

THE NAME GAME

Gear Technology's bimonthly aberration — gear trivia, humor, weirdness and oddments for the edification and amusement of our readers. Contributions are welcome.

"What's in a name? That which we call a rose By any other name would smell as sweet."
—William Shakespeare, *Romeo and Juliet* (act ii, sc. 1)

The addendum team has just returned from IMTS 2000, and we were surprised to see several new names among the gear industry suppliers at the show.

Perhaps most notable for the gear industry was National Broach & Machine Co.'s announcement that they have changed their name to Nachi Machining Technology Company. Those familiar with National Broach know that the Macomb, Michigan based company has been owned for almost 10 years by the Nachi Corporation of Japan, a leading manufacturer of machine tools, anti-friction bearings, precision cutting tools, hydraulic equipment and specialty steel, with customers worldwide in a variety of industries.

The name change is a formal recognition of the global reach and technical expertise of the combined companies, says Raymond Wagner, Vice President of Marketing & Sales. "Nachi has already invested over \$40 million in our Macomb, Michigan facility so we can provide world-class products," says Wagner. "We've also expanded our product line. In addition to broach tools, gear

"A good name is better than riches."

—Miguel de Cervantes, *Don Quixote* (Ch. xxxiii)

shaving tools and related machines, we now offer hobs, shaper cutters and precision roll form racks. Our machine technology has benefited from Nachi's background as well. From CNC broach machines to CNC vertical roll forming machines, we now have advanced machining solutions for every market."

Together, National Broach and Nachi have more than 140 years of combined experience in the manufacture of broaching and gear manufacturing equipment and tools.

Nachi Machining Technology Co. will retain the familiar trade name "Red Ring," which is present on all of its products.

Another company taking on a new identity at IMTS was IonBond Inc., formerly known as Multi-Arc Inc. The supplier of thin-film coating services and equipment merged with Bernex in 1997 and this year adopted one of its most popular trade names as the overall company name.

Finally, Kapp Sales and Service and Kapp Tech, formerly separate compa-

nies, have announced that they have jointly formed Kapp Technologies. The new partnership represent Kapp GmbH and Niles GmbH by providing machine sales, parts and service as well as CBN wheel engineering, manufacturing and replating, according to a press release issued at IMTS. Kapp Technologies will continue to operate out of the Boulder, CO facility the two companies previously shared.

We apologize to any companies who have been left out of this short list. Any omissions were purely unintentional and should be blamed on the short attention span of the addendum staff. However, if your gear-industry company has recently changed names, or if you know of any others, please let us know. We consider it our duty to inform the public, so we're posting a scorecard on our website to help everyone keep track of who is who, now that they're no longer who they once were, even in cases when they're still who they've always been. Visit us at www.geartechnology.com. ☉



Nachi Machining Technology (Formerly National Broach & Machine).

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