



**BRUDERER**

# QUALITY ON A GLOBAL SCALE.



**Stamping technology is not only one of the oldest machining methods in metal forming, it is also one of the most popular on the market.**

High precision, cost-efficiency and speed make it one of the cornerstones of the process chain for many sectors. The south-German town of Pforzheim, known for its gold and jewellery industry, is a veritable mecca for high-performance and precision stamping technology. It is also home to Hoffmann GmbH, who have made a name for themselves over the years with their consistent quality and growth strategy.

**The company was founded in 1978 and is now being run by the second generation of the family. It has established itself as the first port of call for the development and construction of complex solutions in the fields of precision stamping and bending technology for automotive, electronic and medical technology.**

The keys to the company's success are a clear customer focus, the ultimate in flexibility and of course quality. 2014 saw Hoffmann Precision Metal Changzhou open in China, with another subsidiary coming in 2019, namely Hoffmann Precision Metal in Queretaro, Mexico. "To be closer to the customer on a local level and to tap into new markets, we knew that we had to take this step towards globalisation," says Hoffmann CEO Patrik Rieder. "In China, we produce primarily for the Asian market. Close exchanges with our customers around the world give both sides the opportunity to develop ideas together, turn them into high-performance tools and ensure that production is both sustainable and economic."

Rieder sees the company's highly motivated employees, significant levels of flexibility and intensive dialogues with customers as the keys to Hoffmann's international success. With over 200 employees, the company is able to develop and manufacture highly complex components and assemblies for renowned customers worldwide in the automotive, electronic, mobile and medical technology industries.

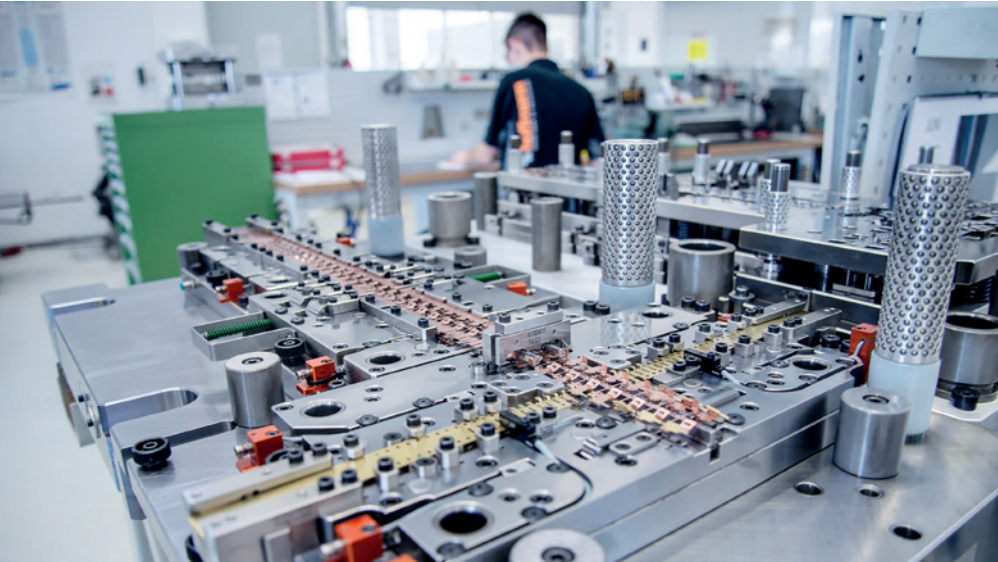


Another part of the secret to Hoffmann's success are the globally standardised processes and organisational structures. This is exemplified by the various certifications that the company has achieved, including IATF 16949, ISO 14001 and ISO 9001 across all of its locations. To guarantee this quality within the production process, Hoffmann has always chosen to rely on BRUDERER's ultra-modern high-performance precision stamping presses. From the BSTA 250 through to the BSTA 810 and the various BRUDERER feed systems, BRUDERER's high-performance precision stamping presses perfectly provide the necessary diversity at the various locations. "We get the production parts from the automotive, electronic, medical technology, solar technology, household devices and other sectors into the right shape," Rieder explains. "We don't manufacture any standard products, since virtually all the requests and tasks we get tend to include the brief to create something totally new." This requires enormous flexibility, particularly in terms of tool compatibility across different machines and locations. "This is why we know full well how it makes sense to have BRUDERER high-performance precision stamping presses at all Hoffmann subsidiaries. It means that tools that we develop here in Pforzheim can be tested on our machine and sent to Mexico or China where production can begin seamlessly. Using data in conjunction with Industry 4.0 to anticipate and prevent potential quality incidents is another crux of our work. Using methods that involve artificial intelligence will play an ever-increasing role in the future, and here Hoffmann is working with customers and research institutes to further develop thematic content."

At Hoffmann, in-house tool-making is exclusively used for the company's own production. The range on offer is a large one, from progressive tools with integrated and

**„We know full well how it makes sense to have BRUDERER high-performance precision stamping presses at all Hoffmann subsidiaries.“**

*Patrik Rieder, Managing Director  
HOFFMANN GMBH*



High-performance stamping-tools for sustainable and economical production.

down-streamed fully-automated assembly processes to Bihler tools and even moulding dies and tools for prototype construction. The basis of all tool concepts is low required levels of maintenance, minimum downtimes, maximum output and the ultimate in process reliability. "Demands in terms of precision and efficiency have gone through the roof in recent years," Rieder says, "and to meet them, we need first-class product quality safeguarded by vision control systems and reliable supply chain processes."

E-mobility is also moving more sharply into focus at Hoffmann as regards development and production. "The hype surrounding e-mobility is obviously something that we are not oblivious to. We are actively shaping transformation and increasingly becoming an important player in this sector," the CEO explains. "The main thing that we are benefiting from here is the number of fields of application of e-mobility. The market for new, ever smaller high-performance electric motors is growing apace. As one of the global suppliers, we produce components on a large scale for the next generation of batteries and motors for the world market leader in e-bikes.

Alongside that, as a partner we develop and produce insertion zones, or press-fit applications. This market has enormous potential, and the same applies to components for building up the new 5G mobile standard."

With growing requirements in terms of new techniques and technologies comes of course an increasing need for qualified employees. "We're on the lookout all the time," says Rieder, who always keeps his focus on the strategic overall direction of Hoffmann whenever he is assessing potential. "We establish very clearly which products and markets are a priority for us. Breaking into a market can occur at a very early stage via strategic development partnerships with our customers."

The automotive industry is responsible for the lion's share of production, and Hoffmann is primarily delivering tailored solutions for a variety of sensors and electronics applications. This ranges from components and parts for parking sensors to solutions for pedestrian impact protection and airbag components through to window and seat adjustment. "The market is constantly growing," says Rieder confidently, "which is why we are also concentrating our perspectives 100% on stamping as our core technology, increasingly in conjunction with extended processing steps such as inline welding, packaging and assembly elements. We're staying true to our roots and leaving techniques like plastic injection moulding to the specialists in this area."

Hoffmann is certainly remaining true to its motto of 'expertise in precision'. And with their faith firmly in BRUDERER's high-performance precision stamping presses, who are we to disagree?



Standardised processes and organisational structures for global success.