

DATUM TRANSITION

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Welcome to the first issue of the **Datum Newsletter**.

There are some improvements happening at Datum and this newsletter is a great tool to communicate what's happening with our business

The Datum transition.

The new millennium brought along many challenges for us at Datum. We went through several years of bad direction, culminating in an alarming loss in 1999/2000.

Changes were required and the decision was made to concentrate on a more focussed range of cutting tools, that we could market, throughout Australia. We identified and agreed on a core group of products that complimented each other, as well as being suitable for our unique market. These manufacturers, while all well-known, thriving, quality brands in many

parts of the world, were all new to Australia.

As you can see from the graph the following years were all about consolidation. As well as dealing with an inherited debt, cash flow was stretched as we invested in new product lines that required stocking in increased numbers. The initial support shown by our suppliers is now being returned with steady increase in market share.

The "new" Datum is now well established and showing stable growth but we are still looking to improve.

Over 90% of our business is now from overseas suppliers and therefore we have recently invested in new software to track our shipments as well as restructuring our office floor plan and warehouse in order to improve logistics.

Along with our long serving dedicated staff in Perth,

Datum now has employees operating in Queensland, New South Wales and Victoria with plans to expand throughout Australia over next year.

We appreciate the cooperation shown by many of our customers over this transition period and recognize the value of your support. We are also thankful for the endeavour shown by our sales team



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through this difficult period of change.

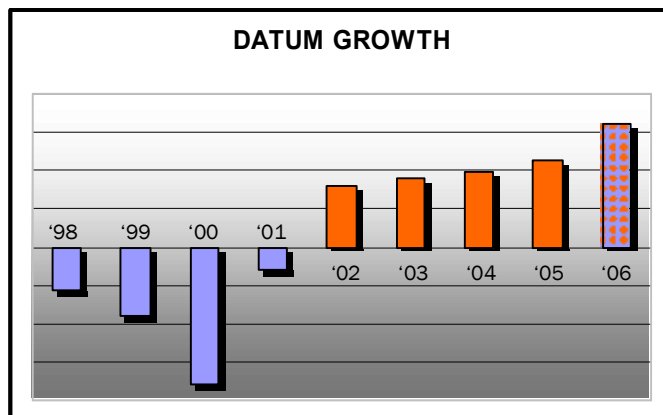
Datum now offers a great range of cutting tools and accessories that can offer any progressive machine shop a competitive solution with the best service and support in our industry.

With the difficult years behind us we look forward to serving you for many years to come.

The Datum Newsletter will be distributed quarterly and we look forward to your feedback or even contribution.



Renovations at Datum see page 3.



MONO'D NOW WITH B FLANGE COOLANT



D'Andrea have extended the popular line of MonoD adapter to include HSK63, DIN.69871, CAT as well as MAS-BT, and all are now manufactured standard with "B" Flange coolant option. (by Just removing the plugs).....

The complete range in ISO 40 & 50 sizes, is available in Force (ultra tight), ER (full range of sizes), WD (weldon shank), PF (shell mill holders), MT (morse taper) and MS (Quick change tapping col-

lets). All are manufactured using D'Andrea's unique manufacturing method which guarantee less than 0.003mm concentricity between tool seat and arbor.

Thanks to improvement in manufacturing cycles, D'Andrea can guarantee users excellent quality and a remarkable level of precision - all arbors are manufactured at AT3 tolerance - together with a highly competitive market price.

Improvements and additions have also been made to the world famous D'Andrea modular system MHD.

The flexibility and simplicity in using MHD' supplied in eight sizes, makes it the perfect solution for all boring, milling drilling and tapping tooling.



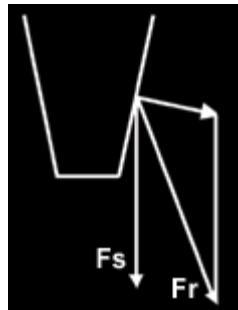
D'Andrea MONOd'

HAS YOUR CNC GOT PULLING POWER?



For precision machining it is important that spindle or tool run-out concentricity is excellent. In particular, for deep boring it is important that the tool doesn't suffer any oscillation out of axis. There are several causes of tool run-out most of them often mistakenly blamed on the tool itself. The most important but probably the least considered is the force with which the tool-holder cone is pulled into the machine spindle's conical seat.

The clamping force that offers the minimum run-out for ISO/BT/SK 50 machine spindles is a force > Kg 1500 and for ISO/BT/SK 40 a force > Kg 900. At the same time there is a maximum limit as the Fr component can cause machine spindle cone deformation.



Every machine tool manufacturer gives force values. The values are the result of structural bending calculations. The traction systems are composed of spring parcels, and although reliable, over time and under continuous loading and unloading operations, the original performance value of the springs can obviously deteriorate.

Therefore periodic spring force checks, during routine maintenance, will ensure

consistent working accuracy and could avoid a possible accident.

New from Elbo Controlli is a spindle pulling force meter or PFM that offers simple and quick measurement of machine tool spindle clamping force. The one unit comes with a range of common spindle configurations and measure in kg. minimum and maximum value's on an easy to read display.



