



**eurolaser**

Partner for your success.

The Laser Magazine by eurolaser  
12th edition / October 2011

# LASERPOINT



## Revolutionary laser cutting automation

OptiSCOUT Touch&Go sets new standards

**Laser is coming into fashion**

**Textile finishing is becoming megatrend**

## CEDIC shops & presentation

**Successful eurolaser customers**

.....  
**Nothing could be more flexible!**

**The unique combination of laser technology  
and mechanical machining tools**

## Looking ahead

Dear readers,

We have literally focused on this summer's highlights for you: From the revolution of the fully automated laser cutting in the textile industry to archery – all targets were reliably achieved. Share the enthusiasm for laser technology with this issue of our customer magazine and reflect in silence. Many of the innovative ideas did not even exist a year ago. Quiet and circumspection open up new perspectives, and these can result in completely new realisations. We have been able to also discover this for our employees, and offer them a welcome alternative for their daily break. And we have to admit, even us laser experts are always surprised about incredible requirements and applications of the industry or trade. And we meet these challenges with growing enthusiasm. Read to learn or be curious and come and visit us, we look forward to meet your interest and learn about your ideas.



A lot of success  
wish M. Kluczinski & H. Hasse

## EUROSYSTEMS

# Revolutionary laser cutting automation

OPTISCOUT TOUCH&GO SETS NEW STANDARDS

The cooperation of two specialists shows what is possible in the field. The task set by eurolaser and Eurosystems was to design complex processes as simply as possible and to automate laser processing as much as possible.

The end result is "Touch&Go". eurolaser and the software system house Eurosystems have brought the future to the

present with the new OptiSCOUT product Touch&Go for automation in industrial laser manufacturing.

With the product Touch&Go, eurolaser and Eurosystems have created an individually customisable software interface for operating automated laser systems in close cooperation, based on OptiSCOUT 7.



For the Laser Cutting Center Evolution, the cooling and exhaust units were positioned space-savingsly on a steel platform above the laser system





Although high-tech laser systems process complex data, operation of the software is very easy. "Touch&Go" – a revolutionary product sets new standards in process automation.

With the new OptiSCOUT 7 version, a completely revised version of the software was launched already in 2011 for finishing processes with accurate contours (print and cut). The special version "Touch&Go" can be individually tailored to customer requirements and provides exceptional possibilities to serial and mass producers above all.

The completely automatic process flow thus lowers costs per unit to a minimum. The machine operators only need to re-supply material and remove the cut workpieces. This solution is worth its weight in gold in the industry mostly for serial and mass production. Process information

about individual jobs can be requested centrally for production management for example. All important information about the current laser processing can thus be seen at a glance. The operator can see everything and can operate several machines in parallel.

OptiSCOUT Touch&Go is image-guided and reduced to the main options. It can be operated user-friendly via touchscreens as well as with a mouse by default. The machine operators are guided step by step through the menu, whereby all options are displayed as a graphic button. Details that are not required are simply omitted, as known from well organised online shops. This way no steps can be forgotten and the operator reverts to preset parameters. The error ratio is minimised and operation is very easy. The touchscreen interface can be designed precisely to customer specifications.

"On the one hand our customers desire a degree of automation as high as possible, particularly in industrial manufacturing", says Holger Hasse, Managing Director of eurolaser. "On the other hand, the system settings must be adapted to the customer's application as precisely as possible. This in turn requires a lot of know-how. Customers often wish that the machine operator can revert to tested default settings, without needing to perform any settings. By individually adapting the new software version OptiSCOUT 7 we can now meet our customer's requirements more than ever."

The versatile parameters required for laser processing that vary depending on the material are not set by the machine operator. OptiSCOUT reverts back to already existing data, which were determined by job preparation specialists during sophisticated tests. This means the operator no longer needs to deal with technical details of this kind.

