

# Next Stop Cincinnati

WHAT'S NOT TO LIKE ABOUT A MORE FOCUSED, USER-FRIENDLY GEAR EXPO?

Matthew Jaster, Associate Editor



**Gear Expo 2011 returns to Cincinnati with more education and training courses and a diverse group of exhibitors.**

There are trade shows like IMTS or EMO Hannover that offer huge attendance numbers and the latest in manufacturing technologies. There are industry-specific fairs that cater to particular areas of interest such as aerospace or medical devices. The recently developed Interactive Manufacturing Experience (imX) promises to “re-invent” the trade show formula altogether. While gear industry profession-

als might argue that these exhibitions offer exciting opportunities for finding new business, you’ll be hard-pressed to find another trade show that puts as much emphasis on gears, gear products and gear services as AGMA’s Gear Expo.

Taking place November 1–3 at the Duke Energy Convention Center in Cincinnati, AGMA has upped the ante for the biennial exhibition. This

year’s show includes more education and training courses, offers 40,000 net square feet of exhibit space and a diverse and highly specialized group of exhibitors. It is also co-located once again with the ASM Heat Treating Society Conference and Exhibition.

But in these fiscally challenged times, is spending large amounts of money to bring gear industry buyers

**continued**



**Gear Expo 2011 returns to Cincinnati for the first time since 1987.**

and sellers together in Cincinnati, Ohio a good idea? Absolutely, according to several key players in the industry, who cite AGMA's event as an essential part of their marketing and communication campaigns and a unique opportunity to meet new customers, discuss trends with peers and get a firsthand look at new technology.

"Visitors should attend to keep abreast of the latest technologies and solutions available for gear manufacturing," says John M. Terranova, vice president, sales—Americas at Gleason. "For exhibitors, trade shows are always an excellent opportunity to introduce new products, reinforce existing relationships and create new relationships. The unique format of Gear Expo affords the opportunity to showcase one's capabilities to a diverse and yet highly focused captive audience, and to better understand the activities of competitors and customers alike."

This highly focused audience is the one benefit of Gear Expo that most in this industry will not find from other, larger exhibitions. "As an exhibi-

tor, there is no better venue than the Gear Expo to reach our target customer base. Unlike general tool shows, everyone at this show is about making gears. Likewise, attendees will have the opportunity to see new products and get technical advice from industry experts for every method of gear manufacturing," says Frank Berardi, product manager gear machining, Ingersoll Cutting Tools.

Star SU president David W. Goodfellow adds, "Attendance to the Gear Expo is important for networking and one-on-one discussions between suppliers and users of gear tools and equipment for enhanced gear manufacturing technology."

"We always look forward to visiting with fellow exhibitors who are either customers or competitors. Gear Expo is like a family reunion that convenes every two years," says Thomas Kelly, senior vice president, Mitsubishi Heavy Industries America, Machine Tool Division.

"This Gear Expo will be a transitional one, that is to say that manufac-

turing is one of the leading sectors of the economy to show growth and prosperity," says Dennis Richmond, vice president, Reishauer Corporation. "I can't walk into a manufacturing plant today without noticing new investments in equipment, technology and personnel. I believe manufacturing will continue to be a bright spot for some time to come. The U.S. dollar is practically worthless. The products we manufacture in this country are on sale to the rest of the world!"

#### **Talking Shop in Cincinnati**

It's safe to say topics like the economy, the global gear industry and skilled labor will come up during the duration of the show, but many exhibitors feel there are plenty of other conversations and debates to entertain at Gear Expo 2011.

"Everyone is going to be speaking about wind again, but more likely on the service side than OEM supply," says Jim Mantei, vice president of business development at Vancouver Gear Works. "While the OEMs are subcontracting some work, they are

still keeping it to a minimum. Many turbines are getting to the end of their effective life and will need to be replaced or repaired. Material availability might also become a conversation point. We see more and more European and Asian steel requirements but are unable to find suppliers for those materials.”

