

GLOBAL MARKETING BULLETIN

> HANITA CONFIDENTIAL MATERIAL FOR OUR DISTRIBUTION TRADING PARTNERS ONLY

Hanita® X-Feed™ Solid Carbide End Mills for High Feed Machining in Ultra Hard Materials a next generation “door opener” to Die & Mold machine shops



Series 70N6 (mm), 7FN6 (inch) – for materials from 40 HRc to 52 HRc.
Series 70N7 (mm), 7FN7 (inch) – for materials from 50 HRc to 67 HRc.

- Enables significant reduction of manufacturing time in machining hardened materials.
- Machines with the highest possible metal removal rates.
- 50% more cutting edges with 6 flutes.
- Effective in 3D machining, helical ramping, circular interpolation, face milling and pocketing.
- Unique and patented geometry.
- For use in roughing and semi-finishing applications.

Change the process – take very shallow depth of cuts at extremely high feed rates.
Up to 0.6mm (0.024”) per tooth with a 20mm (3/4”) diameter tool.

Target Applications

- Any part being machined having a hardness > 40 HRc.
 - Especially those harder than 55 HRc.
- Small pocket work.
- Contour milling operations.
- When the customer uses a 2 or 4 flute ball nose end mill to rough or semi-finish.
- When the indexable cutter “just can’t get there.”
- EDM operations – high feed milling is often faster and better than EDM.

Hanita’s end mills for high feed machining are designed to remove the most amount of hardened material in the least amount of time.

HANITA 

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Target Markets

- Die & Mold
- Medical
- Machine Tool Builders
 - For their use in manufacturing
 - For their use in demonstrating / selling the advantages of their machines

Competitors

Unique geometry / High Performance Competitors: Prototyp, Pokolm, Hitachi, OSG.

Many customers use conventional end mills sourced from their regular supplier.

Many customers have developed their own geometry with the assistance of a local grind shop, who now supplies tools to a print.

How to beat the competition

Head-to-head performance comparisons are the best way to win the business.

How to go about it.

1. Establish the current metal removal rate and total cubic inches per minute delivered by the competitor.
2. Run our cutter at the recommended cutting parameters (see product flyer).
 - Our parameters will most often be different than how our competitor runs their tool.
3. Measure the total time savings of the production batch.

For the customer who has the ability and desire to program specific profiles

Data is being provided to you, that can be given to these customers to further enhance performance of these cutters. Programming with this data enables higher metal removal rates and a higher level of accuracy. Be discriminating when giving out this data.

- Not everyone can actually program as they would need to.
- It can make a big difference in performance and we want you to get the credit for bringing the customer something extra.

Strategy

This is a door opening product, going into a new field for Hanita. The product:

- is a super-performer (higher than high performance)
- is new and unique
- performs well in extremely hard materials – a problem area for Die & Mold
- eliminates significant time from the manufacturing process.

1. Target the users, where achieving success with that user will become known by other shops doing similar work.
2. Target machine tool sellers serving the die & mold industry.
 - These tools will show off the capabilities of their machines.
3. Find a job that can be measured.... and win!
4. Ask for the next opportunity to improve.

The credibility gained by winning at this level of performance guarantees more opportunities to grow business will come from that account.

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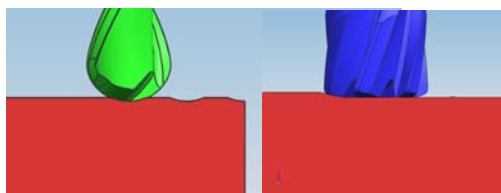
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Features, Functions and Benefits

Hanita end mills for high feed machining have a unique and patent pending design providing the strength and support for efficient machining with extreme feed rates - up to 0.6mm (0.024") per tooth on a 20mm (3/4") diameter tool.



- 6 Flutes for high stock removal.
- Neck clearance relief for added rigidity in long reach (3xD) applications.
- AlTiN-Coated for maximum tool life.
- Available as standard from 6mm to 20mm (1/4" to 3/4") cutting diameter.
- Unique end geometry for enhanced performance in circular interpolation movements.



**5-10%
engagement**

**55%
engagement**

In 3D (Z-Axis) Milling, over 55% of the cutting end is engaged in the cut.

Application Recommendation

Recommended cutting parameters are in the product flyers.

Data for high accuracy programming to the specific profile is in the training presentation and available on our website.

Key Selling Arguments

- Enables significant reduction of manufacturing time in machining hardened materials.
- Effective in materials up to 67 HRC.
- Machines with the highest possible metal removal rates.
- 50% more cutting edges with 6 flutes.
- Effective in 3D (Z-axis) machining, helical ramping, circular interpolation, face milling and pocketing.
- For use in roughing and semi-finishing applications.

These tools machine hardened materials at **2x to 3x** the metal removal rate achieved by the competition.

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Product Portfolio

The full product offering with ordering numbers is available on the product flyer.

Hanita's Carbide End Mills for high feed milling are offered as standard in two basic designs, each with extended neck styles and cutting diameters from 6mm (1/4") to 20mm (3/4"):

Series 70N6 (mm) and 7FN6 (inch) – for materials from 40 HRc to 52 HRc

Series 70N7 (mm) and 7FN7 (inch) – for materials from 50 HRc to 67 HRc.

All standard tools have:

- 6 flutes
- AlTiN Coating
- Uniquely designed end geometry and corner radius.

Product Availability

All standard sizes are available from stock. Initial inventories are strong.

Please use SIPPPRs and forward forecast updates for any converted, high volume consumer.

Pricing

The List Price for Hanita[®]'s end mills for high feed machining are series about 15-20% higher than the Vision Series end mills - Series 75N5x (mm) and 7S7F (inch).

Product Life Cycle Management (PLCM)

There is no direct PLCM actions being taken on other end mill series because of this product's introduction.

Planned Promotional Activities

Hanita's end mills for high feed machining are included in Hanita's New Product Launch of October 2008.

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