



## CUTTING TOOLS SURVEY 2007-2008 CUTTING TOOLS SURVEY

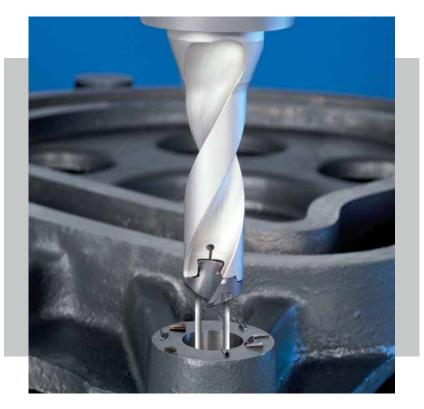
2500 Tamiami Trail North Nokomis, Florida 34275 941-966-9521 www.toolingandproduction.com

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#### **CUTTING TOOLS SURVEY**

#### SURVEY RESULTS



#### PURPOSE

The purpose of the 2007 Cutting Tools Survey was to determine brand awareness and which brands/types of cutting tools are being used among T&P subscribers. Also discovered, were important attributes for brand product attributes for brand purchase, current plans for purchase, present budgets, and expectations for future cutting tool budgets.

#### **METHODOLOGY**

Email invitations to participate in a Web survey were sent to subscribers of T&P magazine. Qualified subscribers included those who indicated on their subscription card that they perform milling and turning operations. 284 questionnaires were returned.

Some cutting tools photos courtesy of ISCAR.

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#### **CUTTING TOOLS SURVEY**

#### How familiar are you with the following cutting tool suppliers?

Kennametal	94%	
Sandvik	90%	
Iscar	79%	
Valenite	77%	
Ingersoll	65%	
Mitsubishi	61%	
Seco	57%	
Sumitomo	56%	
Komet	55%	
M.A. Ford	49%	
Manchester	42%	
Walter USA	39%	
Big Kaiser	37%	
Kyocera	36%	
SGS	34%	
Horn	33%	
Titex	33%	
Allied Machine	31%	
Dapra	29%	
ATI Stellram	26%	
YG1	22%	
Ceratizit	11%	
Prototyp	8%	

#### **OTHER MENTIONS (10%)**:

SKOOOCIO IOOTIVE

A.B.Tools	Clapp Dico	Hanita	Niagara Cutting	SP3
Accupro	Data Flute	Kaiser	Tool	Spec Tool
Alliance	Exactaform	Thinbit	OSG	Timeco
Amamco	Fullerton Tool	K-Tools	Precision Twist	
CGS	Garr Tool	Mapal	Primary Cutter	
Circle	Greenleaf	Micro 100	Promax	
CJT	Guhring	Mil-Tec	Scientific Cutting	

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Please indicate which companies you currently purchase cutting tools from:

