



# CHINA, MATURE COATING MARKETS

Since the beginning of this century Hauzer has operated in the Chinese markets of tool and tribological coatings. These markets changed fast in the past decade. “We can say that these markets are mature now,” says Yongwen Xia, sales department manager at Hauzer China.

Hauzer’s Chinese customers share his opinion. Dr. Ke Yashi, President at Suzhou Ahno Precision Cutting Tool Technology says: “More than fifty job coating centres have been opened in China in the last ten years. Large tool makers set up their own coating department, while others send their tools to coating centres for job coating. Almost all types of coating machines from all over the world can be found in China. Most coating machines for tools have been imported, mainly from Europe.

But locally made coating machines are also used. Newly developed coating types are introduced in China at the same time as in Europe now. Most tool makers focus on high quality, high performance coatings, but there are some who only seek low costs. Therefore the tool coating quality in China varies from very low to top quality. Chinese tool makers, such as Ahno, want to have their own coating types with top performance for their own use.”

### Top AlTiN and AlCrN coatings

Yongwen Xia agrees: "Chinese tool makers and job coaters want good quality coatings with top performance. We score especially well with our AlTiN, TiSiN and AlCrN coatings. Of course offering local service is very important. Chinese customers want to be supported in their own language, their own culture. And affordable cost is another important matter. Hauzer is very much liked for the open development of coatings together with customers. We share knowledge and sometimes customers make their own recipes with our technologies. When sampling, we can use their recipes instead of ours. I think our strength is that we do both: we offer ready-made recipes with high performance and we develop new varieties with our customers when desired."

### Very Reliable Equipment

Dr. Ke agrees that the AlTiN based coatings are very popular. "There are

varieties, such as AlTiSiN, that perform very well," he says. "In order to manufacture such coatings, the machine needs to have the right technology for high performance coatings, needs to be reliable and achieve a short coating time. Every Chinese tool maker is striving to achieve the same high performance coating that makes their competitors from Europe successful. Carbide drills, end mills, reamers and inserts are often being coated in China, as well as hob cutters. In this respect the market is not

so different from Europe and America, it is very much driven by the automotive market. Our choice for Hauzer equipment has been made because the company has developed some high performance coatings in recent years. Those coatings fully meet our drill requirements. The other reason for buying Hauzer equipment is their very high reliability. We are very satisfied to have Hauzer as our partner to be successful in the mature Chinese tool coating market."



←  
7th International Seminar on Modern Cutting & Measuring Engineering



Dr. Ke Yashi, President at Suzhou Ahno Precision Cutting Tool Technology



### Chinese Conferences

Hauzer likes to share knowledge with people that are fascinated by the same plasma coating technologies the company is an expert in. In October 2016, Dr. Jianqiang Zhu, process engineer at Hauzer, presented tool coating technologies at the 7th International Seminar on Modern Cutting & Measuring Engineering in Suzhou. Dr. Ke Yashi also made a speech at the seminar. One month later Geert-Jan Fransen, product manager tribological coatings, presented technological developments at the 2016 Components Coating Technology Seminar, organized by Arison Surface Technology (Suzhou) Co.Ltd. Many local automotive producers were present as well as scientific experts from companies and universities, such as Shanghai Jiao Tong University, Beihang University, Chengdu Aircraft Industry Group and Dongfeng Motor Group. This year Hauzer will be present at the CIMT from April 17 to 22 in Beijing, China. Yongwen Xia: "We would really like to meet you there!"