

Hydraulics Unlimited

Quarterly magazine from Parker Hydraulics Group

Intellinder – a new range of heavy duty hydraulic cylinders



Mobile Valve GEMAG, page 3

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Hydraulics Group Success Club

We have made a Lucky Draw out of the number of Success Stories we have received following the guidelines, and the winner is:



Mats A Person and Catharina Leff-Hallstein (both from HYGE) made the Lucky Draw.

"Electrohydraulic system for the Rescue Machine", written by Eugeny Minibaev and Alexey Shubenko from SC Russia, who will receive an iPad.

The following five runners-up will receive a product from our Promotional gifts range:

- "Control console for horizontal crankshaft tooling lathe", written by Berthold Waldenmaier, Oliver Kuneck, Bernd Heurich and Martin Widmann from SC Germany.
- "Efficient central hydraulics for 4 electronically controlled casting machines", written by Achim Jaiser from SC Germany.
- "Hydraulic system for the Mining Machine", written by Eugeny Minibaev from SC Russia.
- "Hydraulic Power Unit for heavy duty flow forming machine", written by Marius Horstmann from SC Germany.
- "Compressor cooler for cooling hydraulic fluid on a horizontal lathe", written by Oliver Kuneck and Martin Widmann from SC Germany.

Share your success stories – win an iPad!



Join the Hydraulics Group Success Club!

You are invited to become a member of a brand new club – **The Parker Hydraulics Group Success Club**. All you have to do to be considered for membership is to write a story describing a successful product application or customer solution. Every success story submitted will be considered for inclusion in a new Parker database (on our Intranet at HMIS).

Yes, you can write!

We are not looking for a literary masterpiece – the content is all that matters, so don't be afraid to submit your story. 500 to 1000 words is all it takes. Once validated and edited (if needed), the stories may be offered to more European countries through HMIS.

This tablet could be yours!

Every quarter, we will reward the best success story with an iPad Mini (or similar), while five runners-up will receive quality products from Parker's promotional gifts range.

To find out more about the HYGE Success Club, visit HMIS.under.SuccessStories or contact Peter Söderberg at psoderberg@parker.com. Please note: The rewards from this programme might have an impact on your income tax statement in some countries depending on the value of the prizes.


ENGINEERING YOUR SUCCESS.

We congratulate all the Winners and look forward to more contributions in the future.

The Chvalis Company, Raising and Rising

Visiting a Premier distributor – Chvalis Company we learned all the news, achievements and plans. We are proud of our long-termed partnership and wish the company a very successful future.

During their visit to the Sales Company Czech Republic, Marcus Becker (Vice President Operations, Hydraulics Group Europe), Frank Oberle (Marketing & Business Development Manager - HYGE) and Michal Grundfest (Regional General Manager for Central & Eastern Europe) also visited the local hydraulics distributor.

Chvalis Company was established in 1990, and has been focused on professional services in the sphere of hydraulics and pneumatics since the beginning.



Milan Chvalina, owner of Chvalis, showed Marcus Becker and Michal Grundfest the facilities.

Since 1992, Chvalis Company has also been involved in permanent maintenance of hydraulic and pneumatic systems in several major production companies, and has also extended its portfolio of activities with new services, such as supplies of spare parts, express repairs of hydraulic cylinders and pumps as well as custom production. Currently, the Company offer a full range of services not only in hydraulics and pneumatics, but also in the area of central lubrication systems and belongs to top system integrators in the Czech Republic. The Company services many important production companies in automotive, paper, chemical, wood-processing, metallurgical and building industry throughout the entire territory of the Czech and Slovak Republic.

Chvalis Company has been the distribution partner of Parker since 1992 and now it has been awarded the title of Premier distributor. Since 2006, Chvalis Company is also

a certified Parker Hydraulic Technology Centre. Chvalis Company services Parker products throughout the territory of the Czech Republic in a total of five ParkerStores. In the future, the company intends to become more active in more market segments and will strengthen engineering and system integration to provide a wider market coverage in the Czech Republic

Hydraulics Unlimited

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Mobile Valve GEMAG in Sweden

On November 6-7, 2013, MCDE Borås in Sweden had the pleasure of hosting the Hydraulics Group Mobile Valve annual GEMAG meeting.