“Our main focal points will be the automotive and construction industry. We specialize in hobs that require high accuracy and also coarse-pitch hobs for construction and mining equipment. Presently, the automotive industry accounts for 60–70 percent of our business,” says Alex Roh, general manager, for DTR USA. “Our main topics of discussion with our customers are regarding high quality performance and long tool life. Most manufacturers are looking for a way to save on production costs and improve productivity.”

Fred Young, Forest City Gear CEO, is interested in discussing trends in aerospace, pump gears, medical applications and racing vehicles. “Re-shoring initiatives will be discussed as well as new equipment and technology that works,” he says.

Ingersoll will be focused on mining, wind, rail and heavy industry, according to Berardi. “We look forward to meeting with our customers, and establishing new relationships within the gear manufacturing industry.”



Ingersoll will be featuring its cutting tools at booth #215.

“We believe the main focal points of Gear Expo will be automotive and agriculture. EMAG will be discussing how we can contribute to improve these industries and their machining processes,” says Peter Loetzner, CEO of EMAG LLC. “We’d like to attract

as many high-caliber prospective clients as possible at Gear Expo,” he adds. “We want to see the people who are in charge of making buying decisions so that we can demonstrate our latest technologies.”


**continued**

## ECONOMICAL SOLUTIONS FOR PRECISION GEAR GRINDING


Riverside Spline & Gear is proud to feature our new Hofler Rapid 900 Gear Grinder, offering the latest in form grinding technology. With AGMA class 14+ capability, and on-board gear inspection, you are assured that your gear will meet all design specifications.

**External Gears**


Gear Diameter	50-1000 mm
Center Distance Above Table	360-1360 mm
Axial Stroke (Max)	650 mm
Helix Angle	+/- 45°, 90°
Module	1-25 mm <i>(extendable to 34 mm)</i>
Profile Height	41 mm <i>(extendable to 60-80 mm)</i>
Grinding Wheel Width	60 mm <i>(extendable to 90 mm)</i>
Grinding Wheel Diameter	400 mm
Table Load	3000 kg

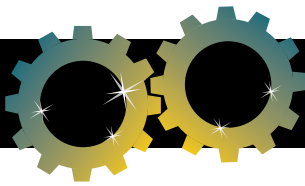


**WITH OVER 45 YEARS  
OF EXPERIENCE, IT'S EASY  
TO SEE WHY INDUSTRY  
LEADING MANUFACTURERS  
CHOOSE RIVERSIDE  
AS THEIR #1 GEAR  
GRIND SOURCE.**



**Riverside Spline & Gear Inc.**  
P.O. Box 340 • Marine City, MI 48039  
Phone: (810) 765-8302 • Fax: (810) 765-9595  
valerief@splineandgear.com  
[splineandgear.com](http://splineandgear.com)





### The Economic Mindset

Economic, political and financial question marks have undoubtedly consumed headlines leading up to Gear Expo, though many in the industry remain confident that the gear market is much better now than it was before

the Indianapolis show in 2009.

“The biggest difference in the domestic gear machinery market between 2009 and 2011 is a decrease in demand for large-diameter gear machines and the resurgence of the automotive and transportation indus-


tries in 2011, increasing the demand for highly productive automated equipment,” Kelly at Mitsubishi says.

“2009 seemed to be a wait and see attitude; today it is either we’re in the gearing business or not, can’t wait any longer,” says Dan Kondritz, general manager, KISSsoft USA, LLC. “That ‘can’t wait any longer attitude’ is evident in the new customers to KISSsoft and older customers adding new capabilities.”

Roh of DTR USA agrees. “Since the establishment of DTR USA in 2008, we have seen the gear manufacturing industry grow in various markets, especially automotive and construction. There has been a substantial increase in the requests of our customers with larger orders being placed year over year ever since the economic downturn in 2008. We have a very positive outlook on the future of gear manufacturing in the United States and around the world.”

