

# AJACS FIRST TO PROVIDE NEXT GENERATION OF AMADA SERVO STAMPING PRESSES IN WEST MICHIGAN

As Industry 4.0 continues to drive investment decisions for manufacturers, one Grand Rapids-based company hopes to bring the latest advancements in stamping technology to West Michigan and beyond.

AJACS will be the first authorized representative in Michigan, Indiana, Illinois and Wisconsin to offer the next generation SDE/SDEW AMADA digital electric servo stamping presses from their Grand Rapids headquarters.

The new SDE/SDEW series of AMADA stamping press includes enhanced features and controls including an integrated motion creation and editing software, nine types of slide motion control, settings for energy reduction and less oil usage and touch screen control. As opposed to older, flywheel-driven stamping presses, servo presses offer an unparalleled amount of control of the machine through software and programming.

AJACS will feature one of the new AMADA SDE/SDEW stamping presses at its Grand Rapids location, as part of a mini-show room where customers are encouraged to test the machine and its features for themselves.

"The AMADA brand is a highly valued partner, which is why we wanted to

get something that you could actually touch and feel," said Mike Worst, Product Manager of Press Equipment at AJACS. "It's hard to show people this type of technology with just brochures. It's like trying to sell a Cadillac. People want to see it and touch it. We really hope that this helps educate the market and drive new opportunities for partnerships."

Worst noted that one of the main advantages of the new AMADA SDE/SDEW line is its integrated SMAPS software, which allows for offline design and editing of slide motion paths for the machine.

"The software allows customers to design the slide motion path from their desks," Worst said "Let's say you get a new part and you're not exactly sure how you're going to process it in the press. This software will help you maximize your output and help you select the right path and verify the path you're creating."

AJACS offers two additional pieces of AMADA software for the SDE/SDEW press, including a pressure waveform analysis software (WANMS) which generates an analysis of waveforms, forces, motion and other data from the stamping press in real time. Additionally, AJACS also offers the APINES software which

provides a virtual environment to monitor machine condition and production status data in real time through an internet browser application.

AJACS also provides the requisite coil equipment to complement the AMADA presses.

"Our metal stamping customers are continuing to go more and more high tech," Worst said. "Our machine allows them to incorporate this new technology and software and really differentiates a customer from their competitors."

AJACS, which first entered the metal forming industry in the 1960s, decided to partner with AMADA as part of a larger growth strategy aimed at diversifying the number of products it provides to its customers. While the company traditionally focused on tooling equipment for the past 50 years, AJACS executives believed the company could strengthen its relationship with its current customers by adding cutting-edge stamping equipment as well.

"Our customers can have one contact and one relationship that can support them in a multitude of areas within their



business," Worst said. "We can now support them with the equipment, the tooling, and some of the automation that surrounds their work as well."

# AJACS

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