GEMAG is an abbreviation for Global Engineering & Marketing Action Group. For years, the GEMAG has been the vehicle used within Hydraulics Group to bring together global teams to co-ordinate Marketing and Engineering activities around a selected technology. The meetings are typically held annually and the venue is rotated around the key regions of the world where Hydraulics Group do business. The previous meeting was held in Tianjin, China.

This year's event was co-hosted by MCDE and HVD with representatives from Korea Hydraulics, HCSE, ECDE, Hydraulics Group TCS, Hydraulics Group leadership from US and Europe joining the members of the MCDE and HVD teams. HVD's team included their new General Manager, Ryan Schroeder, who was attending his first Mobile Valve GEMAG and also making his first visit to MCDE Borås.

Updating and networking

In a typically full agenda, the morning of Day 1 was dedicated to sharing strategic updates, keeping participants fully up to date about new developments and projects in each of the Divisions. The

afternoon session then focused on a few key topics, including Best Practice sharing of the recent MCDE/HVD VP120 kaizen event held in Grantham, where teams collaborated to identify some game-changing improvements in the product cost.

One of the great benefits of gathering like-minded people together from around the globe, is the opportunity for networking and relationship building. Getting things done on a global scale becomes a whole lot easier when people know each other. Despite the considerable jet-lag in effect for some participants, the team joined a dinner filled with lively debate, discussion and some laughs along the way as new relationships developed and old ones were re-kindled.

Team working sessions and plant tour

Day 2 kicked off with a brief overview of MCDA, HVD and MCDE Winovation project portfolios, presentations about Hybrid Excavator technology and Hydraulic System Review methods before we launched into a couple of team working sessions around the topics of "Cross-Division Collaboration" and "Future GEMAG Meeting Format".

It is usual to include a plant tour in the agenda to give our guests a chance to see the host facility and some of the Best Practices in action. Leif Johansson and Lars Hansson led the tour of the MCDE Mobile Valve operation, which never fails to impress. Thanks to the dedicated efforts of the Borås Engineering team, we were able to include a live demonstration of the latest IMV (Independent Metering Valve) technology on the John Deere Forwarder in the "back yard". GMS show-cased their facility and systems engineering capabilities, which play such a key role in supporting Hydraulics Group Mobile growth.

Great potential within the organisation

Overall, the feedback from participants was over-whelmingly

positive. Key themes emerging included the increased role of electronics in mobile controls solutions, the need for more energy efficient, productive solutions and the importance of increased global collaboration between Parker's Divisions. Not least, new relationships were formed which will be vital to support the global effort in the years to come.

It was agreed to continue to hold the "high level" GEMAGs on an annual basis in the future, but to add a "working" GEMAG, owned by MCDE and HVD Engineering and Business Development, to enable key players to work in more detail on some of the critical global initiatives between GEMAG sessions. A development which should help us realise some of the great potential in the global Parker organisation.

A big thank you to all the participants, for their hard work, energy and active participation at the event. Next stop USA!

New General Manager of Gear Pump Division

Matt Weir has been appointed to the position as new General Manager of Gear Pump Division, Hydraulics Group, effective November 1, 2013, replacing Bob McBride who will be retiring on December 31, 2013 after 30 years dedicated service.



In this new capacity, Matt will report to Steve Myers, Vice President of Operations Hydraulics Group, and will be based at the division headquarters in Kings Mountain, NC.

Matt joined Parker in 2005 as a Plant Manager at the Mobile Cylinder Division in Benton, AR. In 2008 Matt was promoted to Business Unit Manager at the Pump Motor Division in Greeneville, TN. He moved to Mobile Sales in 2012 where he most recently held the position of Global Account Executive for John Deere.



Markus Becker, VP Operations HYGE takes his first ride in a backhoe loader.

Euroimplementos, a success story from Parker Sales Company Spain

After 30 years of experience in manufacturing attachments for the earth moving industry, e.g. back hoes and graders as well as for the municipal industry, e.g. pole drills, snow blowers, and flail mowers, the Barcelona based engineering company Euroimplementos decided to widen their range to include complete machines. With experience also in manufacturing the actual breaker head, a demolition machine was the first one out.

