

A Lamination Maker Shifts Into High Gear.

This stamping plant is alive with activity. The sound of high speed blanking surrounds you, as motor and transformer laminations are produced . . . twenty-four hours a day.

It's hard to believe, but just two short years ago this very plant was in danger of closing its doors. The turnaround came in December, 1986, when the business was purchased by three people who, collectively, have over 60 years in the lamination industry. With initials

borrowed from each of their last names, PSW Industries was born.

The original facility had 21 presses, 18 of which were Minsters. "Obviously," says PSW president Dave Petersen, "we felt that our Minster presses were an existing strength on which we could build. Most of our prior lamination experience was with Minsters, and we knew they performed."

Starting with 88 employees, this new management team sent a sleepy company with a solid equipment base into high gear, adding 72 employees within a year.

When it came time to add new press capacity, Minster was the choice. PSW chose a PM3-75 and PM3-125. Depending on the job, these machines run from 400 to 800 strokes-per-minute. "To be competitive we needed the speed that this press could give us," explains Petersen. "We had watched the PM3 evolve from earlier models, seeing a good press getting even better."

Both PM3's are equipped with Minster Cam Feeds and high speed Coil Handling Systems. Dave Petersen feels "the total package is important . . . press, feed and coil handling. Without the other elements in place, you really can't take advantage of the speed the press has to offer.



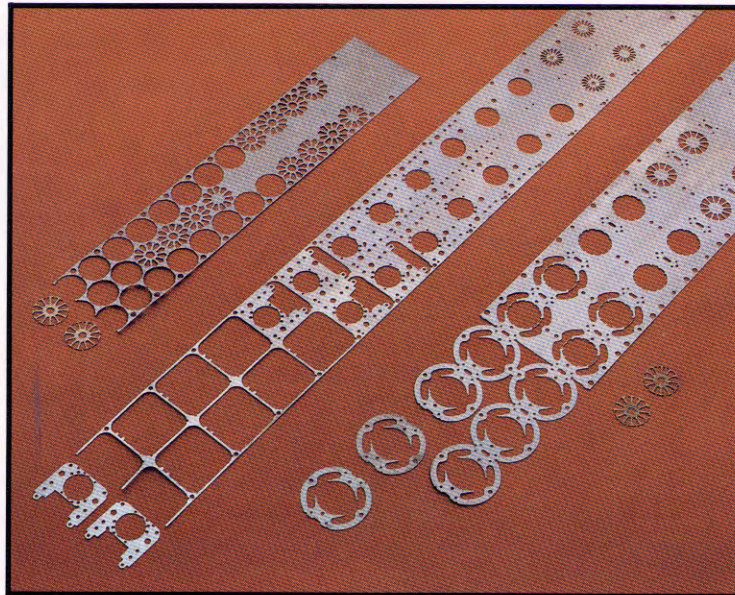
In addition, the Coil Handling System eliminates the harsh loop angles between the straightener and the feed, giving us better material flatness . . . especially important in transformer laminations."

"Beyond the accuracy of the presses, they're very reliable. And we also find that the Minster's provide us with truly achievable high speeds."

Lamination customers are requiring increasing levels of precision in the laminations they use . . . the result of more sophisticated motor and transformer designs and the use of more automated assembly equipment. While delivering this increased precision, lamination makers must, at the same time, maintain and increase productivity.

"We feel our Minster presses help us meet these challenges," says Petersen. "Beyond the accuracy of the presses, they're very reliable. And we also find that the Minster's provide us with truly achievable high speeds. That is, high production speeds, twenty-four hours a day . . . consistent high production."

To achieve maximum performance, PSW Industries chose a total package of press, feed and coil handling system . . . all from Minster.



Faced with the challenge of turning around a business in a very competitive and demanding marketplace, PSW Industries chose to build capability with Minster PM3's, presses specifically designed for high speed blanking, not modified versions of a standard line. They combined these presses with performance-matched feeding and coil handling from Minster. Successful lamination producers around the world have made the same choice. In Dave Petersen's words, "There's no way you can match the value of Minster lamination equipment."