Spindle Pulling Force Meter (PFM)

“Simple and quick measurement of machine tool spindle clamping.”

DID YOU KNOW?

Did you know Stellram has a 75 year history of innovation?

1964. Screw down positive inserts are taken for granted now as a standard product for all cutting tool companies. But in 1964, Stellram was innovative enough to realize the benefits of screwing down an insert versus clamping it.

1976. Stellram developed and patented the first cermet inserts. Cermets allowed

harder materials to be machined while offering an improved surface finish.

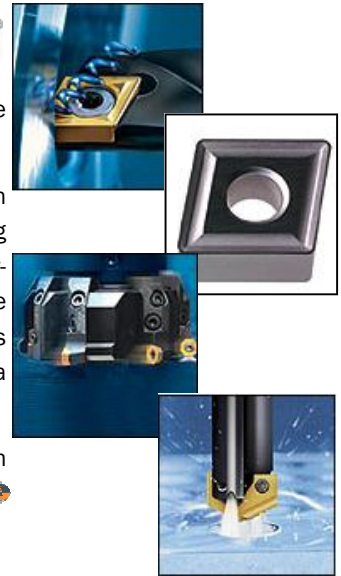
1979. The 8000-series cartridge cutter offered some unique advantages:

- ▶ Flexibility in applications using different insert styles with the same body
- ▶ Protection for the body in case of a failure - the cartridges will shear off leaving the body unscathed

▶ Finishing cartridges improve surface finish dramatically

1982. The Unidrill® system offered a unique system using replaceable inserts and allowing a range of diameters to be drilled using one body. This design was soon imitated by a number of competitors.

Watch out for more Stellram innovations in the next issue! 🌟



3 YEARS ALREADY!

Datum has now been supplying UFS taps in Australia for over 3 years.

UFS (Utensili Filettatori Sparone) is situated in the mountains above Turin and has been servicing leading Italian manufacturers for over 50 years. This family run business utilizes the best machinery, with an emphasis on flexible automation to produce

exceptional quality taps with excellent value/price ratio.



The most fundamental factor in tool performance is the base material. UFS uses the best high cobalt

HSS as well as sintered powder steel (ASP30).

UFS has now been accepted by many of our customers as the tap of choice when performance matters. 🌟



OFFICE RENOVATION

The normally quiet period over Christmas was spent renovating our office, showroom, and dispatch areas. Even the kitchen got a face-lift including a new fridge with a door that shuts and a new urn.

Karl and Grant from Carpentech did an excellent job and came up with some "shmiko" (Karl's word, he's Swedish) ideas for our desks and shelving.

Carpentech specialize in Custom designed bench tops, and fine timber furniture, as well as kitchens and cabinets.



They are also happy to get involved with joinery and general carpentry and did a great job with our new office walls and partitions.

We were very impressed by the professional result, personal service and attention to detail. The job was completed on time, as well as within budget. 🌟



"UFS - the tool of choice when performance matters. "



- Custom design bench tops
- Fine timber products
 - Heritage work
 - Feature woodwork
- Kitchens & cabinets

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**C O S T E F F E C T I V E M E T A L C U T T I N G
S O L U T I O N S W I T H A P A S S I O N F O R
P R E C I S I O N A N D P E R F O R M A N C E .**

DATUM OPEN WEEK

We are planning our very first Open Day later this year. We are hoping to co-ordinate the timing with visits from our overseas principles.

You will have the opportunity to see our newly refurbished office, talk with our staff and

visitors about our industry's direction.

See for yourself the great range of products we stock and of course enjoy a few refreshments.

This invitation is extended to all customers Australia-wide.

So, please indicate to your Datum contact your interest in attending this "not to be missed" event.

We look forward to seeing you!



EMPLOYEE PROFILE

Neil Ashton has recently accepted a promotion as Sales & Service Engineer at Datum.

Neil's background as a tradesman with good and strong knowledge of CNC lathes has given him a great start at Datum. He's also another Pome, which will be evident as soon as you hear his voice.

He started at Datum in an Internal Customer Service role which gave him a good grounding for the products we provide.

He has proved himself to be a valuable employee and when a Sales position became available recently he was the ideal candidate.

Neil can be contacted on

mobile **0419 835 086**, so give him a call, he'll be happy to assist you with any enquiries.



Neil Ashton
Now on the road



HIT RACING TEAM



Sixteen year old Courtney LeLay won the prestigious Capricornia Cup in Rockhampton recently. Courtney won against senior riders to take out the 1600 metre race. She is a member of the Hitracing.com cycling team that has beaten all comers in both state and national events.

This season Courtney, along with Brodie Stewart, Zoe Appel, Lucy Moseley and Angie Papajcsik, have all won state and national road cycling medals. The cycling team is a development squad which helps young athletes with promise achieve their goals.



Courtney LeLay
Winning - Capricornia Cup

Datum is a major sponsor of the Hit Racing Team which also has a very strong senior squad.