With a very tight time schedule, the Bauma Fair was only 6 months away, there was no time for mistakes. The demolition machine, RDC 22.20 on the drawing board was going to out-perform existing machines on the market by longer range, higher capacity and a much more "competent" chassis with dual dozer blades, extendable tracks as well as extendable blades for increased stability.

Cooperation with Parker

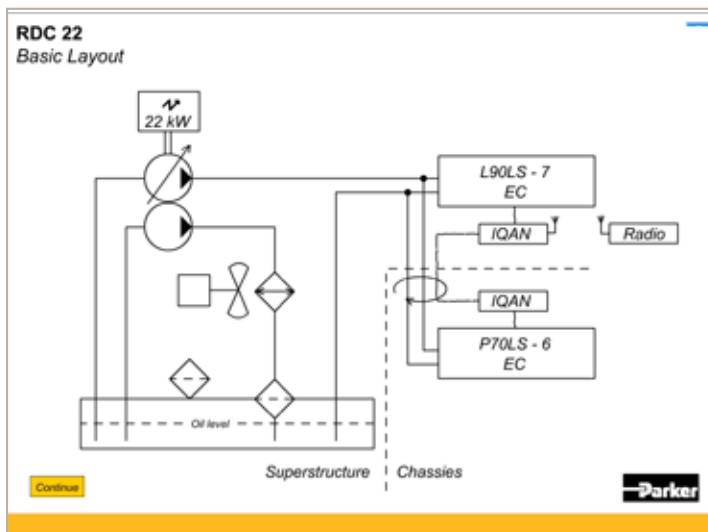
Based on earlier experience with Parker, the Spanish mobile team headed by Felix Chacon was called upon for system discussions. The first challenge was all the chassis functions needing a rather extensive rotary distributor - expensive, space consuming and complex. This was solved by simply placing one complete valve with one IQAN expansion unit on the chassis frame thereby reducing the number of hydraulic lines to 4 and the electric lines to the CAN-bus connections for the IQAN system.

For the chassis, a 6-bank P70CP valve was chosen as the need for multifunc-

tion operation was rather limited and so was the space available. For the superstructure a 7-bank L90LS with all its refinements in spool selection, feeding reducers and optimized controllability was chosen.

The machine was to be powered by a 22 kW electric motor with direct coupled pumps, one PV+ 45 cc for the main functions with a piggy-back PGP 31 cc for the kidney functions -cooling and filtration. Considering the rather awkward operating environments, a large kidney filter and a well dimensioned tank breather filter were selected.

To hook it all up, the Parker GPP-



team was called in to assemble all hoses, connectors and fittings.

Customer satisfaction

Sr Ramón García says:

"We were extremely impressed with the competence and deep application knowledge presented by the Parker team even on components and topics not in their normal range. They were e.g. able to give us advice on cooler size, tank size and equally important; tank design to mention a few. The IQAN system with its radio control module turned out to be as good as they claimed it to be and with the support and training from Parker, we managed to get the machine ready in time for Bauma!"

For more information, please contact Felix Chacon at Parker Sales Company Spain.



Euroimplementos first demolition machine.

Parker V14 variable displacement hydraulic motor makes forestry mulcher a land clearing beast

Erskine Attachments builds a heavy-duty forestry mulcher attachment, that is marketed as a land clearing machine for breaking trails, leveling building sites and clearing storm damage. It is also effective in near-ground brush clearing.

This 'beast' was designed with a variable displacement hydraulic motor that automatically determines the best combination of speed and torque to tackle any situation. From the initial design, that motor has been a Parker V14-110 variable displacement hydraulic motor.

"Early on in the design,"

Shane Voxland, Engineering Manager

points out, "we had a choice of going a low cost, simple route, or the more expensive,

high-performance route. We chose the latter. Everything in

engineering is a compromise. So, as a relatively small player in the forestry mulching market we wanted to stand out based on superior performance.

"Our decision," Voxland continues, "was to use a high-performance motor with variable displacement to give top performance at both high and low cutting speeds. Our goal was to cut lighter material at a high rate of speed to boost productivity. And with the variable displacement we wouldn't be sacrificing low-end torque for grinding big trees. The Parker V14-110 motor worked flawlessly through all of our testing – even when it was heavily abused.

