

## Verisurf

### EXPANDS OPERATIONS



**Verisurf expanded into a new corporate headquarters located in Anaheim, California (courtesy of Verisurf Software).**

Verisurf Software, Inc. a supplier of advanced 3-D measurement solutions to manufacturers worldwide recently announced record annual revenue growth in 2011 and expansion into new a corporate headquarters with metrology training center. Verisurf's consistent growth is due to increasing implementation of Verisurf 3-D measurement solutions in manufacturing companies ranging from small machine shops to large aerospace companies and their global supply chains. "I am proud of our dedicated employees and loyal resellers who are responsible for Verisurf's best month, quarter and year ever," states Ernie Husted, president and CEO. "I am very encouraged by our record number of new customers which points to increasing demand for our advanced 3-D measurement solutions."

Verisurf's consistent revenue growth has enabled the company to add employees and expand into its new corporate headquarters. The new facility is just down the street from their current Anaheim, California location and accommodates the software development team, technical support, application engineering, sales, marketing and distribution warehouse.

A major element of the new facility is the metrology training center with extensive laboratory space, tractor trailer access and a five ton overhead lift for moving large scale measurement artifacts.

"Adoption of Verisurf as a standard metrology platform for manufacturing is growing and our customers are asking us for trained workers to fill good jobs in tool building, inspection and metrology," said Ernie Husted. "Our metrology training center will provide skilled workers to manufacturers seeking to improve productivity and quality."

## Renishaw

### APPOINTS REGIONAL SALES MANAGER

Renishaw announces the appointment of Sheila Schermerhorn as regional sales manager for the Southwest region, covering Texas and Louisiana. Schermerhorn provides applications engineering solutions for Renishaw's machine tool, calibration, CMM and styli products. She has been with Renishaw for more than 11 years, and most recently served as regional sales manager for in the Mid-Atlantic region. A graduate of Alfred State College in New York, Schermerhorn holds a degree in mechanical engineering. Her professional experience includes CNC machining, mechanical and electrical design, and applications/manufacturing engineering.



**Sheila Schermerhorn**

## Martin Kapp

### ELECTED CECIMO PRESIDENT

The CECIMO Fall General Assembly which met in November 2011 in Zurich elected Martin Kapp as new president of CECIMO for a period of two years. He has been entrusted the responsibility of leading the European Association which represents 33 percent of the world machine tool production. Kapp succeeds Michael Hauser, CEO of Tornos A.S. and chairman of the SWISSMEM's Machine Tools and Manufacturing Technology Group.

After his election Kapp stated: "We need to focus on how to boost the competitiveness of the European machine tool industry in facing the challenges of globalization, the fight against climate change, environmental protection, the importance of market surveillance and enforcement, the specific needs of SMEs and the lack of a skilled technical labor force. We need to encourage a research and innovation strategy driven by the present and future needs of the market."

Kapp continued, "Manufacturing is the core of the economy, which creates real economic and societal value. The machine tool industry offers full potential to reboot our economy and to create jobs."

# IMS: Gear

## INVESTS IN VIRGINIA BEACH EXPANSION

Virginia Governor Bob McDonnell and Mayor William D. Sessoms, Jr. recently announced that IMS:GEAR Virginia Inc., one of the largest manufacturers of gear assemblies for the North American automotive market, will invest \$35.5 million and create up to 80 new jobs in an expansion of its Virginia Beach operations. The new jobs will pay an average annual wage of \$48,000. Virginia Beach successfully competed against a location in Georgia for the project.

According to McDonnell, "IMS:GEAR Virginia has thrived in Virginia Beach since its establishment there in 2000. This significant investment will allow for a larger facility and an additional manufacturing line to support a growing customer base of Tier 1 automotive suppliers throughout North America. The company continues to be a strong corporate partner to the commonwealth and a key component of the automotive industry niche that is present in Virginia."

IMS:GEAR Virginia Inc. is a subsidiary of IMS:GEAR GmbH, headquartered in Donaueschingen, Germany, with United States headquarters in Gainesville, Georgia. The company first opened its Virginia Beach facility in 2000 for the manufacture of metal and plastic gear assemblies used in automatic automotive seats. Sessoms visited the German headquarters earlier this year to help finalize the project.

"IMS:GEAR had a very attractive opportunity to take this expansion out of Virginia, but because of the quality of our local workforce and the overall positive business environment that exists in Virginia Beach, the city was able to provide a viable option for them. Of course, the help of Governor McDonnell and his team was critical to keeping these jobs in Virginia," Sessoms says.

"IMS:GEAR is proud to call Virginia Beach home of the production facility for horizontal drive mechanism for car seats," said Guenter Weissenseel, president of IMS:GEAR Virginia Inc. "We have been producing parts here for the last 11 years with the support of the people, city and the state of Virginia. We are looking forward to growing as a company to provide work and prosperity to the local community. The positions we are creating are for self-motivated, energetic people with background in operating, maintaining and building of automated high-volume production equipment.



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# American Wera

REPRESENTS MAE



American Wera is now representing MAE in the North American market (courtesy of American Wera).