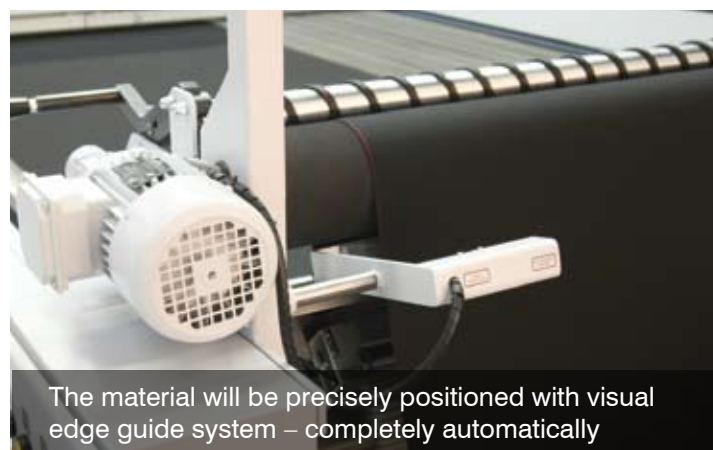
Albert Meyer, Managing Director

of Eurosystems, says: "Characteristics of complex laser processing are the comprehensive automation of individual work processes of the customer and high utilisation of machine capacity through shift operation with trained personnel operating the machines. The software requirements in such complex laser systems are contrary. Easy to use intuitive machine operation

on the one hand and automation adapted to the individual, customer-specific work processes on the other.

Version 7 of OptiSCOUT meets these contrary requirements of automated production.

Recurring customer-specific functional sequences can be summarised by the customer's specialists to create macros or new program functions." ■



# CEDIC shops & presentation

THE EUROPEAN SPECIALIST FOR INDIVIDUAL PRODUCT PRESENTATION AT THE P.O.P.

**CEDiC**  
shops & presentation

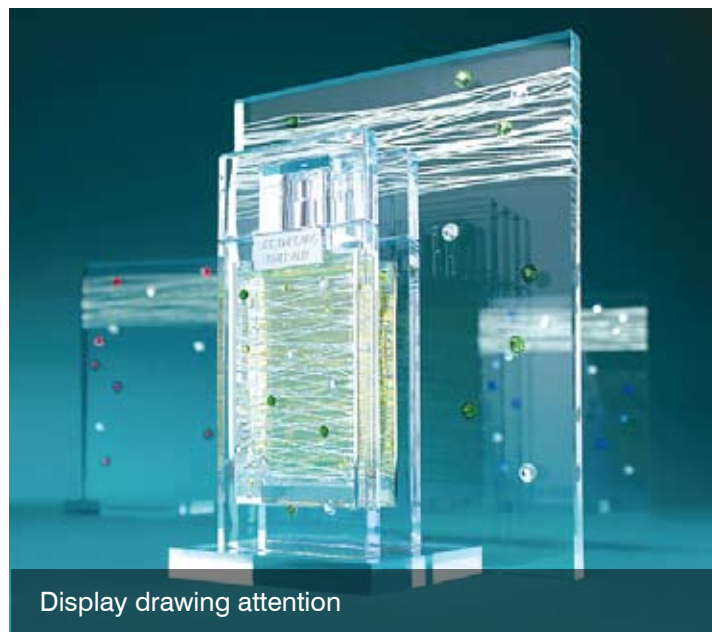


Modern exhibition area for home cinema systems





Sophisticated presentation of goods for perfume



Display drawing attention

An attractive product is of course vital for shop owners and customers alike, but it is equally important that goods are presented and displayed appropriately at the Point of Purchase (P.O.P.). CEDIC GmbH from Heilbronn has taken up this challenge. A European-based company for POP marketing, CEDIC shops & presentation manufactures eye-catching solutions for shop-in-shop systems, one label stores, beauty shops, floor stand displays, counter displays and on-shelf systems.

### More than "just" a displayer – CEDIC offers much, much more!

CEDIC stands ready to assist its customers in achieving a successful and efficient P.O.P. project at every step of the way: it offers a full service (design, development, production, delivery, installation, returns and recycling) at competitive prices and with short and punctual delivery times. It goes without saying that each of these services can be drawn on individually! In order to ensure the excellent quality of its products and services at all times CEDIC has implemented a rigorous risk management system and is of course DIN ISO 9001:2008 certified.