"The V14-110 motor with an open loop circuit is housed inside the forestry mulcher structure with a belt sheave mounted directly on the shaft that drives a cogged belt to drive the cutting head. The Parker motor is built strong enough

that the need for an overhung load adapter was eliminated considerably simplifying the design."

Solving a critical design issue

Tom Reitsma, Sales Engineer at Parker Distributor Power Systems in Chanhassen, MN was involved in the initial instrumentation and testing at Erskine's facility in Erskine, MN with the help of Parker's Wes Jackson, Pump Applications / Regional Manager HPD, and Mike Huehns, Senior Account Manager.

"Most everything tested well," Tom explains, "with the exception of one critical thing. The mulching head that this motor powers is very heavy. When we centered the valve in the Skid Steer and asked the motor to stop abruptly there was cavitation – which is not good in any motor, but especially bad in a piston motor. To resolve the problem, we worked with different plumbing approaches for several weeks, but could not cure the cavitation problem."

Tom continued, "Erskine sent one of the mulching heads to Parker's testing lab to tap into the experience and expertise of Per Nilsson, Parker's Industry Market Manager. Per found that the only solution to the problem was to install an accumulator. I worked with Per to size the accumulator and then added a special check valve manifold to aid in the plumbing. Success was immediate as the cavitation problem disappeared."

Additional V14 motor features

When asked as to other motor features that made this application successful, Voxland pointed out that "the motor shift pressure can easily be adjusted at our supplier's facility, here or in the field with just a wrench and screwdriver." But, quickly noting that customers should not change the settings without proper training. "This adjustment feature allows us to purchase one motor with a preset displacement range, and have it tuned for two different shift pressures dictated by the maximum operating pressure of the loader. This adjustability helps us maintain a smaller inventory and shorter lead-times. The adjustment screw



Erskine heavy-duty mulcher attachment

is located under a tamper-resistant plastic cap. "The motor displacement range (min/max) can also be adjusted, but we don't do that in this application. Instead, we use two different sized sheaves to change the speed ratio between the motor and cutting head."

"Also, and partly due to the efficiency of the motor, we don't use a secondary cooler on the cutting head. Coolers add considerable cost and decrease system efficiency."

The Erskine Heavy-Duty Forestry Mulcher attachment has a 14-in. diameter drum with 30 double helix teeth designed to pull material toward the attachment. Path width is 71-in., and rotor width 60-in. Max flow is 41 GPM. Min flow is 33 GPM. Unit weight is 2450-lb.

V14 variable displacement hydraulic motor

Parker's Series V14 are designed for both open and closed circuits, and are especially suited for mobile applications. Key features include:

- Operating pressures to 6,960 psi (480 bar)
- High speeds
- Nine pistons for high start-up torque, smooth operation
- Wide displacement range – 5:1
- Small envelope size with high power-to-weight ratio
- Low noise levels due to the sturdy compact design, smooth fluid passages
- Ability to work under extreme conditions
- Low operational cost.



Parker Series V14 hydraulic motor



Shane Voxland, Engineering Manager, Erskine Attachments

Parker Hydraulic Valve Division in Elyria Ohio delivers new computer lab for kids at risk

In an economically depressed area of Lorain, Ohio, a building that formerly housed a grocery store now showcases a new, state-of-the-art computer lab for The Boys & Girls Clubs of Lorain County. The recently transformed space accommodates 25 computers and monitors, a projector and projection screen, printers, wireless internet, and a SMART Board that enables interactive learning between instructors and students.

Developed by Parker Hannifin Hydraulic Valve Division in partnership with MCPc Technology Solutions, the spacious, technologically advanced computer lab resulted from the vision of Ted Bojanowski*, Parker HVD's general manager at the time that the project was initiated. He had become familiar with The Boys & Girls Clubs while he lived in Columbus, Ohio, and he was impressed with the organization's commitment to opening doors for underprivileged youths in underserved neighborhoods.

"The Boys & Girls Clubs provide a safe place for kids," he said. "They feed them, keep them off of the streets and show them that somebody cares. It's important to catch the kids before they start to spiral."

Nationwide, The Boys & Girls Clubs offer after-school programs to enhance the development of boys and girls by instilling a sense of competence, usefulness, belonging and influence. The Boys & Girls Clubs of Lorain County, which opened in 1999, has 20 locations with more than 6,000 registered members. The organization serves hot meals to more than 900 youths a day.