“In 2009 there was clearly a certain tension in the air, from the largest companies to the smallest of companies. Even the strongest and most confident of us had some concerns about the time needed for recovery, stability and growth,” says Gerald Kuo, general

**TAKE A BITE OUT OF YOUR GEAR COSTS WITH TEETH LIKE THESE.**




Are you interested in reducing your gear costs while increasing their quality? Presrite hot-forges intricate gears to net and near-net shapes, so little or no hobbing is required.


We've invested millions to save you money and improve the performance of the gears you buy. Our dedicated gear-forging facility is equipped with a state-of-the-art gear hob, high-capacity presses, and the latest in sophisticated machinery.

See why customers from a wide range of industries and countries come to Presrite for forged gears. Contact us now for more information or a quote.

**PRESRITE NEAR-NET GEARS GIVE YOU THE STRENGTH OF A FORGING WITH LITTLE OR NO MACHINING.**



**Weight Savings** — As a blank, this large spur gear weighed 55 lbs. As a forged tooth gear with 1 millimeter of stock on the tooth profile for hobbing, it weighs just 37 lbs.



ISO 9001:2008 TS 16949:2009

**Presrite Corporation**  
3665 E. 78th St. • Cleveland, OH 44105  
Phone: (216) 441-5990  
Fax: (216) 441-2644

We're as NEAR as the NET! Visit our Web site at [www.presrite.com](http://www.presrite.com)

© 2010, Presrite Corporation



**Gleason will offer its measuring technology at booth #815.**

manager at Luren Precision Chicago Co., Ltd. "As we head to Gear Expo 2011 there is less uncertainty and a lot of excellent signs that seem to indicate that we are gaining some positive momentum."

"For us, the gear market has picked up significantly compared to 2009, especially in mining and heavy industry," Berardi at Ingersoll says. "We are optimistic that the trend will continue."

"The economic tailspin of 2009 seems to have leveled off and we are busier than ever. For a long time Asian countries, specifically China, looked to be taking an ever larger share of the market, but with increased costs in labor and the shortages of material they are experiencing, especially quality material, they are becoming less competitive," says Mantei. "We have had Chinese companies approach us (Vancouver Gear Works) because they admit that they cannot attain the level of standards, both in quality and material, in China that they require. Too many people in industry have heard too many outrageous stories about Asian-made products for them to ignore anymore. This will mean that Asian manufacturers' costs are only going to rise as they try to achieve better standards. This can only benefit North American manufacturers."

"The state of the gear industry in 2009 was far more a reflection of the global economy than of the industry itself. In 2011 manufacturing—including the gear industry—is healthy and robust across a broad and diverse spectrum. There are major investment programs underway with United States, Asian and European-based customers in automotive, power tool, agricultural equipment and other markets. What we hear from many customers is that business is good," Terranova says.

Goodfellow at Star SU would like to see potential economic improvements have a direct impact on Gear Expo itself. "Gear manufacturing has

improved dramatically from '09 to 2011, especially with the improvement in the automotive industry, truck and tractor, and oil and mining. Hopefully, this will lead to improved attendance and serious buyer intentions."

### The Great Venue Debate

The very first Gear Expo took place at the Cincinnati Convention Center in 1987, but much has changed since then, according to AGMA president Joe Franklin. "In 1987, we took one

**continued**

## Breathe New Life Into Your Old Gear Grinding Machines

### CNC Super-Precision Dressers & Dressing Stations Accuracy: +/- 0.002mm

#### Customized For Your Machine

Normac custom retrofits Formaster CNC wheel dressers to your existing grinding machine. In doing so, your product will gain a level of precision that it may never have had before. Formaster has been installed on **gear, spline, broach, OD/ID, surface, curving coupling and thread grinding machines**, among others. Also available to OEMs for integration in new products.

#### Works With Most Wheel Types

Formaster's super-precise positioning and slide system stiffness provide the capability to accurately profile and condition grinding wheels with **aluminum oxide, silicon carbide, ceramic, CBN and diamond abrasives** in either vitrified or resin bonds in addition to **electroplated wheels with CBN and diamond abrasives**.