Not having enough space to store the goods you have ordered is no problem, either. CEDIC GmbH owns a computerized

warehouse that can accommodate over 15,000 pallets. So you can leave your goods in interim storage and have them delivered anywhere in Europe at a time that is convenient for you.

### Fast, economical and flexible.

As a renowned manufacturer of product presentation systems CEDIC has been cooperating with well-known partner companies throughout the whole of Europe for about 50 years now. These include companies from the cosmetic branch as well as the clothing and electronics industries. For the most part CEDIC uses a mix of materials such as acrylic, glass, wood and various metals, which the company from Heilbronn purchases from reliable suppliers. CEDIC processes the materials in-house in its own vacuum, injection moulding, CNC milling, laser cutting, digital and screen printing departments as well as bending, gluing and assembling the goods by hand.

Therefore CEDIC maintains an extensive machine park which also includes a laser system from eurolaser. There are virtually no limits to the processing possibilities thanks to the use of laser technology and all areas of the displays production are ideally covered – the flexibility of the laser allows that all customer requirement can be met individually without the need of time-consuming setup procedures.

### Ralf Vogelsang, production manager at CEDIC shops & presentation:

"We can make customer wishes come true with the laser technology from eurolaser – our finished display products feature an ideal interaction of design and technology."

Its wide range of services, a state-of-the-art machine park that is continuously expanded, expertise and competence, consistent value engineering and excellent service make CEDIC shops & presentation your reliable partner for individual, tailor-made display solutions of the highest quality. Anywhere in Europe.

**CEDIC GmbH**  
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High-quality presentation area in specialist shops



# Nothing could be more flexible!

**eurolaser**  
Partner for your success.

THE UNIQUE COMBINATION OF LASER TECHNOLOGY  
AND MECHANICAL MACHINING TOOLS.

**ZÜND**  
swiss cutting systems

**H**ow many decision-makers have asked themselves the same question: Should I buy a knife cutting machine or a milling machine or would it be better to invest in a laser system after all? Couldn't both technologies be combined in a single system?

The combination of the tried and trusted ZÜND tool heads with inserts for knives, milling cutters, drills, scorers, punching tools, markers, inkjets, InkMarkers or CCD recognition systems not only enhance the system, it opens up completely new machining perspectives for the user.

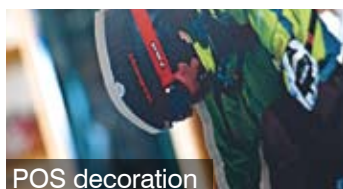
This tool head concept is unique with regard to modular design and flexibility. It opens the door to long-term security in an expandable laser system that is built to last. This in turn means higher stability in value and longer service life. You always have the option of selecting and combining laser or mechanical tools to suite your current requirements. Just a few simple steps are all it takes and the tool heads and inserts listed above are changed over in your eurolaser system in a matter of seconds.



Folding carton



Brochure dispensers



POS decoration

## Our laser can cut with a knife, too

All parts are perfectly aligned to each other. ZÜND tools can be inserted in every laser cutting system quickly and simply thanks to the modular design of the eurolaser systems. The identification and initialisation of the mounted tool and simultaneous switching off of the laser source is fully automatic.

The benefits are obvious: a range of special knife inserts means that multi-layer textiles can be cut or various materials processed that are not really suitable for laser processing.

Both simple drag knives as well as electric or pneumatic oscillating tool inserts can be used with the Tz-P (tangentially controlled Z-axis with Pen-Module) type tool head. Product markings can be applied in addition to the cutting process with the optional "Pen" tool module and its various plotter and marking pens.