"And on Fridays," Bojanowski said, "enough food is sent home with the kids to feed them through the weekend."

The project start

Envisioning that Parker Hannifin could

give back to the community in which it does business, Bojanowski talked with Bobby Taylor, Sr., and Bobby Taylor, Jr., "a father-and-son team who are passionate about The Boys & Girls Clubs of Lorain County" and Mike Conibear, the organization's Executive Director. Recognizing that "Parker has some very clever information technology people," Bojanowski asked Scott Egan, Parker HVD's IT Manager, to join him and Conibear at The Boys & Girls Clubs Pearl Avenue facility to look at a potential project.

During the meeting, which took place in June this year, a construction crew was putting a new roof on the building, and water was leaking down the walls.

"We listened to the clubs' leadership talk about their vision for what they wanted to offer in their new facility," Egan said. "They discussed having a technologically advanced space where their program participants could work on school projects and do research in a safe environment."



the new computer lab equipment. With headquarters in Cleveland and offices in 15 other states, MCPc also donated all of the material at cost and provided support as needed throughout the project.

Egan and a group of 10 Parker HVD volunteers provided the labor to complete the computer lab. They assembled the lab furniture, set up the computers and monitors, set up and installed the printers, configured the wireless internet, installed the network infrastructure and provided training to The Boys & Girls Clubs' staff.

Parker HVD also outfitted the facility's administrative and check-in areas with new computers and monitors, a movie projector and screen, wireless access, port switch and printers.

The new computer lab can be used for many purposes

At the ribbon-cutting ceremony on September 12, Egan said, "Technology plays a key role in everything that we do. This new computer lab will be used for many purposes. The kids in the community will have a safe and comfortable place to do research for school projects using the latest computer technology. They will be able to learn key skills that they can use not only today, but also in their future schooling and careers."

The computer lab was also designed for other uses, including accommodating adult computer-training classes for the



Tony Dimacchia, Education Director; Mike Conibear, Executive Director; Sandi Domain, Resource Development Director; Scott Egan, Division IT Manager; Dino Asimou, "MCPc" Customer Care Specialist.

State-of-the-art computer lab

Through Egan's leadership, the envisioned state-of-the-art computer lab became a reality. "It helped that many of our employees grew up and/or live in this area," he said. "They realized the need in the community."

He reached out to MCPc Technology Solutions, Parker HVD's technology partner, who supported the selection of

community. Egan said that area companies and organizations could also rent the computer lab for meetings and/or training sessions. "It is a potential revenue stream for The Boys & Girls Clubs of Lorain County. Not many computer labs of this size exist in this area."

The computer lab cost more than \$30,000, with state grants covering most of the project costs. In addition to providing all material at cost, MCPc also donated an additional \$500 to the project. Parker HVD presented a large check to The Boys & Girls Clubs at the ribbon-cutting ceremony. Parker HVD employees participated in a variety of fundraising activities over a period of several months, raising more than \$4,000 to support the on-going needs of the clubs. The fundraising activities included silent auctions, buying passes to wear jeans on Fridays and raffling off coveted parking spaces (always a hit in Northeast Ohio winters). "And some folks just donated cash," Egan said.

Community involvement

"Parker HVD encourages community involvement," he said, mentioning that the employees also participate in a number



of other annual fundraising and charitable activities, including a Back-to-School Supplies Drive, Salvation Army Food Drive, Toys for Tots, Goodwill Clothing Drive, Genesis House, Junior

Achievement and United Way. Employees also support the Lorain County Blood Bank.

"The big takeaway for me is that we all take for granted the skills we utilize on a daily basis," he said. "Every day my team members set up computers and support multiple software applications. Being able to apply these skills at an organization that needs them so much means a lot to all of us."

*Ted Bojanowski has since been promoted and is now Vice President of Sales and Marketing, Global Mobile Systems, Parker Hannifin Corporation.

John Deere Forestry Oy ParkerStore grand opening

Parker Hannifin Oy has signed a certified distributor contract with John Deere Forestry Oy in Finland.

2010 Parker Hannifin Oy and John Deere Forestry Oy signed a contract concerning Parker hoses and hose fittings sales through JDF retail and service network. This was natural for both parties because John Deere forestry uses Parker hoses as first fit products.

