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### LOCATIONS

Eden Prairie MN  
952.937.8902  
1.800.288.6628

North & South Dakota  
1.800.309.5393

Iowa & Nebraska  
1.800.238.8857

Milwaukee WI  
1.800.242.8313

Madison WI  
1.800.242.8313

Fox River Valley WI  
1.800.242.8313

Oldsmar FL  
1.800.282.8124

Elgin IL  
1.877.942.7227

# IN MOTION

January 2008 Volume 3, Issue 1

BRAAS COMPANY NEWSLETTER

**Welcome** to the 2008 edition of "In Motion" newsletter. We hope that you had a prosperous year in 2007 and 2008 looks even better! New this year, you'll find signing up for training classes much easier at [www.braasco.com/training\\_courses.html](http://www.braasco.com/training_courses.html). Our new on-line system allows you to choose, register, and pay for elected classes. Also this version of the newsletter is now available in Spanish at [www.braasco.com/newsletter.html](http://www.braasco.com/newsletter.html) to view on-line. If you would like us to showcase a specific product in future newsletters, please send your e-mail request to [info@braasco.com](mailto:info@braasco.com), we'd like to hear from you!

### PRODUCTS ARE KEY!

Do you wonder how a distributor's product lines take form? Hopefully they have given a lot of thought into the process and developed a strategy of top notch suppliers to partner with.

At Braas Company, we have grown our supplier relationships into a unique role. First we have focused on two main technologies: Fluid Power and Motion Control. Within each technology, we have identified:

- I. Primary Suppliers - those who are our key partners situated for long-term growth and innovation
- II. Complimentary Suppliers - those who enhance and supplement our Primary Suppliers
- III. Alternative Suppliers - those who support a niche market not served by other manufacturers

This strategy has helped Braas develop and support key manufacturers without having too many lines that could be a distraction. Another goal at Braas, is to work with suppliers that have a global presences. In the book, "Who Moved my Cheese," by Spencer Johnson, he states we no longer can expect things to be as they always have been. We are in a dynamic environment. Companies are located all over the world and we need to offer you, our customers, products you know will be available wherever your equipment is in use and support those products wherever they are installed. Our vision statement sums this up nicely by saying, "We will be a global supplier of World class automation solutions."

Finally, we are listening to your feedback. The responses to our customer survey that was just completed are greatly appreciated. Your input to future products will be beneficial in growing out linecard in a meaningful way for you in the near future! Thank you for your business.

Regards,  
Paul Fagerberg  
Product Manager



*Tolomatic's MXP and MXE Band Cylinder Series are designed to outlast every rodless cylinder on the market!*

**Tolomatic**  
EXCELLENCE IN MOTION.

The MXP and the MXE have a solid bearing design that reduces stress concentration by 59% for optimum performance. This internal bearing design is permanently lubricated for long trouble-free service. Equally, the MXP and the MXE use strong stainless steel bands that will not expand like elastomer (non-metallic) bands, providing reliable sealing over the life of the actuator. Look over the new MX Series, you'll find these actuators set a new standard for durability.



### EMPLOYMENT OPPORTUNITIES

Braas Company has the following positions open:

#### Minnesota:

- Design Technician
- Accounting Manager
- Inside Technical Sales Rep

#### Iowa

- Outside Sales Rep - Motion Control

#### Wisconsin

- Business Unit Manager
- Inside Technical Sales Rep

Braas Company is employee owned and offers a competitive salary/benefits package. If you are interested, please send letter, resume and salary requirements to:

Braas Company  
Janis Negratti-Samuel  
7970 Wallace Road  
Eden Prairie Minnesota 55344  
Fax: 952.975.6317

E-mail: [Janis.Negratti-Samuel@braasco.com](mailto:Janis.Negratti-Samuel@braasco.com)

For job descriptions, visit our website [www.braasco.com/employment.html](http://www.braasco.com/employment.html)



## NACHI's FLEXGUIDE



### *BIN PICKING VISION GUIDED ROBOT*

Braas Company has a *fully functional* Nachi FLEXguide Bin Picking Vision Guided Robot cell in our robot lab in Eden Prairie, MN. *You are invited* to visit our robot lab and learn about Bin Picking and how to use FLEXsearch and the FLEXguide system to reduce your cycle times and increase productivity! To set-up a personal demonstration, please contact John Reitan at 952.937.6569 or [john.reitan@braasco.com](mailto:john.reitan@braasco.com)

#### WHY NACHI?

- ⊕ The FLEXguide system is capable of accepting random parts presented in any orientation to the robot within the established search area.
- ⊕ Nachi's FLEXsearch Software, processes the location and positioning of the parts via the Nachi NV-AX-PS Bin Picking Vision System.
- ⊕ Nachi has integrated the complex algorithms to simplify implementation and set-up of your Robotic Bin Picking solution.
- ⊕ Master programs (or templates), are included with the FLEXguide system to allow for easy integration into your process.
- ⊕ Set-up, calibration and programming time is reduced up to 70% with the parameters of Nachi's FLEXsearch software!