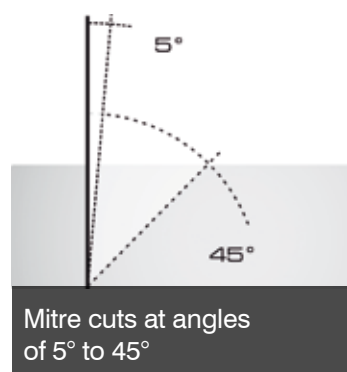
ZÜND tool head Tz-P



## Mitre cuts now possible

It is common practice to take the easy way out and cut material straight and then bond the edges together in a 90° butt joint. But this leaves at least one cut edge of the material visible, which then has to be laminated. These shortcomings are always a thorn in the side; in model making, for example, where attention to detail is a prime concern.

Every craftsman knows just how difficult it is to make a perfect mitre cut. The blade must be guided with absolute precision. The specially developed passe-partout knife or the T75-P (tangential and Pen-Module) from ZÜND make such precision child's play. Mitre cuts in angles of 5° to 45° in material thicknesses of up to approximately 15 mm are possible.



With the tool positioned obliquely material can be cut at an angle of 45°, for example, whereby a "V" shape is cut out. This "V" allows the material to be "bent" at a 90° angle. The outer top layer is not damaged in this process, so you get a perfect outer edge.

### Typical applications and branches include:

- ★ Displays
- ★ POS
- ★ Interior decoration
- ★ Model making
- ★ Passe-partouts
- ★ Eject rings on dieboards

## A milling head, the ideal supplement to laser

For some materials it is better to choose a milling cutter rather than laser technology. Examples of such materials are composites, some types of wood and so-called sandwich materials such as Dibond®. However, not many people know that the laser systems from eurolaser can be combined ideally with ZÜND tool heads (e.g. milling heads). eurolaser offers the quick-change milling module R45s-P for the processing of the just such materials. This module with its high-frequency spindle that has a 1000-watt milling performance and speeds of up to 50,000 rpm ensures excellent cutting quality with low burr formation.

The sturdy tool holder is designed for use with a 6-mm thick shaft and holds the tool in position even under very high loads.

It also has an integrated suction function that minimises soiling of the system caused by chippings.



ZÜND tool head R45s-P

The surface material is removed by the vertical controller of the milling head, without the necessity of milling through the whole material board. This means that grooves can be milled in the board material for example, or the whole surface removed.

As is the case with all ZÜND tool heads, the milling head can also be fitted quickly and easily to every laser cutting system from eurolaser.

Another benefit is that no special software is needed nor any specially prepared cutting files. The eurolaser cutting system with built-on milling head uses the same contour data as that used for laser cutting, even the operator software is the same. The operator can carry on working in the usual way.



Automatic referencing and Z-axis control via 3D software



360° chip disposal for clean material



Automatic surface adaptation in relative mode



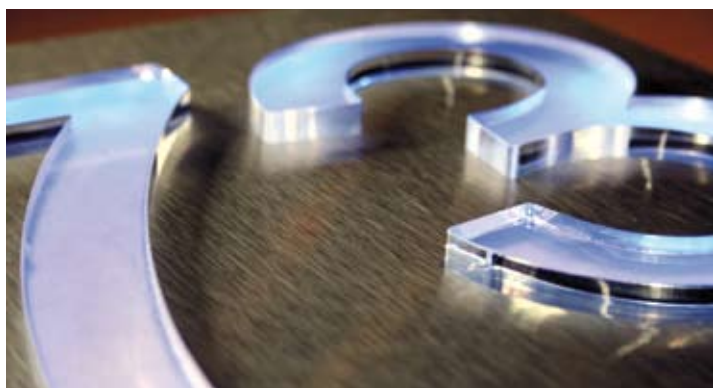
Great machining bandwidth thanks to 50,000 rpm



Pen module for fast marking of parts

EXAMPLE OF A LASER AND MILLING APPLICATION:

# Illuminated exterior signs Inlays made of acrylic and Dibond®



External signs come in many different shapes and sizes and a wide range of colours and materials. That is why we have chosen this example that is combination of laser and milling applications.

The base plate of the sign is made of Dibond®, an aluminium and polyethylene compound. Its light weight and weather resistance are what make this a particularly outstanding material. It was milled with a ZÜND R45s-P20 tool head. The numbers are made of acrylic, which were cut on the same system using a CO<sub>2</sub> laser.