Now the co-operation has become even closer since John Deere Forestry and Parker Hannifin have signed a certified distribution contract, and at the same time they also signed three ParkerStore license agreements. New ParkerStores will be at John Deere locations in Rovaniemi, Taavetti and Suolahti. In addition there will be two certified distribution locations at John Deere's locations in Tampere and Joensuu. This will improve



Ari Puranen (left), Parker SC Finland, and Jyrki Rönkä, Supply Chain Manager, John Deere Forestry Retail.

John Deere Forestry's customer service to their own forest machine customers and increase Parker visibility even more in Finland.

The plan is to expand co-operation with this agreement to other countries

where John Deere Forestry has its own locations, and also with John Deere distributors. A good example of this is from Estonia where John Deere Forestry dealer Intrac Eesti AS has had five ParkerStores since 2012.



Frederique Morelle, Distribution & Retail Manager Etoy and Pertti Rauva, General Manager Retail John Deere Forestry Oy cutting the ribbon. Holding the ribbon Heikki Järvinen (left), Retail Manager and Jari Tanhuanpää, Distribution Manager.



Intellinder – hydraulic cylinders with absolute position sensing for demanding power-dense applications

Parker CLDE has introduced a new range of heavy duty hydraulic cylinders that integrate absolute position monitoring and support improved application productivity while offering low installation and maintenance costs.

Intellinder cylinders provide a rugged, damage resistant solution for use in OEM equipment that requires precise indication of the linear position of components attached to a hydraulic cylinder. Typical applications for the innovative new technology can be found on vehicles and equipment in the construction, agriculture and forestry markets.

Intellinder hydraulic cylinders are able to support a range of functions in power-dense applications; these include electronic cushioning, load monitoring, auto-level and return to position. They are offered with rod diameters ranging from 25 mm to 127 mm, with no limitation on bore size. Stroke lengths up to 2.4



Intellinder cylinder with Parker IQAN module.

metres are possible using products from the standard range, with longer lengths available if required. Double-rod configurations can also be supplied for use in applications such as steering assemblies.

By using opto-electronic technology, Intellinder avoids the limitations of traditional position monitoring, notably the vulnerability of external feedback devices and the complexity and potential fatigue issues of internal transducer designs. The sensor is mounted in the head of the cylinder to read a pattern in the piston rod, with resolution of 0.03 mm. The signal is then processed by electronics integrated in the sensor unit and output via CAN-bus to the control system. By combining Intellinder with a control system such as Parker's IQAN vehicle automation system, OEMs can implement a complete actuation and control system for mobile applications.

The benefits of the design are particularly evident in vehicle steering system applications where Intellinder is available as a double rod cylinder, providing absolute position monitoring in safety-critical applications. Safety can be further enhanced by multiple redundancy – utilising two or more sensors mounted around a piston rod with full radial marking offers improved redun-

dancy over other linear sensing devices.

Because absolute position monitoring – as used on Intellinder cylinders – does not need to measure from a reference point on start-up, it is faster and delivers higher performance than incremental techniques. It is also safer as it is unaffected by supply voltage variations or high-speed position changes.

Intellinder hydraulic cylinders are supplied fully assembled and tested. Once the cylinder is mounted and connected to the hydraulic system, installation can be completed quickly and easily by making a single electrical connection to the controller. The fully integrated design, which employs a rugged, die-cast zinc alloy housing rated IP67 for the sensor and electronics, contributes to extreme durability, minimal downtime and low maintenance requirements.

The simplified machine design and enhanced performance made possible when using Intellinder cylinders improve reliability, offers gains in productivity and can reduce the overall weight and cost of the application.

Contact: Andrew Delaney, Marketing Communications Manager, Cylinder Division Europe
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New Salesmen Training at PMDE in Trollhättan

September 25-26 the "New Salesmen Training" (NST) was held at PMDE facilities BU Trollhättan, in Sweden.

Six participants from Norway, Sweden, Denmark and Austria attended the training this time, a training that is held twice a year in Trollhättan.

During the two days, the participants increased their knowledge of PMDE BU Trollhättan products and applications. Both "hands-on" sessions and theoretical presentations were included.

