



Press Release

80 years of KELCH: pioneering in the world of machining

From the first tool changer to Smart Factory automation

Weinstadt, 29 August 2022 – The KELCH brand is celebrating its 80th anniversary this year – eight decades of market success. Throughout its successful history, the innovative company has been among the pioneers in the development and production of tool presetters and steep taper holders. In the 90s, the manufacturer was one of the influential players in developing the standard for HSK tools. Today, the KELCH brand is synonymous with high-precision tool presetters, tools and future-centric Industry 4.0 and automation developments. KELCH brand-name high-end and premium solutions are systematically produced in Germany. Continuous research and development coupled with a close dialogue with customers and users have resulted in a product range that is in demand worldwide. KELCH will therefore be showcasing the next Industry 4.0-compliant development stage at this year's AMB – International Exhibition for Metalworking 2022 to be held in Stuttgart: an efficient automation concept for machining companies that fully integrates third-party systems on a hardware and software level.

“KELCH products have always been more precise than the standard. If the standard prescribes precision of 1 micrometre, our product complies with 0.5 micrometres. That continues to be our aim. As does manufacturing our premium products in Germany,” stresses KELCH Managing Director Frank Wildbrett. KELCH develops, manufactures and markets tool holders, cleaning devices, shrinking devices, presetters, as well as measuring technology, and also offers tool management services.

Significant investment in machinery

To mark its anniversary, the company will be extensively renewing the machines in the grinding technology section at the headquarters of KELCH GmbH in the South German town of Weinstadt near Stuttgart. The manufacturer's parent company, Genertec Group, which is represented in over 100 countries worldwide, is investing in the latest generation of STUDER grinding machines over a period of three years, elevating grinding technology at its German production site to the state of the art. The investment is also a commitment to the strategic direction of the Group: KELCH GmbH will continue to serve as Genertec's technology centre in Europe with its own Research and Development department



at the company's headquarters in Weinstadt. KELCH also has subsidiaries in the UK and North America and cooperates with sales partners in Europe, Asia and Latin America.

Long-standing partnerships

The anniversary year also brings with its positive prospects regarding the manufacturer's future on-schedule deliveries. "Fortunately we have succeeded in upholding our on-schedule deliveries despite all the challenges presented by the coronavirus pandemic and the war-related supply shortages. We have also established new supplier and procurement sources in Turkey and Portugal who can supply us within two days. Our customers can therefore continue to rely on our excellent delivery record," explains Managing Director Frank Wildbrett. Long-standing development and sales partnerships as well as investment in employee training also contribute significantly to our success. The manufacturer is also taking on new personnel, including CNC grinders and universal grinders, for the new machines. They will be trained on the latest control technology and then work on state-of-the-art machines.

Cost-efficient automation

The KELCH solutions that will be showcased at this year's AMB are future-centric and will also enable the company to cope with future crises. Their aim is to herald in the next stage of Industry 4.0. The solutions involve efficient automation, which is modular and can be introduced in small steps. The modular concept can be applied to existing machines and even to older machines, obviating the need for extensive new investment. Viktor Grauer, Deputy Managing Director and Head of Product and Innovation Management at KELCH explains: "The automated manufacturing solutions that we will be showcasing on the KELCH stand at the AMB make the use of individual hardware and software systems more efficient, but can also help to offset personnel shortages, if required." As companies also require tools with coolant channel bores when converting to new CNC machines, from September the manufacturer will be offering all standard tools either with or without coolant channel bore. A further impressive precision-engineered addition to the range is the new vertical V234 tool presetter, which will be available to buy from January 2023.

Two key features will also continue to shape the future success story of KELCH after its anniversary year: comprehensive services and fair advice on equal terms.

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KELCH

KELCH GmbH, based in Weinstadt near Stuttgart, offers peripherals and services for manufacturers and users of machine tools for cutting processes. With over 100 employees, the company generates annual revenue of approx. €13 million. As a fully owned subsidiary of Genertec Harbin Measuring & Cutting Tool Co., Ltd., Harbin/China, KELCH is part of the China General Technology (Group) Holding Co., Ltd. (Genertec), Beijing. Genertec is represented in 100 countries worldwide, with 45,000 employees in 51 companies. KELCH GmbH acts as the technology centre for the international business group in Europe. KELCH develops, manufactures and markets tool holders, cleaning devices, shrinking devices, presetters, as well as measuring technology, and also offers tool management services. More information at www.kelch.de

Image material:

1. KELCH_Managing_Director_Frank_Wildbrett.jpeg



2. Tool_presetter_robot_tablet_MyXPert.jpeg



Captions:

1. Frank Wildbrett, Managing Director of KELCH GmbH
2. Preview of the AMB: KELCH together with its partners will be showcasing how automation can be introduced step by step, including tool presetting control with robots by tablet.

Image source:

Image 1: KELCH GmbH

Image 2: MySolutions AG

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