The sign has back lighting to give it that extra touch. This re-

inforces its visual attraction and highlights the inlaid acrylic material. LED's provide a long-lasting and economical solution here and are being used more and more in advertising. Enhancing the sign with lighting effects draws more attention and sets the scene perfectly.

We make all this possible – together with ZÜND Systemtechnik AG, the world champion in cutter systems! Over 10,000 cutting systems in Swiss-made high-precision quality tell their own story of successful mechanical applications worldwide.

**Benefits brought by flexibility – the simplest key to success. ■**

## Overview of your benefits:

- The greatest possible machining flexibility available anywhere on the laser market
- Additional combinable machining tools
- Elaborate concept for precision tools, optimized for industrial applications (24 hours / 7 days a week)
- Plug-and-Play function for quick tool changeover
- Extremely simple operation
- Virtually unlimited range of machining options for a very low investment outlay
- Retrofitting possible at any time



# Wellness, relaxing and recharging one's batteries

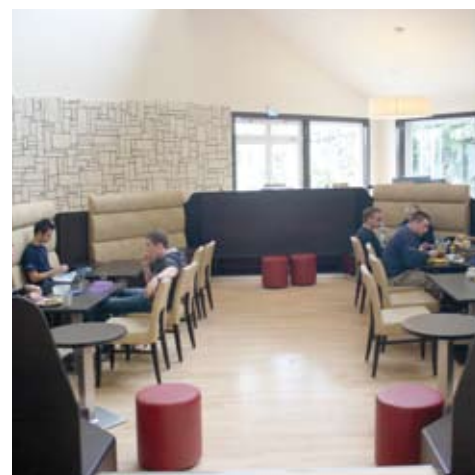
## THE NEW EUROLASER LOUNGE IS FINISHED

It is a place where the eurolaser team can retreat with the guests from all over the world. A lounge that radiates a feeling of well being for anyone who needs a few minutes to think about things, have a cup of coffee or a bite to eat, or who just simply wants to chill-out.

The first thing we did after we moved into a former fitness center in autumn 2009 was to construct the offices, the showroom and the production and storage areas needed by euro-

laser GmbH itself. Now the next project is realized. Measuring over 200 m<sup>2</sup> spread over two floors, the former wellness center offers employees, customers and other interested parties an interior area where they can linger together. It has a seating capacity for over 100 people, 30 of these seats reserved just for visitors on the upper floor. An atmosphere in which relaxing, contemporary elements blend harmoniously in a lounge flooded with natural daylight. The former 8-cornered swimming pool has

been filled in with concrete up to half a meter below its surface, and furnished with a wooden parquet floor on this. This area can then be used in future as a dance floor for events and celebrations. In addition the patio area will be a welcome extension of the lounge in the summer months. Green spaces well protected from the wind, a fish pond with a wall waterfall and a barbecue corner round off the recreation program for escaping the daily routine for a while. ■



# At home with model construction

DETAILED ARCHITECTURE MODELS FROM MÜNSTER

RUST KUNSTSTOFF  
 RUST MODELL



Building model with glass front made of acrylic





Office building made of multi-coloured painted plastic with a scale of 1:1200



Single-colour model of a residential area with park

A model says more than a thousand words. An architectural model is either a simple or exact scale replica of a planned building and helps one to actually visualise what is in a draft plan. These three-dimensional physical objects make it possible for the client to understand and assess spatial relationships at a glance. The draft models are usually easier to comprehend than purely two-dimensional drawings, apart from the fact that lay persons often have problems understanding technical drawings anyway.

The decisive factor for creating a perfect model is to start off by understanding a client's needs

and expectations. Bringing the client's objectives then to reality is the declared aim of Dipl.-Ing. Jürgen Rust. This requires a high degree of competence and imaginative power that he has gained in over 20 years of experience in constructing models. His service company is today in a position to realise the wishes and ideas of its clients flexibly thanks to its team of qualified experts and state-of-the-art technology. Of course professionalism, attention to detail and teamwork play a decisive role here.