#### Advanced Gear Software & Flexible CNC

Formaster works with sophisticated Normac gear profile and program generating software which is sold separately. Standard configuration includes Siemens CNC but also available with other controls or in a mechanical only configuration for integration with your existing control system.

Formaster FM22 Mark Series



**NORMAC**

For more information:  
Tel 248.319.3300  
Fax 248.319.3301  
sales@normac.com

720 Baseline Rd, Northville MI 48167 | normac.com



small hall of the Cincinnati Convention Center. This year we are taking the entire Center with an expected 200 exhibitors.”

The return to Cincinnati for Gear Expo has been met with varied opinions. Some believe it opens doors for new attendees and others wonder if key industries will be missing from the event.

“Cincinnati should be a good location since a large percentage of gear production occurs within a 300 mile radius of Cincinnati. The location should allow easy access for visitors,” Goodfellow says.

“I’m personally looking forward to exhibiting in Cincinnati; the Duke Energy Center has been very engaged working with the AGMA Trade Show Advisory Committee,” Richmond adds. “I’m certain exhibitors will

notice the cooperative spirit. AGMA has worked tirelessly promoting the show to provide value to its exhibitors and content to the attendees.”

“I believe that the venue change to Cincinnati will be great for the show. It is something different and exciting,” Loetzner says. “Cincinnati is a very central location. It is within driving distance of many big cities, and a short plane trip from many others, so we are hoping this leads to a larger attendance.”

Adds Mantei at Vancouver Gear Works, “It’s good to see the show move around as it makes it more accessible to different businesses each year.”

Terranova at Gleason is taking a wait-and-see approach. “We are keeping an open mind. Although Gear Expo was held before in Cincinnati, that was a number of years ago and both the

economy and the market dynamics are somewhat different now. As with any show that changes venues, we of course wonder if people will come to Cincinnati. By November 4th, we’ll have the answer. We are hoping that Gear Expo has been sufficiently promoted by AGMA and that as a result, the change in venue becomes a non-issue in the minds of potential visitors.”

“I like Cincinnati; however, it is not a ‘hot-bed’ for automotive, aerospace or industrial applications,” says Tony Werschky, sales/partner, Delta Gear Inc./Delta Research Corp./Delta Inspection. “I hope they are able to attract more people to the show—especially engineers, buyers and other gear professionals.”

“We hope for an improved turnout with the improved economic situation,

**Upgrade your success!**

**Retrofit and modernization of REISHAUER gear grinder = cost effective and up-to-date**

For more information:	S&W Gear Machines GmbH Zwickauer Str. 135/137 09116 Chemnitz Germany phone: +49 371 / 909 93-45 fax: +49 371 / 909 93-43 email: <a href="mailto:info@sw-gearmachines.de">info@sw-gearmachines.de</a> <a href="http://www.sw-gearmachines.de">www.sw-gearmachines.de</a>	Reto Mechanical Inc. 41W845 High Point Lane Elburn, IL 60119 Reto Zehnder phone: +1 847 867 3467 email: <a href="mailto:reto@retomechanical.com">reto@retomechanical.com</a> <a href="http://www.retomechanical.com">www.retomechanical.com</a>
-----------------------	---	---

GLOBAL PARTNER FOR GEAR MACHINE RETROFIT



**Reishauer will highlight its RZ 260 gear grinding machine at booth #239.**

especially in the automotive industry,” Goodfellow adds. “Hopefully, AGMA can attract more attendees. We need to reach beyond traditional AGMA membership to encourage more gear manufacturers to attend. The quality of the visitor is important, but also quantity as we need to hit more potential buyers that may not be AGMA members.”

**Why Gear Expo Remains Relevant**

From its modest beginnings in 1987 to its large industry presence today, there is no mistaking the significance of a trade show directly catered to the gear market. For Kondritz at KISSsoft, “Gear Expo is an opportunity to re-establish contacts with existing customers as well as introduce KISSsoft products to new prospects and finalize ongoing sales.”

