by:



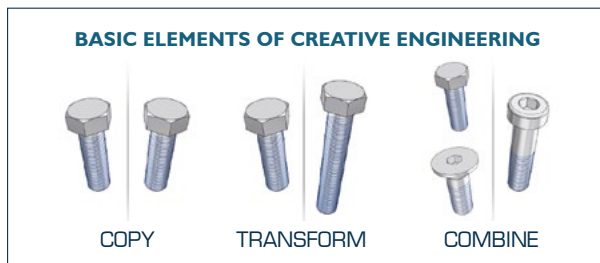
CADENAS REINVENTS ENGINEERING

Innovative knowledge data base, engineering challenges and mobile use cases



From now on, use cases will supply ideas for new products as well as numerous practical examples

In order to develop new products, engineers oftentimes use existing products as starting points and copy, transform or combine their properties.



Giving free rein to engineers' creativity

CADENAS' 3D CAD download portal www.partcommunity.com now gives engineers and buyers the opportunity to post practical applications of any 3D CAD model and share

with other users. The posted use cases appear directly underneath the respective component in the catalog as well as on the homepage under the category "Use Cases - Knowledge" and can provide important impetus for new engineering ideas and further developments.

Engineering Challenges – post interesting use cases and win great prizes

May the best one win! In September 2012, CADENAS initiated its first Engineering Challenge about the best use cases of manufacturer components in practice and gave away three Amazon giftcards worth 100 Euros each. This represents the beginning of a series of interesting challenges for engineers, thereby encouraging the documentation and the exchange of important engineering knowledge.



Posting and looking at use cases on the go!

Since October 2012, the app extension for use cases has been available within the CADENAS app for 3D CAD models. Engineers can now spontaneously take a picture of a built-in component and, via smartphone, match it with the corresponding component in the product catalog.



The CADENAS app for 3D CAD models is available for download at:
www.cadenas.de/en/app-store.



In the future you will find more CADENAS Challenges at:
www.engineering-challenges.com

Attention component manufacturers!

If you are a component manufacturer, you can also benefit considerably from the use cases of your components on www.partcommunity.com. Your product catalog will be extended by numerous interesting practical examples, which will further support your clients with their design work.

You will also benefit from many innovative ideas on how to further optimize your products for practical use or which novelties to add to your product portfolio.

Would you as a component manufacturer also like to initiate an exclusive Engineering Challenge for your product catalog and thereby effectively spotlight your products?

Then please contact us at Marketing@cadenas.de and we will advise you in your own Engineering Challenge.

"Our challenge in cooperation with CADENAS was a success. We were surprised ourselves about how many use cases were submitted. For Ganter, the Challenge was an easy way to get ideas directly from engineers on the further development of our products."

AXEL WEBER
Head of Marketing
Otto Ganter GmbH & Co. KG

International Industry Forums in Italy, France and the USA



Solutions Forum Italia - Legendary Ferrari racing cars and CADENAS software solutions

After the successful events of the last two years at Ducati and Lamborghini, this year the Italian branch of CADENAS welcomed experts and representatives from mechanical, plant and electrical engineering to the CADENAS Solutions Forum Italia 2012 in the technological heart of the "Cavallino Rampante" Ferrari.

In September, the congress presented both, innovations as well as successful implementations of CADENAS software solutions, exemplified by well-known customers and prospective clients. As a highlight, the participants were treated to an afternoon tour of the exclusive Casa Museo Enzo Ferrari.



Team CADENAS Italiana

CADENAS software solutions presented themselves at the Paris marina



The first French Industry Forum took place on October 23rd 2012 at the Atelier du France of the Paris marina, on the banks of the Seine. The congress informed visitors about the possibilities and advantages of the CADENAS software solutions in the following areas:

- Strategic Parts Management for engineering (CAD and PLM)
- Reduction of standard-, inhouse- and supplier parts in the purchasing sector (ERP)
- Successful marketing by creating and marketing Electronic Product Catalogs

Furthermore, Eurocopter showed in a user presentation how they successfully utilize and benefit from CADENAS software solutions.





