

# PRÜFTECHNIK



*Machinery Service*

- ➔ NO line of sight required
- ➔ NO human error
- ➔ Instant results



- ➔ Fast
- ➔ Accurate
- ➔ Repeatable



## INTRODUCTION

This Spring edition of Newsletter will not only give some interesting thoughts on the current economical situation, but also show how PRUFTECHNIK continues to expand and investigate new strategies to reach out to our clients to offer assistance in helping to increase productivity and limiting downtime due to misalignment.

Our own Tom Coombes will be a guest speaker May 4<sup>th</sup> at 2:30, Room 310 during the upcoming AISTech Conference and Exposition taking place at the David L. Lawrence Convention Center, Pittsburgh, PA.

We offer our clients a FREE ADMISSION to the Exhibit, by registering on line . Follow the link: [www.airs.org/10\\_aistech/advance\\_registration](http://www.airs.org/10_aistech/advance_registration)

Tom and Florian will be conducting demonstration throughout the day at BOOT#2444. Stop by to say hello and see PARALIGN in action.

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### Meet the Face of PRUFTECHNIK Service, Inc.



**Kathy Jacquot**  
*Office Manager*



**Thomas Coombes**  
*General Manager*



**Philip McCarthy**  
*Sales & Service Engineer*

### We Have a Visitor!

PRUFTECHNIK Service, Inc would like to welcome Mr. Henri Doerr to our Blackwood New Jersey office.

= member of the PRUFTECHNIK PARALIGN team in our subsidiary in Nordstrasse, Germany for the past four years. We are pleased Henri has agreed to work with our PARALIGN team here in the US from April through July 2010. We look forward to working with him to share our mutual experiences and the promotion of the PARALIGN system for the measurement of roller alignment.



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### *In this issue:*

- ➔ **A Message from Our Friends Across the Globe**
- ➔ **Industry Focus: Paper Industry**
- ➔ **FAQ: Questions That Need to Be Answered**
- ➔ **Upcoming & Recent Events: 2010 & Past Tradeshows**

# A WORD FROM OUR FRIENDS



*Greetings from Singapore!*



**Arun S Nair**  
*Managing Director*  
PRÜFTECHNIK S.E.A. PTE LTD

Coming to Singapore poses many opportunities for PRÜFTECHNIK to grow in the South East Asian sector. The industry and economy show signs of picking up and we as a business are trying to come together to grow and show our support in the region to the best of our ability. As a subsidiary, our role is not only to focus in Singapore but equally maintain a strong alliance with our agents in the neighboring countries.

We plan to grow internally with more Sales and Service Engineers and launch a real study in market research. We want to see how we can provide a one stop solution with combining Alignment and Condition monitoring representing PRÜFTECHNIK as a family. Though all this is still in its early fundamental framework, we have a great hope for the future and are working towards attaining that goal!

Best regards,  
Arun S Nair  
*Managing Director*



**PRÜFTECHNIK Team**  
Montreal, Canada

PRÜFTECHNIK Canada, located in Montreal, is the 14th subsidiary of the PRÜFTECHNIK Group to be created worldwide. We work together with our sales partners throughout Canada to provide service to our customers and prospects nationwide. Customer support and service is always our number one priority

Building on the world renowned reputation of its shaft alignment products OPTALIGN® and ROTALIGN® as well as its extensive range of Condition Monitoring products including VIBXPERT® and VIBSCANNER®, PRÜFTECHNIK has established this subsidiary to better promote our products and services to our Canadian customers.

❖ *Change of Location since September 2009*

This is a most welcomed move since the establishment of our office in 2007. We now have an excellent office c/w a modern Training Facility to offer all our customers training on Vibration and Alignment products.

Alignment news from PRÜFTECHNIK Service, Inc.

## INDUSTRY FOCUS

### Paper Industry

#### *Change is in the Air*

This past year has been an economic roller coaster for most of the paper industry. With plant closures and bankruptcy knocking at the door, it is no wonder that both medium and large-sized production mills have filed for Chapter 11 bankruptcy. But all is not lost as companies strive to pull through and recover at the best of their abilities.

Caraustar Industries, Inc, a leading Recycled Paperboard and Packaging Solutions company, first filed for Chapter 11 bankruptcy on May 31, 2009. Only 3 months later, they emerged as newly reorganized private company eliminating approximately \$135 million in debt and complementing its swift completion. Caraustar also reported having closed on a new \$75 million deal revolving credit facility.

*\*PRESS RELEASE. "Caraustar Industries Emerges from Chapter 11 Bankruptcy." Converting Magazine. 21 Aug. 2009. Web. 30 Mar. 2010.*

#### *Cutting Corners*

Postpress operations have been cut throughout the newspaper industry due to the economic climate. However, a cheaper alternative has been sprouting up that has been turning the heads of many newspapers. Specialty Equipment Services Inc. has been rebuilding Muller Martini inserters and reselling XiJet inkjet labelers for some time now.

† combination for less than \$20,000, according to SES Vice President Jamie Spell. Now, newspapers such as the New Mexican in Santa Fe and The Union in Grass Valley, CA are able to have the entire process in-house and consequently save money. This is especially the case for companies who were initially outsourcing labeling operations to independent companies.

