



The Tornos booth at SIAMS 2018



SIAMS enables a large number of highly specialized enterprises – big or small – to present themselves within an environment that fosters business relationship and trade.

SIAMS:

# At the heart of a unique region

Since the beginnings of Swiss watchmaking in the Jura Mountains in the 18<sup>th</sup> century, this region has never ceased to evolve. One of the technologies typical for this region is micro-technology with a pooled know-how of more than 100 years.

## TORNOS

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*In the 1880s, the demand for production automation arose and has been developed. In this context, the machine tool business and the demand for peripherals and tooling emerged. That's when the sliding-headstock automatic lathe, that is renowned all over the world as the "Swiss-type Automatic Lathe" was born in Moutier. This first machine, that was to revolutionize the entire industrial life of the region, was presented at the world exhibition in Geneva in 1886 and its series production started in the same year.*

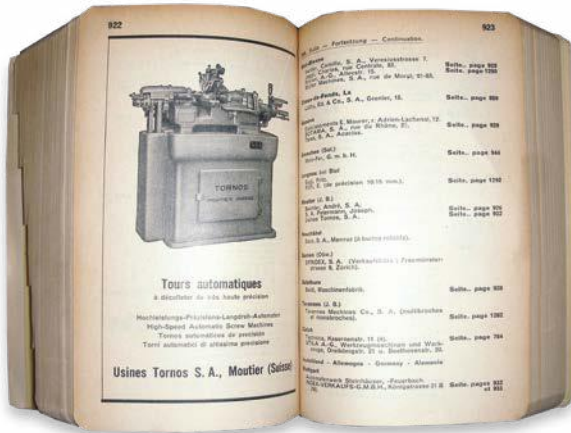
### Know-how gained for more than a century...

*That's how a whole ecosystem saw the day and has been gradually developing and gaining strength – a system whose key concepts have always been precision, quality, meticulousness and high-quality work. It's often said that the inhabitants of this region "have the micron at their fingertips"... and this is still true today. In the 40s, 11 bar-turning companies were headquartered in Moutier, three of them being Tornos, Bechler and Petermann. These three manufacturers of automatic lathes were to convey this shining image all over the world.*

### ... headed towards future

*For almost 150 years, the industrial SMEs from this part of the country have been permanently innovating for their customers. They are thus the best candidates when it comes to the implementation of the full digitization of a company. The "Industry 4.0"*





Pages of the Swiss machine guide published in 1934. The microtechnology companies of the Swiss Jura Mountains feature prominently. On the left page: the Tornos advertisement.

## Tornos at SIAMS 2020

Tornos, once again, will participate in this year's SIAMS and present its newcomer, the SwissNano 7. This high-precision gem boasts amazing capabilities and can face any challenge thanks to its high speed and great talent. Already acclaimed by the Medical & dental fields, the machine can also produce parts for the microtechnology industry and the watch-making sector, in particular. Moreover, it will succeed in the electronics field, i.e. the industry which epitomizes the "infinitely small".

The SIAMS visitors will not be disappointed to have come a long way to visit Moutier since, they can seize the opportunity to visit the technical center at the Tornos headquarters. Among other things, they can discover here the full product line-up and watch extremely interesting set-up processes. The four target industries covered by Tornos will be presented and represented by focusing on the most interesting aspects. The visitors will also be able to discover the performance potential of used machines that Tornos has completely overhauled to breathe new life into them and, most importantly, to expand their possibilities. This tour would not be complete without a stopover in the Tornos restaurant Les Deux Tours, where you can choose between a special visitor's menu and various culinary specialties that are equally appetizing!

concept, that is the basis for this trend, is relatively new – it appeared first in 2011 at the Hanover fair – but has already been implemented by many SMEs. In hundreds of microtechnology companies of the Swiss Jura Mountains, thousands of people are working on the development of solutions for the future to be able to satisfy their customers better. These are often very small companies that have neither marketing service nor real marketing force. To give them an ideal platform for presenting themselves, SIAMS was established.

### An exhibition in a friendly atmosphere

Over the years, SIAMS has established itself as the exhibition of the entire production chain of microtechnology but has also been demonstrating the "down-to-earth" mentality that enables the companies of this field to present themselves and do business in an uncomplicated manner. Vincent Schaller, Managing Director of Applitec (a Moutier-based tooling manufacturer) explains: "Every two years, our representatives from all around the world come to visit SIAMS and they always discover and learn something new. They are always amazed at the quality and the quantity of the 'wonders' that they can find here." For the visitors, it is simply the ideal event.

### A fertile ground with complementary solutions

One of the strengths of the SIAMS exhibitors lies in the fact that they are part of a close-knit network of companies that all boast a comprehensive know-how and are collaborating in the interest of their customers. Therefore, it is not uncommon that the visitors find complete solutions by combining the expertise of various exhibitors and different exhibited machines. Based on studies conducted by the Medical Cluster (to name another industry that benefits from the expertise of the region), the particular strengths of the Swiss companies in this business are: a shared culture and spirit, the focus on innovation, the collaboration between the companies and their long-term relationship, and in particular a large number of small family-owned enterprises. These aspects exactly match the values upheld by SIAMS.

### The optimum means to plan your visit of SIAMS

The exhibition organizers have conceived a planning system that will facilitate the early planning of the SIAMS visit for the visitors. By means of an internet browser, the visitors get access to the list of exhibitors, the list of the exhibited products or even details on a specific exhibitor and thus can easily find and register companies in their "list of scheduled visits" by clicking on the "paper-clip" icon. Here, they

can discover a lot of news directly published by the exhibitors. The visit program can be saved by the web browser. Once having terminated that list, it can be downloaded in pdf format or the visitor can even add details to the schedule. This list includes the basic company data as well as the numbers of the exhibition hall and booth. So, the exhibition visitors can create their list of scheduled visits in advance and, once having arrived at SIAMS, they can directly head for their destination. However, it is also highly recommended to stroll around in the halls. There are various surprises waiting for the visitors along the aisles.

### Why visit the exhibition?

"There are 8,5 good reasons why you should visit SIAMS," explains Laurence Roy, Customer Service Manager. He adds: "Our position is reflected in these reasons which make it worthwhile to visit SIAMS:

**1** – Our exhibition is specialized in microtechnology and the 450 exhibitors are active in this field. **2** – The entire production chain is represented here. **3** – 1 day will suffice for its visit. **4** – You come to find solutions

and do business. **5** – The atmosphere is friendly.

**6** – We offer an inspiring program. **7** – It's an excellent means of observation and information. **8** – Admission is free (ticket to be downloaded from February).

**8.5** – Thanks to the new highway, Moutier is nearer to the rest of the European microtechnology world than ever before (and e.g. at 2-hour distance from Geneva by train)."

Pierre-Yves Kohler, the CEO, adds: "For 2020, we can already announce very interesting new developments and innovations, especially as regards micromachines and micro-factories, the aspects of digitization or closed-loop manufacturing, for instance."

You are asking yourself when there will be the next opportunity to visit SIAMS, this true concentration of know-how, technologies and innovations? From 21<sup>st</sup> to 24<sup>th</sup> April, 2020. Admission is free and you can download your ticket from the [www.siams.ch](http://www.siams.ch) site.

[tornos.com](http://tornos.com)



Located at the heart of the microtechnology region in the Swiss Jura Mountains, SIAMS is the concentrate of know-how in this field and serves as the showcase for it.