Rust offers everything the client needs, from the first enquiry to planning and right on through to realisation and delivery of all

services. This includes service on site, either as a presentation or directly on the exhibition grounds. The clients for the projects come from the fields of industry, advertising, event organisation, architecture, exhibition stand construction and object design. Different materials are used for the realisation, such as wood or acrylic and other plastics that complement each other in perfect and artful harmony.

Realisation of a client's core ideas requires extensive talks and detailed consultation and of course skilled craftsmanship. Machines are also needed to give the materials the right shape. ■

**Dipl.-Ing. Jürgen Rust**  
**An der Kleimannbrücke 87**  
**48157 Münster**  
**Germany**  
**[www.rust-modell.de](http://www.rust-modell.de)**

Quotation from Mr. Rust:

**"The outstanding feature of the laser system from eurolaser is its great versatility. Laser can be used to cut the finest details in wood for example, where other processing methods just break the material. Laser is particularly suited to the processing of acrylics. Clear, smooth edges can be seen in acrylic that has been cut with laser, even the most filigree inner contours. And excellent results can be achieved with raster engraving."**

Realising innovative ideas and project expectations with perfect models – a challenge that Rust is only too glad to take up!



Elaborately displayed architecture model of a clinical facility

# Laser is coming into fashion

TEXTILE FINISHING IS BECOMING A MEGATREND



**E**mbroidery and label manufacturers are now turning to laser technology to process accurately cut patches and labels in a matter of seconds, because time is money. But the last few months have seen the rise of a completely new trend. Laser technology is now being used for product finishing in hitherto conservative textile industries. The market sectors work clothes, corporate fashion, advertising and product promotion in particular are using this technology more and more frequently. A discipline that is both new and simple that will continue to gain acceptance on the market. Economical and sophisticated production technologies are ready and waiting.

## Haptics thanks to laser embossing

This technology is particularly advantageous for discreet lettering because the logos, images, letters etc. appear tone-in-tone on the engraved material. That is why coloured materials are

particularly suitable here as the contrasts can be seen clearly after embossed deep engraving. The engraving is extremely accurate where the shape of the contours is concerned and the haptic effect of such "laser embossing" is unique.

Synthetic materials are particularly suitable for laser engraving (e.g. fleece or microfibers). In English the word "fleece" stands for synthetic wool made for the most part from polyester. Fleece is ideally suited for the production of warm functional clothing such as jackets, trousers, hats, gloves or blankets. Extremely modern, high-quality designs can be achieved using laser technology for the lettering of fleece. Even single items can be manufactured economically. eurolaser offers solutions for automatic material processing directly from the bale in widths of 600 mm to 3,200 mm.

Offer your customers something really special! ■

## Benefits of laser engravings and laser cuts:

- Very fast with no material distortion
- No embossing or cutting tools needed
- No fading of the design during washing
- Cut and engraving possible in one operation
- No fraying
- Laser-precision contours
- Wear-resistant surface



# Attractive Christmas decorations

ACRYLIC, WOOD, TEXTILE – THERE ARE NO BOUNDS TO THE IMAGINATION



Lasered Christmas articles made of wood and acrylic

Year after year millions of Christmas trees are hung with Christmas decorations the world over. There is an enormous choice of decorations ranging from beautiful wooden angels, elegant stars for the top of the Christmas tree and on right through to glass baubles. In addition to the standard look to be found in the big department stores, there is always a demand for individual ranges as well.

They give every creation a personal touch as well as lending the room a festive atmosphere. Laser technology can also make a contribution here. Whether classically elegant, extravagant and unusual or simply just cheerfully playful – the right Christmas decorations can be created for all styles of furnishing and home trends.