In addition to the product training, the participants were also introduced to the Trollhättan organization, a complete tour of our plant and the advanced hydraulic laboratory we have here.

The main intention with this training is to help the participants in their daily sales work, as well as develop a

social integration between sales people and our PMDE division.

The next PMDE Trollhättan NST will take place April 23-24, 2014, and we suggest that you sign up as soon as possible!

For more information and registration for the next training please contact: Helene Almqvist, email: helene.almqvist@parker.com



Hydraulic “Technical Days” for Hydraulic Technical Center Distributors in Kaarst

On October 23-24 the Sales Company Germany, together with the Hydraulics Group, invited distributors for a Tech-Days Event to inform about the Technical News in energy efficient Hydraulics.

Day one started with a speech from Dr. Gerd Scheffel, Managing Director & Hydraulics Group Europe Industrial Applications Engineering Manager, on the following subjects:

- Energy Efficient Hydraulics
- Comparison between Electromechanical Drives and Hydraulic Drives
- Cylinder Selection
- Energy Saving Circuitries
- Brake Energy Recovery

- Valve Control
 - Drive Control Pump
 - Drive Creator Selection Tool
- Next on stage was Bernd Schnabel, Sales Manager Material Forming, who spoke about Cavitation in Hydraulic circuits:

- “Diesel Effect “
- Cavitation
- Flow in rigid tubes
- Pressure bump



- Kinetic Energy in the Hydraulic Fluid
- Damage Symptoms.

The division's presentations on the second day gave an overview of their product offerings and identified products and value proposition to support the key messages of the speeches. Most divisions experienced

a professionally organized event with good discussions and in some case also followed by continuing discussions on customer projects.

During the event there was also an in-house exhibition in the reception area of the sales company with important products from the attending divisions.

The SC Germany was very pleased with the support given by the Hydraulics Group Divisions, without their support this would never been accomplished. A survey was conducted and the result was a score of 1.8 (where 1 is Top and 5 is Low). “This is a top result”, says Helmut Langohr, Distribution Sales Manager, SC Germany.

“Regular events like this will be repeated in Germany and also in other countries in the future, probably with a focused theme”, says Frank Oberle, Marketing and Business Development Manager HYGE. “Great feedback from distributors and excellent informal discussions during the dinner event, continues Frank. “One of the next steps is to re-vitalize the HTC concept in EMEA and to plan for the next upcoming event, which will probably be in the UK at the beginning of next year.”

New Salesperson Training – MCDE

MCDE in Borås, Sweden, together with Hydraulics Group Europe, HYGE, is offering a three-day training programme for new salespersons (NST).

Over the years we have discovered that participants have found it hard to assimilate all the theory on offer. We have therefore decided to revise and rework the training.

The first reworked NST was held in September. The MCDE officers in charge are Tommy Claeson, Denis Felicijan, Mikael Svensson and Thomas Öwall, and

Mats A Person from HYGE.

Mats runs through the way the functions work and shows animations explaining these further. The product specialists then complement this directly with information linked to our products. With the aid of our spare-parts lists, participants have a chance to replace slides and gaskets, among other things, under the supervision of Thomas from After-sales.



This way, we succeed in sandwiching theory with practice, making it easier to understand how they are connected. Information about configuration, New Part-number Request (NPR), prices and catalogues is presented by the people in charge so that participants can put a face to their future contacts. A guided tour

of our first-rate workshop is also included.

The response to the first reworked training programme was positive, lending additional emphasis to the mixture of theory and practice, as well as the value of using animations for training purposes. We have taken a stride forward with our NST, but we are not satisfied yet! With the help of the feedback we have received, we can make things better still!

Training via videoconferencing

MCDE received an enquiry from the German sales company about holding product training for a number of people. Since we already offer NST, we did not wish to commit whole days to additional training. Bearing that in mind and in order to keep down costs, the solution to this was to conduct training via videoconferencing. The same people who handle NST have also been responsible for this training. Regular meetings lasting about two hours have been booked and are estimated to continue for some time to come.

Sender:
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Visitors from Peru at MCDE in Sweden

For three days in the beginning of November, Product Support at MCDE got far away visitors. It was Alejandro Claux and Nestor Diaz from Parker Peru that together with Ricardo Inga and Fernando Diaz from their customer RESEMIN visited Borås, Sweden. Before they came to us they had also visited Falköping and Trollhättan. RESEMIN manufacture drill rigs for both underground mining and for civil works for tunnels.

