



**Ronson Gears: Quality Vision Skills Technology**

***Moving with the times***



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**Can you answer this ?**  
**One, two, three...! What**  
**starts with K, has four words**  
**to its name, brings to three the**  
**total investment in equipment**  
**from this company, and will**  
**deliver immense value to our**  
**customers?**  
**See page three for the answer**  
**... In the news**

**Check out our new look at [www.ronsongears.com.au](http://www.ronsongears.com.au)!**

We're very excited by our new website and we hope you will be too. Most of its content, look and feel has been based on feedback from our customers about what they want to find when they visit [www.ronsongears.com.au](http://www.ronsongears.com.au). It's been a great process bringing it to life.

To make sure we've got it right according to the most important judge - YOU! - we would greatly appreciate you taking a few minutes to complete our short feedback form at [www.ronsongears.com.au](http://www.ronsongears.com.au) ... go to the 'Latest News' page. It won't take long and after you have completed it, we'll send you a Ronson Gears 'New Website Gift Pack' of two movie vouchers to say thank you.

Don't want to see the latest movie? Give the tickets to your employee of the month – they'll love you for it!

It's really important to us to know what you think about the whole Ronson package...all the elements that make Ronson Gears the company it is!



## DIRECTOR'S CUT

Terry New, Director Sales/Marketing

Welcome again to another edition of Gear Whispers.

It is pleasing to report that Ronson Gears has had another year of record growth, which gives us the ability to continue to invest in new plant and equipment. Of course, along with this continued growth comes ever-increasing operating costs, so the challenge now is to keep these costs under control.



After a period of consolidation in recent times we have again had the cheque book out and ordered three new machines, with a fourth in mind. These machines, with their high level of accuracy, will give us more capacity, machine back up, better throughput, and added value for our customers. Read on for details of these purchases. We are very excited, and we believe the benefit to our customers and employees will more than justify the cost of the investment.

Investing in equipment with the latest technology brings many benefits. As well as being environmentally and technologically advanced they are fast, accurate, very user friendly and safe to operate, creating employee satisfaction.

Two trips to the USA, a trip to Europe, and many ongoing local and interstate visits to our valued customers and suppliers have also kept us busy. Our ventures overseas strengthened relations with the American Gear Manufacturers Association (AGMA), Eurotrans, the British Gear Association (BGA), along with our valued customers in the UK.

The Australian Performance of Manufacturing Index recently reported a slowdown in manufacturing for the months of May and June and an increase in the machinery and equipment, and fabricated metal product sectors, on the back of mining and infrastructure demand. This is consistent with our experience at Ronson and we believe through dialogue with our customers, these sectors will remain buoyant.

We wish you well for the remainder of 2008, and thanks to our employees, customers, and suppliers, for their continued support.

## CHINESE COPY-CATS . . .



**they know when they are on to a good thing –**

Plagiarism was a problem long before a company's website became its public face. Now though, it seems that the internet has made it all so much easier for unscrupulous copy-cats to replicate an entire site, changing only the company name and contact details with a few simple clicks.

Ronson Gears recently had such an experience. A Chinese company copied our website in its entirety. Images of gears, Ronson's copy and capability were all replicated on the Chinese site. The banner on the home page was identical to our's. Only the Ronson name and logo were replaced – although our logo was still partially visible!! Not too sure what this says about this particular company's precision or attention to detail!

An associate of ours in the US notified us of the situation after receiving an enquiry from the Chinese company – presenting as an associate of Ronson Gears!

A legal letter has been sent to the company advising them of their breach of international copyright laws. We await a reply (and the site to be taken down) with interest. While it is said that imitation is the most sincere form of flattery, and we will certainly not suffer any business threat, it pays for all of us to be aware of what the competition is up to on the web.

For anyone who is interested, there is an excellent website – [www.copyscape.com](http://www.copyscape.com) – which will scan other sites and bring up those with a close word match. If you copy a paragraph of text from your website and place all of it into the Google search box, this can also bring up other sites using your content.

The timing of this fraudulent activity was ironic, as we were well underway in the production of our new website – do check it out:

**[www.ronsongears.com.au](http://www.ronsongears.com.au)**

# Built on strong foundations

Our reputation as the leading Australian gear manufacturer with global reach and knowledge is spreading fast. Our local clients are confident that they have access to the best gear manufacturing technology in the world, while international clients are coming to us from as far afield as the USA and Europe. Whilst this is everything we could want, the responsibility that comes with this kind of reputation is taken very, very seriously at Ronson.

Our vision – to continually invest in technological advances and innovation while maintaining the personalised service of a family-run business – is an ambitious one. Combining an intimate understanding of, and investment in, the latest in technology and dealing only with the best international suppliers of gear manufacturing technology is our commitment. We believe strong relationships are the key.