Laser cut and engraved Christmas articles. Let us inspire you and put you in a festive mood! ■

## For example you can laser:

- Candle arches
- Christmas tree decorations
- Christmas pyramids
- Engraved Christmas tree baubles
- Textile decorations
- Individual Christmas cards
- Table decorations
- and many more things



## A very warm welcome to all eurolaser's new employees

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### OUR SUMMER OUTING 2011 – ONCE AGAIN A FANTASTIC EXPERIENCE

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*... to thank everyone for their commitment and to strengthen our feeling of togetherness.*

The annual summer outing has become a tradition in the mean time. Every year when the holidays are over a lively program of activities is organised for the whole team to thank everyone for their commitment and to strengthen our feeling of togetherness. This opportunity is also taken to introduce the incoming trainees to their new colleagues and let them all get to know each other in a relaxed atmosphere.

And so it was again this year when the partners Matthias Kluczinski and Holger Hasse invited all employees to enjoy an eventful day. Just like every year new employees and trainees were once again officially welcomed and introduced to the whole team before the summer outing really got underway. After a short works meeting, which included a review of the last months and a tribute to those celebrating a jubilee, the whole work force set off into the countryside.

As is always the case the destination and the activities planned remained a secret that was only revealed when we actually arrived. So the slogan for everyone was the same: just get into the cars and wait and see. We reached our destination after about a 30-minute drive and to our great surprise found ourselves in an enormous castle complex. We were given a warm welcome in Lüdersburg castle, a golf hotel south-east of Hamburg - a complete and utter surprise for everyone. The first thing the hotel staff did was to give us an overview of what the day held in store for us. We were divided into groups and then off we went – to play golf, shoot clay pigeons and bow and arrow.

Under the motto, "there is no such thing as bad weather, just bad clothing" the whole team braved the windy and showery weather, fortifying themselves in between at the cold buffet and taking part in all the activities

with great enthusiasm. They approached the sport disciplines with the same elan they apply to their everyday work. The competent trainers gave us a tip or two, so some of us even discovered some hidden talents during the course of the day.

We returned to the company in the evening to restore our strength after all our physical activities in the open air. The boss himself worked on the barbeque where he once again showed his appreciation for all the fantastic work his employees had put in with barbequed sausages and steaks. The evening drew to a close cosily with everyone enjoying a delicious meal, cold drinks and rousing music.

The outcome of the day was agreed by one and all, on the same evening and in the days that followed: It had been a fantastic day with friends, games, sports and altogether a lot of fun. ■





# eurolaser – Staff news

## New recruitments

Name	Profession	Start of employment
Christoph Lewerenz	Service technician	01.05.2011
Frank Feldmann	Team leader warehouse	08.08.2011
Uwe Peter	Process controlling	01.09.2011

## Anniversaries

Name	Years	Date
Harald Eis	5 Years	01.07.2011



Harald Eis

## New trainees

Name	Training course	Start of employment
Willi Schäfer	Industrial Business Management Assistant	15.08.2011
Michael Schunk	Industrial Business Management Assistant	15.08.2011
Wayne Gerth	Dual course of studies / Industrial Business Management Assistant	15.08.2011
Florian Buchholz	Dual course of studies / Industrial Business Management Assistant	15.08.2011
Thorsten Soer	Dual course of studies / Management Assistant in Office Communication	15.08.2011
Nils Ripke	Specialist for warehouse logistics	15.08.2011
Andreas Behrendt	Specialist for warehouse logistics	15.08.2011
Aicke Schwebcke	Specialist for warehouse logistics	15.08.2011
Fabian Siems	Mechatronics fitter	15.08.2011



## Marriages

Name of the married couple	Place	Date of the marriage
Udo & Kathrin Weustenhagen	Elsendorf near Munich	30.07.2011

## Examinations passed

Name	Profession	Date
Torben Heins	Office administrator	17.06.2011
Tobias Brandt	Office administrator	17.06.2011
Christina Günther	Dual course of studies / Management Assistant in Office Communication	17.06.2011
Waldemar Metzger	Specialist warehouse clerk	01.07.2011
Konstantin Ebel	Specialist for warehouse logistics	01.07.2011

## DATES



### Woodtec in Brno (CZ) 18.-21. October

We will be showcasing our M-1200/400W laser system with a focus on demonstrating wood cutting and engraving. Alternatively you will also be able to see the machining of acrylics.

Come and visit us  
at stand 003, Hall P.

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