During their visit in Borås they had training of our products and technologies. The training was based on our New Salesperson Training, NST, which is held approximately four times per year, but with more focus in Mobile Applications. There were also discussions around the hydraulic systems in RESEMIN's applications, with intention to better understand them and try to optimize these. Responsible for this training were Mikael Svensson, Denis Felicijan, Tommy Claeson, Bengt-Göran Persson, all from MCDE, and Mats A Person, HYGE.

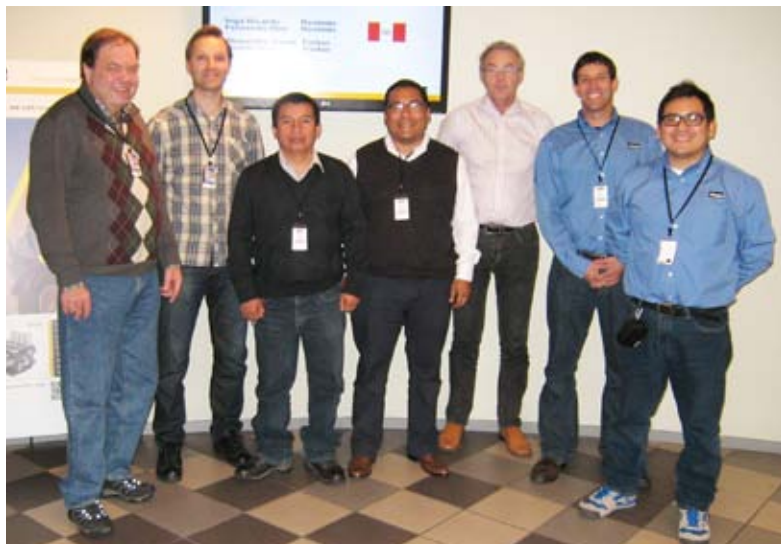
"It was good to get a better understanding in MCDE's product offering and technology, the presentations were very comprehensive and easy to understand, you are doing a great job. Resemin engi-



neers were impressed. We are positive that we will increase our sales and give better service to our customers with added value", Alejandro says.

Besides learning about our products they also did some "Swedish things": When you are in Gothenburg and you see a big crowd you can ask yourself where it is heading, follow it and end up at a hockey game with Frölunda Indians. When the game has finished you can follow another crowd and end up in a cinema. When Alejandro was a child his parents went to Sweden and came back with a gift for him. Now he wanted to give the same gift to his kids and wife. He asked were to buy it and we told him where to go. Now they are all very happy with their new "Träskor" (clogs).

Thank you for your visit and hope to see you again.



From the left; Mikael Svensson (MCDE), Denis Felicijan (MCDE), Ricardo Inga (Resemin), Fernando Diaz (Resemin), Mats A Person (HYGE), Alejandro Claux (Parker Peru) and Nestor Diaz (Parker Peru).

Coming events

- February 11-13:** Tire, Cologne, DE.
- February 2014:** Gothenburg Boat Show, Gothenburg, SE.
- March 11-14:** Underhållsmässan, Gothenburg, SE.
- March 2014:** Power Gen Africa, Power Generation, Cape Town, RZA.
- May 08-14:** Interpack, Packaging Machinery, Düsseldorf, DE.
- May 19-23:** CEMAT, Material Handling Equipment, Hannover, DE.
- May 2014:** ELMIA Automation, Factory automation, Jönköping, SE.
- May 2014:** MaskinExpo, Transportation, Stockholm, SE.
- May 2014:** IDEF, Defence, Istanbul, TR.
- October 14-18:** Fakuma, Plastics, Friedrichshafen, DE.

Training Brochure 2014

We have launched the Training Programme Europe 2014 with training courses from our hydraulic divisions and also from hydraulic filter division. The brochure can be found under Training in our HMIS (Hydraulics Group Marketing Information System). For more information please contact Catharina Leff-Hallstein or Mats A Person.



Training Programme Europe 2014

Hydraulic Products and Systems

hydraulics
pneumatics
process control
sealing & shimming