Kuo at Luren expects to meet many gear manufacturers at Gear Expo interested in utilizing the company’s various machine tools. “I believe that anyone associated with the gear industry should attend the 2011 Gear Expo. The benefits of talking to a potential customer face to face are invaluable. The modern age of communication lets us stay connected easier than years past but until they invent a way to stick one’s hand through a computer or phone, there’s still nothing better than a handshake and smile to build friendships.”

“If you are at all involved in the gear industry, Gear Expo is a must to attend.

The concentration of expertise offered by exhibitors and attendees alike only happens every two years. Come look, listen, learn or teach!” Kelly at Mitsubishi says.

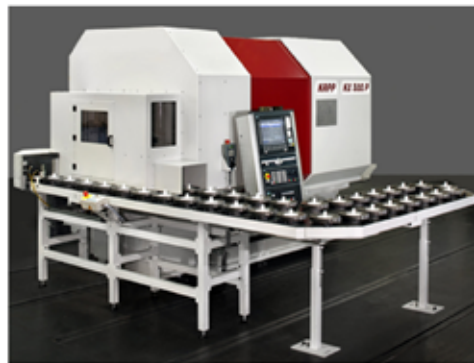
Werschky from Delta Gear offers four reasons to come to Cincinnati. “For

one, to support the industry in the U.S.; two, to learn about new machines in the industry for capability; three, as a small business I would hope our customers (that attend the show) will continue to understand the value of working with **continued**



**The Gear Motions Grinding Network**

And..



*The fastest high precision grinding you can buy anywhere in America!*

TWO fully automated Reishauer RZ400's...

And...

Kapp's KX300P

Call Ron Wright 315-488-0100 x2237, or email [nixonsales@gearmotions.com](mailto:nixonsales@gearmotions.com)



**LARGE Diameter Gear Grinding, quick turn, small volumes**

Featuring Höfler Helix 700 with "on Board Gauging" and custom geometry Höfler Helix 400

And...

Gleason TAG 400

Call Mike Barron 716-885-1080 x101, or email [oliversales@gearmotions.com](mailto:oliversales@gearmotions.com)



**[www.gearmotions.com](http://www.gearmotions.com)**

## LOOK WHAT'S COMING YOUR WAY.

A new state-of-the-art ground gear production facility for heavy-duty trucking applications will be opening later this year. South Bend Gear, LLC. A joint venture combining the expertise of two of the most progressive gear manufacturers in the world, South Bend Gear will be here soon. Look for it.



SOUTH BEND  GEAR, LLC

A joint venture of Schafer Gear Works and Somaschini, S.p.A  
southbendgear.com • 574-234-4116

## Next Gear Technology October 2011

Focus:  
**Gear Expo Show**

Feature Topic:  
**Wind Turbines**

the Delta Companies. I can also see what my competition is doing.”

“Our expectations for Gear Expo 2011 are that the AGMA brings together a great group of new potential customers for us to share our innovative technologies with,” Loetzner at EMAG says.

“To stay strong as an industry we need to see what the latest/greatest products and services are. The sharing of knowledge only makes the whole industry more productive and globally competitive,” Mantei says. “The greatest advantages for exhibiting, is that a lot of people are exposed to your company that you wouldn’t necessarily meet if you were just walking. Walking the floor exposes you to a lot more faces and companies, you also get to spend time talking with people without turning away a prospective customer.”

“This year we don’t have any competing venues so exhibitors can commit all of their resources,” Richmond adds. “It’s not only up to AGMA to improve the show; we as exhibitors must bring new and exciting products and services to display that motivate gear manufacturers to attend.”

Forest City’s Young sums up the importance of attending Gear Expo like this: “I have pals call every time to see what happened and find out what was new at the show because they didn’t have time to attend. One must see and feel new developments to keep from falling further behind. Unfortunately too many are ostriches with their head in the sand. They are doomed to follow the dinosaurs!”

Gear Expo 2011 is co-located with the ASM Heat Treating Society Conference and Exhibition at the Duke Energy Convention Center. For more information, visit [www.agma.org](http://www.agma.org) or [www.asminternational.org](http://www.asminternational.org). 