Good times, baseball and product configuration management

With the international Machine Technology Show (IMTS) in Chicago, CADENAS PARTSolutions LLC took the opportunity on 14 September 2012, to invite its best customers and prospective customers from the neighborhood area to an event in the luxury rooftop suite of the Wrigley Field Stadium.

The event started at 11 o'clock with a short presentation by the participating customers of CADENAS PARTSolutions LLC. Afterwards a sumptuous lunch was served including a choice of steakhouse specialties and traditional ballpark fare.

A summary of the presentations highlighting the sales & marketing successes they've achieved with CADENAS:

Multiple formats, changing technologies - No worries!

Ken Massett, Vice President of Marketing at Smalley Steel Ring

By offering CAD downloads to their registered users, Smalley is able to build their sales and marketing lead database while ensuring the customer gets the right part every time. A big advantage Smalley has from working with CADENAS is that they don't have to be concerned with changing software or CAD formats, because he knows CADENAS has it covered.

Millions of configurable parts - Chris Blaszczyk, Product Development Manager at MISUMI

Chris showed off Misumi's product configuration management solution which is completely integrated in their online-shop and shows pricing and delivery time for more than 100 million product variations at a glance. Chris shared that CADENAS was the only vendor that could handle this complex volume of data. Misumi is now generating over 1.4 million CAD files every month.

"You usually only hear from people when they're ticked-off, not here!"

Tom Wood, Marketing Manager at Bimba



Bimba is an early adopter of CADENAS PART2cad feature, which allows full functionality, movement, mates and constraints for downloaded CAD parts. This enables engineers "try-out" the part in their CAD system before they buy, ensuring the right fit the first time. The Bimba catalog has driven web traffic and built a remarkable customer experience, resulting in a wave of positive feedback from visitors. Tom pointed out that in most businesses, you only hear the negative feedback. That's not the case with the CADENAS configurator. It's been all positive he said.

CADENAS UNITES

COMPONENT MANUFACTURERS & SUPPLIERS
WITH THE INDUSTRY!

CADENAS SOLUTIONS
for **industrial buyers** of components

THE STRATEGIC PARTS MANAGEMENT

Sustainable cost reduction of standard, supplier and company parts for engineers and purchasers.



THE GEOMETRIC SIMILARITY SEARCH

Find available CAD geometries in a smart way and classify them semi-automatically.



CADENAS SOLUTIONS
for **manufacturers & suppliers** of components

THE ELECTRONIC PRODUCT CATALOG

The software solution to create and promote Electronic CAD Product Catalogs.



THE SUPPLIER PORTAL

The platform improves the communication to external suppliers.



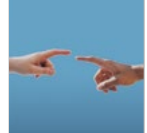
THE VERTICAL MARKETPLACES

Numerous online marketplaces to multiply your Electronic CAD Product Catalog.



THE PURCHINEERING CONCEPT

Improves the cooperation between purchasing and engineering.



CADENAS GmbH Augsburg

Berliner Allee 28 b + c
D - 86153 Augsburg
Phone: +49(0)821 258 580 -0
Fax: +49(0)821 258 580 -999
E-Mail: Info@cadenas.de
www.cadenas.de/en

THE CADENAS GROUP WORLDWIDE:

Germany Phone: +49 (0) 821 2 58 58 0 -0
Austria Phone: +43 (0) 664 2 45 27 13
Italy Phone: +39 051 04 16 776
France Phone: +33 (0) 4 81 30 00 04
Spain Phone: +34/932 749 540

USA Phone: +1 (513) 453 -04 53
Croatia Phone: +385 (0) 35 /40 26 60
South Korea Phone: +82 505 936 -93 60
Japan Phone: +81 -3 -59 61 -50 31
China Phone: +86(0)21 /63 55 13 18