Additionally, as an alternative to the inexpensive HP cartridge that is used in the XiJet, SES also offers specialty inks that permits printing on glossy or UV stock.

*\*McMeekin, Tara. "Newspapers Find Affordable Labeling Option." News & Tech Feb. 2010: 22-22.*

Alignment news from PRÜFTECHNIK Service, Inc.

## INDUSTRY FOCUS

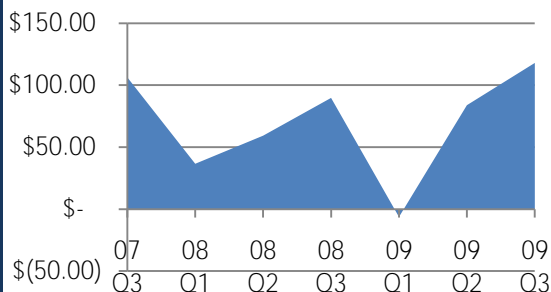
### Paper Industry

*At a Glance*

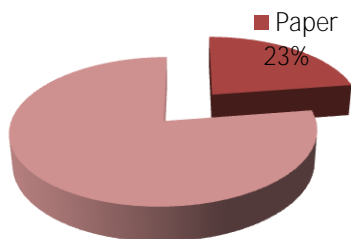
**Net Earnings of the Top Paper Companies in the U.S.A. (according to PriceWaterhouseCoopers)**

	Total	Average
<b>2007 Q3</b>	\$ 957.00	\$ 106.33
<b>2008 Q1</b>	\$ 366.00	\$ 36.60
<b>2008 Q2</b>	\$ 593.00	\$ 59.30
<b>2008 Q3</b>	\$ 808.00	\$ 89.78
<b>2009 Q1</b>	\$ (63.00)	\$ (6.30)
<b>2009 Q2</b>	\$ 839.00	\$ 83.90
<b>2009 Q3</b>	\$1,180.00	\$ 118.00

**Chart of the Average Net Earnings Over the Last Two Years**



**Percentage of PRÜFTECHNIK Customers in the Paper, Pulp & Tissue Industries (according to Salesforce)**



### ¿FAQ?

**Q: How cost-effective is PARALIGN versus other methods?**

**A:** The PARALIGN can measure 60-100 rolls in an 8-hour day with 2 service engineers,

surface. The measurement data is then generated electronically and transferred wirelessly to a notebook giving us instant results!

This is important because it does not take long to correct any mistakes in the rare event that there are any. Also, less downtime is required, allowing plants to be up and running faster and ultimately save money.

**Q: How long does it take to set up for each roll?**

**A:** The PARALIGN must only be set up ONCE alongside a link roll of our choosing. The process takes about 45 minutes to an hour, after which the whole machine can be measured. The system must be recalibrated every 20 minutes to adjust for drift in the rotation of the earth and to ultimately ensure our readings are as accurate as possible.

**Q: Is the PARALIGN still able to connect to satellites in areas with bad signal strength?**

**A:** The PARALIGN does not use satellites for its measurement-taking. The only connection it requires is Bluetooth access to one our laptops. This enables instant results as soon as measurements are taken.

**Q: What if the engineer makes a mistake?**

**A:** The PARALIGN is designed to allow 0% human error. An engineer with 3 years of experience would therefore get the same results as an engineer with 30 years. If an error does occur, the PARALIGN simply does not take any readings, avoiding the false results entirely.

# UPCOMING & RECENT EVENTS PRÜFTECHNIK

## → PaperCon

Atlanta, GA  
May 2 - 5, 2010

## → AIST

Pittsburgh, PA  
May 3 - 6, 2010  
- Booth#2444

## → AWEB

Rochester, NY  
May 17-20, 2010

## → NCCA Fall Meeting & Tradeshow

St. Louis, MO  
September 22, 2010

## → CPP/PackEXPO

Chicago, IL  
October 31 - Nov 4, 2010

## Tissue World Americas 2010, Miami Beach

Tissue World is a trade show supporting the tissue industry held regularly in Miami Beach, USA; Nice, France; and Beach convention center in sunny Florida from March 24-26. The majority of the attendees included tissue makers, converters, and distributors.



Representing the world for PARALIGN Roll Parallelism Service was an exhibit booth manned by Dr. Sebastian Busch of PR- 7 u - # - Headquarters in Ismaning, Germany, Florian Buder of PRÜFTECHNIK Maintenance Technology Service in Montreal, Canada, and Tom Coombes of PRÜFTECHNIK Service in Blackwood, NJ, USA. In addition to the exhibit, Tom Coombes presented a paper on the evolution of alignment practices during the conference session that attracted several people to the PRÜFTECHNIK booth. Approximately 50 leads were gathered during the three day event, nearly half of them coming from companies outside of the US who were interested in what PRÜFTECHNIK had to offer. The attendees this year offer good prospect for PARALIGN services and the sale of other PRÜFTECHNIK devices.

## Contact Us:

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*\*We are available 24/7, 365 for services\**