#### **SIMPLIFIED VISION INTEGRATION APPLICATION TYPES:**

Machine Tending, Drilling, Deburring, Cutting, Parts Inspection/Sorting, and Dispensing

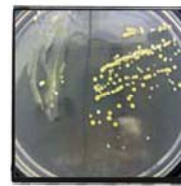
## OMRON - E2F-D ANTI-MICROBIAL INDUCTIVE SENSORS

### Proximity Sensors with FDA-Approved Bacteria Inhibiting Housing Reduces Risk of Food Contamination

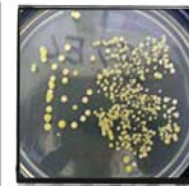


An exciting new development for the food processing industry, E2F-D sensors feature a sealed hard plastic housing with a special FDA-approved anti-microbial additive that keeps the surface clear of bacteria.

- ⊕ Bacteria-killing silver ions are continuously released and diffused to the surface of the PBT housing and PA mounting nuts
- ⊕ The effect is long lasting, the slow release of ions effectively keeps the sensor surface free of bacteria and other organisms over the typical lifetime of a machine which may be many years
- ⊕ Improves overall machine hygiene and significantly reduces risk of food contamination
- ⊕ Food manufacturers are freed from the continuous spiral of having to use increasingly concentrated and aggressive cleaning agents to destroy bacteria that are themselves becoming ever more resistant to these agents
- ⊕ IP67 and IP69K tested and certified for highest water resistance
- ⊕ Tested detergent resistance
- ⊕ Short-barrel and long-barrel shielded models available
- ⊕ Pre-wired with 2m cable



Bacteria growing on ordinary sensor after touching with finger



Bacteria growth on ordinary sensor after 12 hours



Active bacteria reduction on E2F-D housing after 12 hours

## NOW YOU CAN REGISTER ON-LINE FOR TRAINING CLASSES!

### FIND OUT WHAT YOU CAN LEARN AT BRAAS COMPANY

Winter - Spring 2008 training classes for our Eden Prairie, MN location are available on-line. For class descriptions or to register for training classes, go to [www.braasco.com/training\\_courses.html](http://www.braasco.com/training_courses.html)

Custom classes are available upon request—see class descriptions

## Eaton CutlerHammer Offers A Full-Range of Operator Interface Solutions

Eaton's HMi is an ideal choice for mid-range control and automation applications such as packaging, HVAC, wastewater management, pumping, compressors and material handling. HMi delivers fast and easy installation and program configuration by combining a user-friendly, flexible software package available for a trial download from [www.eaton.com/electrical](http://www.eaton.com/electrical), along with a one-hour Boot-Camp training document and a foldout Quick Start Guide that ships with the product. With both the software and Quick Start Guide, the user has everything needed to start using HMi to configure and monitor their application.

Its easy-to-use macro ability gives users the ability to store application recipes, images, historical trends and alarm data. HMi stores an entire application, including images, so later editing does not require original source files. Its Picture Bank feature can also upload and download pictures or images from HMi to a PC.

### Features:

- True analog touch screen
- Retentive internal data storage
- Real-time trending
- Trend stored data
- Alarming and alarm storage
- Alarm frequency
- Event storage (history)
- USB programming
- USB memory storage

**EATN** Cutler-Hammer



- USB printer
- Add I/O
- Macro programming
- Multi-language
- Recipe storage
- Auto-scale application from 10-4"
- On-line simulation
- Off-line simulation
- 8-level password protection