We are located on the other side of the world from the manufacturing hub of specialised gear manufacturing machinery. To maintain our cutting edge (pardon the pun!) therefore means regular visits to our suppliers have become almost a part of everyday life for the Ronson team. To assess the value of potential technology to our customers from such a distance is otherwise impossible.

Meeting with suppliers, face-to-face discussions, building relationships of trust and confidence are all an integral part of the process, and have been an important component in the rise and rise of Ronson and the results we bring our customers.

One such recent trip by Gordon and Gavin New has generated some very exciting news to pass on in this issue of Gear Whispers. (See Gavin's diary entry on Page 4.)

**News online –**

Keep an eye on our website and upcoming issues of Gear Whispers where we will elaborate on our commissioning of a new Fellows CNC gear shaping machine from Machine Tool Builders in the USA, due early 2009



## In the news – turning point!

The arrival of the Doosan Turning Centre VT 900 in August will bring vastly increased capability to our current turning centre, providing Ronson with the ability to drill, tap and mill. Our turning capacity, previously 450mm, will be increased to 900mm diameter, and it is possible to turn up to 850mm in length.



The Koepfer KFS250SCNC Hob Sharpener (due in October) brings further state-of-the-art gear machinery to Australia's doorstep. It is the third Koepfer installation at Ronson, complementing two high production hobbers.

Koepfer is the world's foremost high production gear machine tool manufacturer, and this particular machine is being manufactured in the USA under the Koepfer America brand.

Replacing our current manual machine, which has almost reached its 'use by date', the new hob sharpener brings further accuracy and speed to our processes – having accurate hobs ensures accurate output, and hence a better finished gear.

It will sharpen bevel gear cutting tools, hobs, shaper cutters and rack cutters, and will further the life span of both the hob and cutter. It has a grinding capacity for hobs of 254mm (10") in diameter and 305mm (12") in length.

Our actual machine will be on display at IMTS in Chicago in September on Koepfer America's stand, before being shipped out to us in October.

Ronson Gears will continue to offer sharpening as a service to our customers, at an even higher level.

**Answer to question on page 1:** Koepfer KFS250SCNC Hob Sharpener

# On the road in the US of A



## Diary excerpt – Gavin

New machines, new business, meeting new friends and catching up with 'old' ones! A perfect score for Gordon and myself – and a great result from our recent high-powered ten-day foray to the US in March.

### Tuesday, March 4th

Twenty-four hours of little sleep, non-stop in-flight movie action, officious customs officers, ordinary airline meals, followed by an even more ordinary hotel meal in Chicago was our start to our bi-annual, relationship building and gear manufacturing study tour to the US. A good night's sleep was a great panacea, and thankfully the experience improved from that point.

Choosing gear-manufacturing equipment of the calibre of that commissioned by Ronson Gears is a major investment decision, both monetary and time wise.

Here's just a glimpse of the type of program we covered each day in our fact finding trip last March.

- Left the hotel at 7am and covered more than 300kms today.
- Met with Star SU's sales team to talk about Bourn & Koch's CNC Gear Shaping Machines, and Star's CNC Tool and Cutter Grinders.
- Viewed Star SU's gear shaving cutter sharpening facility.
- Called in at Koepfer America to talk CNC Hob Sharpening Machines.
- Followed our early morning intro to the CNC Gear Shaping Machine with a visit to Bourn & Koch's factory.
- Next, on to visit our friends at Forest City Gear (manufacturers of precision gear components) to see a Bourn & Koch Shaper in action.
- Keeping our options open, we called in to Machine Tool Builders to consider a retrofitted CNC Shaper.



- Dinner with Forest City Gear and Machine Tool Builders, feeding as much on the conversation as the food!
- A 90 minute drive back to our hotel in Chicago, and finally into bed at 12 midnight to dream of all manner of gear related possibilities!

6am next morning – start all over again...

It's a good thing that distance is no deterrent to the Ronson team. Images online or teleconferences don't really tell the whole story when looking to purchase machinery costing millions of dollars. Just as strong relationships with our customers are integral to how we do business, the same goes for our suppliers. We know that excellent relations with our suppliers is essential in our quest to provide the premium gears on which our reputation is based.

We also visited the American Gear Manufacturers Association (AGMA) AGM and also one of the world's biggest mining exhibitions, CONEXPO.

## Staff milestones

Ronson Gears thanks more of our team members for their ongoing efforts, loyalty and committed support. Congratulations in reaching these great milestones in the gear industry and at Ronson Gears. The company is extremely grateful.

### 10 Years

Michele Kranzbuhler  
Wei Zhao

### 5 Years

Bruce Ramsey  
Dattatreya Kulkarni  
Brett Buntman



**Browse  
online –**



Visit [www.ronsongears.com.au](http://www.ronsongears.com.au) for information about Ronson's range of new machines and stock gears – and you'll be pleased to know that all stock items are made here at Ronson, ensuring you receive a quality product.