Sandvik64%Iscar58%Valenite44%Seco35%M.A. Ford32%Ingersoll30%Mitsubishi29%Komet27%Sumitomo27%Manchester21%SGS21%Horn20%	Kennametal	80%	
Iscar       58%         Valenite       44%         Seco       35%         M.A. Ford       32%         Ingersoll       30%         Mitsubishi       29%         Komet       27%         Sumitomo       27%         Manchester       21%         Allied Machine       19%         Titex       19%         Big Kaiser       14%         YG1       13%         ATI Stellram       12%         Walter USA       12%         Dapra       5%         Ceratizit       4%			
Valenite44%Seco35%M.A. Ford32%Ingersoll30%Ingersoll30%Mitsubishi29%Komet27%Sumitomo27%Manchester21%SGS21%Horn20%Allied Machine19%Titex19%Big Kaiser14%YG113%ATI Stellram12%Kyocera12%Walter USA12%Dapra5%Ceratizit4%			
Seco35%M.A. Ford32%Ingersoll30%Ingersoll30%Mitsubishi29%Komet27%Sumitomo27%Manchester21%SGS21%Horn20%Allied Machine19%Big Kaiser14%YG113%ATI Stellram12%Kyocera12%Mater USA12%Lapra5%Ceratizit4%			
M.A. Ford32%Ingersoll30%Mitsubishi29%Mitsubishi29%Komet27%Sumitomo27%Manchester21%SGS21%Horn20%Allied Machine19%Titex19%Big Kaiser14%YG113%ATI Stellram12%Kyocera12%Matter USA12%Ceratizit4%			
Ingersoll30%Mitsubishi29%Komet27%Sumitomo27%Manchester21%SGS21%Horn20%Allied Machine19%Titex19%Big Kaiser14%YG113%ATI Stellram12%Kyocera12%Dapra5%Ceratizit4%			
Mitsubishi 29% Komet 27% Sumitomo 27% Manchester 21% Manchester 21% Horn 20% Allied Machine 19% Titex 19% Big Kaiser 14% YG1 13% ATI Stellram 12% Kyocera 12% Walter USA 12% Dapra 5%			
Komet27%Sumitomo27%Manchester21%SGS21%Horn20%Allied Machine19%Titex19%Big Kaiser14%YG113%ATI Stellram12%Kyocera12%Dapra5%Ceratizit4%	-		
Manchester21%SGS21%Horn20%Horn20%Allied Machine19%Titex19%Big Kaiser14%YG113%ATI Stellram12%Kyocera12%Dapra5%Ceratizit4%	Komet	27%	
SGS21%Horn20%Allied Machine19%Titex19%Big Kaiser14%YG113%ATI Stellram12%Kyocera12%Dapra5%Ceratizit4%	Sumitomo	27%	
Horn20%Allied Machine19%Titex19%Big Kaiser14%YG113%ATI Stellram12%Kyocera12%Dapra5%Ceratizit4%	Manchester	21%	
Allied Machine19%Titex19%Big Kaiser14%YG113%ATI Stellram12%Kyocera12%Walter USA12%Dapra5%Ceratizit4%	SGS	21%	
Titex19%Big Kaiser14%YG113%ATI Stellram12%Kyocera12%Walter USA12%Dapra5%Ceratizit4%	Horn	20%	
Big Kaiser14%YG113%ATI Stellram12%Kyocera12%Walter USA12%Dapra5%Ceratizit4%	Allied Machine	19%	
YG1 13% ATI Stellram 12% Kyocera 12% Yalter USA 12% Dapra 5% Ceratizit 4%	Titex	19%	
ATI Stellram12%Kyocera12%Walter USA12%Dapra5%Ceratizit4%	Big Kaiser	14%	
Kyocera 12% Walter USA 12% Dapra 5% Ceratizit 4%	YG1	13%	
Walter USA 12% Dapra 5% Ceratizit 4%	ATI Stellram	12%	
Dapra 5% Ceratizit 4%	Kyocera	12%	
Ceratizit 4%	Walter USA	12%	
	Dapra	5%	
Prototyp 2%	Ceratizit	4%	
	Prototyp	2%	•

#### **OTHER MENTIONS (17%)**:

A. B. Tools Accupro Alliance Amada Cutting Amamco CGS CJT Cleveland Data Flute Destiny

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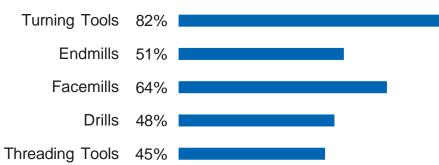
Dieugenio Tool Exactaform Fullerton Tool Garr Tool Giddings Greenfield Guhring Hanita Hertel Kaiser Thinbit Kendeco K-Tools Lawson Lovejoy Manchester Mapal McMaster Carr Micro 100 Mil-Tec Morse MSC Niagara Cutter OSG Precision Twist Primary Cutter Promax Putnam Seim Tool Silver & Deming SP3 Spec Tool Timeco Toshiba Tungaloy Twist Welden

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#### What types of cutting tools do you use the most?

#### INDEXABLE OR INSERT TYPE



#### SOLID CARBIDE ROUND TOOLS OR HSS



#### SPECIALS

Designed for a specific job 37%

#### **OTHER MENTIONS (4%)**:

Bandsaw & Coldsaw Blades Brazed PCD Tools Broaches, Grinding Wheels, Diamond Dressers CNC Router Bits Diamond Mills High Speed Tool Blanks HSS Thread Chasers PCD Endmills, Drills Solid Carbide Thread Mills

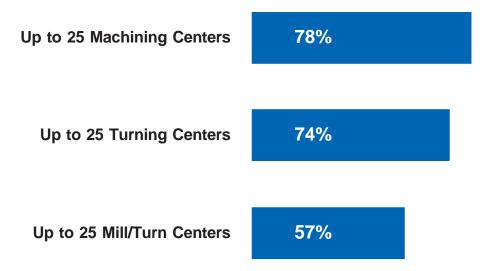
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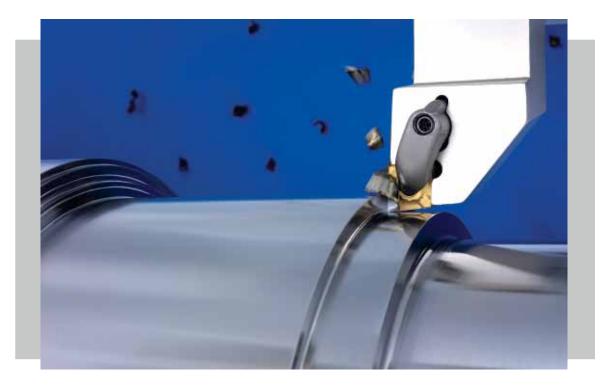
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#### **CUTTING TOOLS SURVEY**

How many Maching Centers, Turning Centers and/or Mill/Turn Centers do you have running in your plant?