An agreement was recently reached by American Wera, Inc. and MAE Götzen GmbH of Erkrath, Germany for representation of the MAE line of straightening presses, wheel set presses and hydraulic presses in the North American market, comprising Canada, Mexico and the United States. For MAE, American Wera will supply equipment, application engineering, onsite commissioning, training and all after-sale service, operating from its headquarters in Ann Arbor, Michigan and sales and service center in Queretaro, Mexico. The company's existing network of sales representatives will handle this new line, under the direction of product manager for MAE, Joseph Kemple.

MAE offers a broad line of manual, semi-automatic and automatic straightening equipment for the automotive, heavy equipment, steel, rail and oil country tubular goods markets on round, profiled and complex shaped workpieces in lengths up to 100 feet. MAE machines possess the high accuracy and repeatability necessary for extremely tight straightening tolerances on such large workpieces. Depending upon the workpiece, the type of machine may be electromechanical or hydraulic. Scott Knoy, vice president of sales for American Wera, states, "We believe the MAE line will complement our existing equipment, making us a greater value adder to current customers, plus it will open new markets where our expertise can be helpful to a variety of end product manufacturers."

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# Mitutoyo

## ANNOUNCES NEW PRESIDENT

Shigeyuki Sasaki has been appointed the new president at Mitutoyo America Corporation, headquartered in Aurora, Illinois. Sasaki has served numerous roles within Mitutoyo Corporation for the last 35 years including new product development and quality control departments in Utsunomiya, Japan; manager of purchasing and planning in Mitutoyo Germany; general manager in Mitutoyo South America; and recently vice president and executive vice president of Mitutoyo America Corporation. He will remain as an active member of Mitutoyo Corporation's board of directors.



**Shigeyuki Sasaki**

"To retain the leadership role in the metrology market, Mitutoyo America Corporation is committed to continue providing high tech, durable products which meet our customers' demands. We are excited to move forward to the 'next level' under the guidance of Mr. Sasaki, whose leadership success has been a result of taking a hands-on, bottom building and cross-functional communication approach," states John Westhaus, executive vice president of Mitutoyo America Corporation.

Sasaki succeeds Mikio Yamashita, who served as president since 2006. Yamashita will return to Mitutoyo headquarters in Kawasaki-shi, Kanagawa, Japan at the end of the year, but will always be fondly remembered at Mitutoyo America for his insightful wisdom, compassionate nature and enthusiastic personality. He will continue his career with the corporation where he previously served as president of Mitutoyo Canada, vice president of Mitutoyo Netherlands, logistics manager of Mitutoyo Germany and sales manager of Mitutoyo Netherlands.

Westhaus, formerly vice president of capital equipment sales, will assume Sasaki's role of executive vice president. Westhaus has held many positions within Mitutoyo throughout his 28 years of service with the company.

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**NEWS**

**Kistler**

**OPENS NEW TECHNICAL CENTER**

Kistler, a worldwide supplier of precision sensors, systems and instrumentation for engine, chassis and vehicle development, as well as vehicle component manufacturing systems, has announced the successful completion of its new North American Technical Center, a 20,000-square-foot sales, training and application support facility, located at 30280 Hudson Drive in Novi, Michigan. The Kistler North American Technical Center offers Detroit-area customers fully dedicated on-site technical product sales, service and applications engineering expertise, as well as A2LA accredited calibration services for automotive testing, crash test, vehicle dynamics, manufacturing assembly joining and in-laboratory test requirements. For more information, visit [www.kistler.com](http://www.kistler.com).

**CORRECTION**

The Addendum feature in the November-December issue of *Gear Technology* contained some erroneous information regarding the Pratt & Whitney PurePower Geared Turbofan engine. To clarify:

Pratt & Whitney's PurePower Geared Turbofan engine has been selected as exclusive power for the Bombardier CSeries aircraft and Mitsubishi Regional Jet. It will also power the Airbus A320neo aircraft, as well as the Irkut MC-21 narrow-body aircraft. Pratt & Whitney has received orders, including options, for more than 2,000 PurePower Geared Turbofan engines from 26 airline and lessor customers.

The PurePower engine is not an option on the Boeing 787 Dreamliner program, as previously reported. *Gear Technology* regrets the error.

**G&N Rubicon Gear**

**REVAMPS BRANDING INITIATIVE**

G&N Rubicon Gear, a contract manufacturer of high precision gears, shafts and assemblies, has revamped its branding and introduced a new communication program and website. The branding update reflects the company's renewed focus as a provider of high performance motion control and power transmission components and subsystems. In response to customer feedback and changing industry dynamics, the company will now market its products under the name Rubicon Gear, dropping the prefix "G&N." The company is also introducing a new logo, along with a bold blue-grey design scheme that emphasizes the company's new theme: "The Power of Precision."

"The abbreviated version of our name has become synonymous with expertise in advanced gear technology," says Ryan Edwards, president of Rubicon Gear. "Since many customers referred to us by this name anyway, we have modified our brand image accordingly. We also have updated and expanded our website and product literature to reflect the full scope of our services to customers."

For more information, visit [www.rubicon-gear.com](http://www.rubicon-gear.com).