## Quickdraw® Conveyor Systems by MagStar Technologies

### Q-SQUARED CONVEYORS

**MAGSTAR**  
TECHNOLOGIES

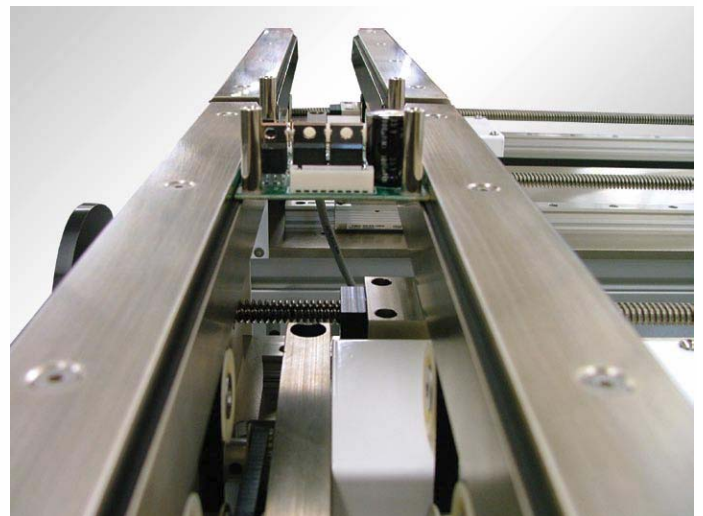
Q-Squared is Quickdraw's proprietary conveyor control platform. It provides Quickdraw Conveyors with built-in pallet transfer capability without the need for expensive control panels, custom software, or metering stops. It's especially well-suited as a transfer conveyor for use between workstations on Printed Circuit Board and palletized assembly lines. The Q-Squared option is available on Quickdraw's Edge Belt, Heavy Duty, and Standard MR roller conveyor lines.

Q-Squared offers significant cost savings over other transfer systems by eliminating the need for control panels, supervisory PLCs, and complex pneumatic distribution. The system offers true modular plug and play operation, with SMEMA capability and Audit/Bypass function included and adjustable width optional. Q-Squared can also control Corner Rotate, Shuttle, Elevator, and Lift Gate functions without the need of a control panel with PLC.

Besides transfer conveyors between workstations, Q-Squared works well as a buffering return line on palletized assembly lines.

### Q-SQUARED SPECIFICATIONS:

- Size and capacity of standard Quickdraw conveyors
- IPC-SMEMA-985I and SMEMA 1.2 compatible
- 110-VAC - 1.6A power requirement (240VAC capable)
- Sensor stop
- Adjustable speed and acceleration



**Braas Company**  
**7970 Wallace Rd**  
**Eden Prairie MN 55344**

# IN MOTION

BRAAS COMPANY NEWSLETTER – JAN 2008



## WHAT DO YOU EXPECT TO GAIN FROM LEAN?\*

While this may sound like a ridiculous question to you, more often than not, companies start down the path of lean transformation, without having truly measurable outcomes in mind. Starting something this significant in your organization's future, without having a burning platform that leadership is aligned around, will almost guarantee failure. Too often, companies start down the lean path because they want to cut costs their customers require them to do to pursue lean, or they have heard it is a good thing to do. Without a clearly communicated vision, employees will hesitate to go "all in" and managers will resist or stall progress when the decisions get tough or personal.

So what should you expect? First of all, lean generates capacity, at a company-wide rate of 20-30% per year, and you should communicate to your team that you expect that level of improvement. This capacity should be used to grow revenue without having to add people, equipment and buildings, which will substantially improve your profitability. In addition to capacity increases, you should expect a reduction in defects at a rate of 50% per year, a 30-50% annual reduction in inventory and a 30-50% annual reduction in lead-time. You should expect that lean will be difficult. The above gains come from kaizen events at the rate of 1/month per 100 employees, supervisors trained and capable of delivering daily improvements, and a workforce engaged and trained to identify and eliminate waste on a daily basis. While implementing lean, you should expect to let go and give decisions away to develop people in your organization. You should expect to hold people accountable to not only make improvements, but to sustain the improvements through the use of standard work.

Ultimately, you should expect lean to create a company-wide cultural transformation and a change machine capable of generating these returns annually.

Watch future issues of this newsletter to learn more about Lean. If you have questions or would like more information about Lean in the work place, contact Tim Bloudek at [tim.bloudek@braasco.com](mailto:tim.bloudek@braasco.com)

If you wish to be removed from the Braas Company mailing list for the "In Motion" newsletter or you would like to receive via e-mail, please send your e-mail request to [marketing@braasco.com](mailto:marketing@braasco.com) indicating your preference. Thank you

# IN MOTION

BRAAS COMPANY NEWSLETTER – JANUARY 2008