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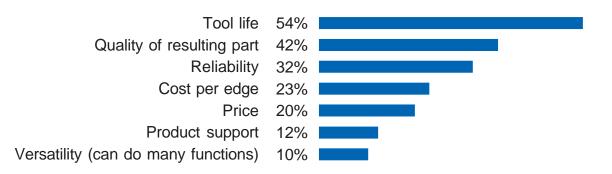
What is the ONE most important reason for choosing a certain brand of cutting tool?

Performance	62%	
Quality	9%	
Customer service	8%	
Past experience with Company	8%	
Product support	5%	
Price	4%	
Sales Representative	1%	1

#### OTHER MENTIONS (3%):

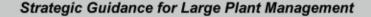
Fills Needs Technical and Product Support Price and Performance Corporate Recommendation

Which two of the following product attributes are the most important when choosing a specific brand of cutting tool to purchase?



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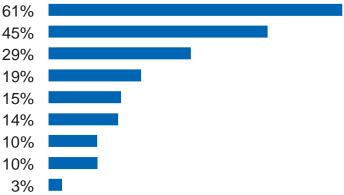
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#### **CUTTING TOOLS SURVEY**

### Which methods do you use most often to learn about what cutting tools are available in the marketplace?

- Trade publications/magazines 6
  - Company sales rep
    - Distributor 2
    - Peers/Word-of-mouth
      - Trade shows
- Company bochure or catalog
  - Company web site 1
  - Web search engine

Advertisement received in the mail



#### When will you/your company be evaluating/purchasing new cutting tools?

Currently evaluating 5 Within the next 6 months 1 Within 6 months to 1 year More then 1 year from now Have no plans 2



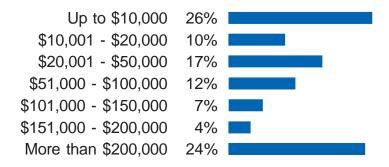
#### Do you feel that your cutting tool budget will be greater in 2008, about the same as 2007 or less then 2007?



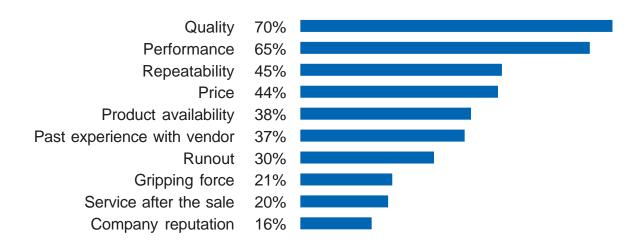
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#### What is your 2008 budget for cutting tools?



When purchasing tool holders for your cutting tools, what factors influence your decision on which brand of tool holder to purchase?



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#### **CUTTING TOOLS SURVEY**

#### What primary market segment are you involved in?

General Machining	26%	
Automotive	16%	
Aerospace	12%	
Farm and Off-Road	7%	
Oil & Gas	6%	
Medical	6%	
Defense	4%	
Mold & Die	4%	

#### OTHER MENTIONS (19%):

Analytic Instruments Appliance Motor Automation Machinery Circuit Boards **Commercial Food Preparation** Compressed Gas Equipment Consumer Products Consumer/Hand Tools **Cooling Towers** Defense & Aerospace Design & Build Special Machines Drive Production Education **Electrical Devices EMI** Shielding Fasteners Filtration Fire Hydrants & Pumps Fluid Moving Equipment Fuel Cells Handguns HVAC Ice Machines/ Appliances

Industrial Motors Injection Molding Lift Truck Machinery Building Manufacturer of Apparel & Industrial Marine Most To All of the Above At Any Given Time **OEM** Automotive Lifts Pharmaceutical Power Generation R&D Railroad Parts Supplier Scientific Analyzers Semiconductor Ship Construction & Repair Sporting Firearms Sporting Goods Telecommunications Turbo Machinery OEM Utilities Welding Equipment Wood Products

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#### **CUTTING TOOLS SURVEY**



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**NELSON PUBLISHING CUSTOM RESEARCH** utilizes the latest technological advances in data collection and assists you in every stage of the survey process including:

Consultation on research objectives Questionaire design Survey administration Data tabulation Results analysis and graphic charts

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