

MODERN APPLICATIONS NEWS

MAN

METALWORKING IDEAS FOR TODAY'S JOB SHOP

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CUTTING TOOLS SURVEY 2007-2008



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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 MAN subscribers. Also discovered, were important 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 MAN magazine. Qualified subscribers included those who indicated on their subscription card that they recommend, specify, or buy cutting tools. 228 questionnaires were returned.



Cutting tool photos courtesy of ISCAR

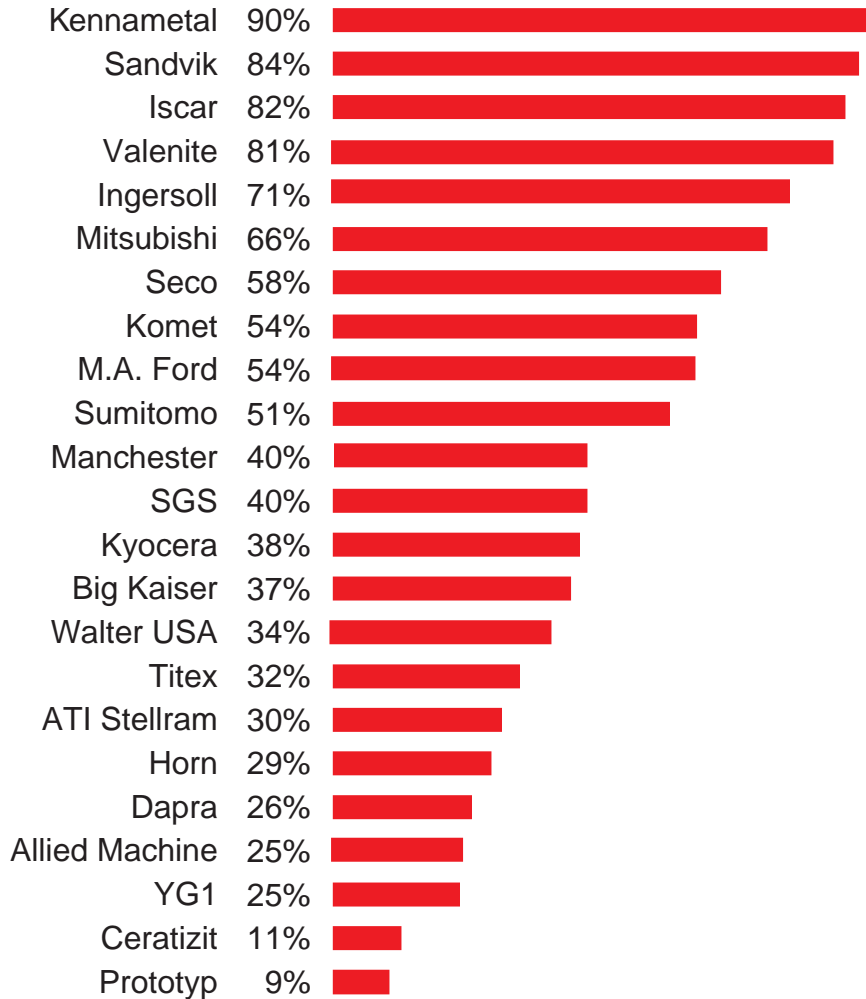
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2500 Tamiami Trail North ■ Nokomis, Florida 34275 ■ 941-966-9521 ■ www.modernapplicationsnews.com

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CUSTOM RESEARCH



How familiar are you with the following cutting tool suppliers?

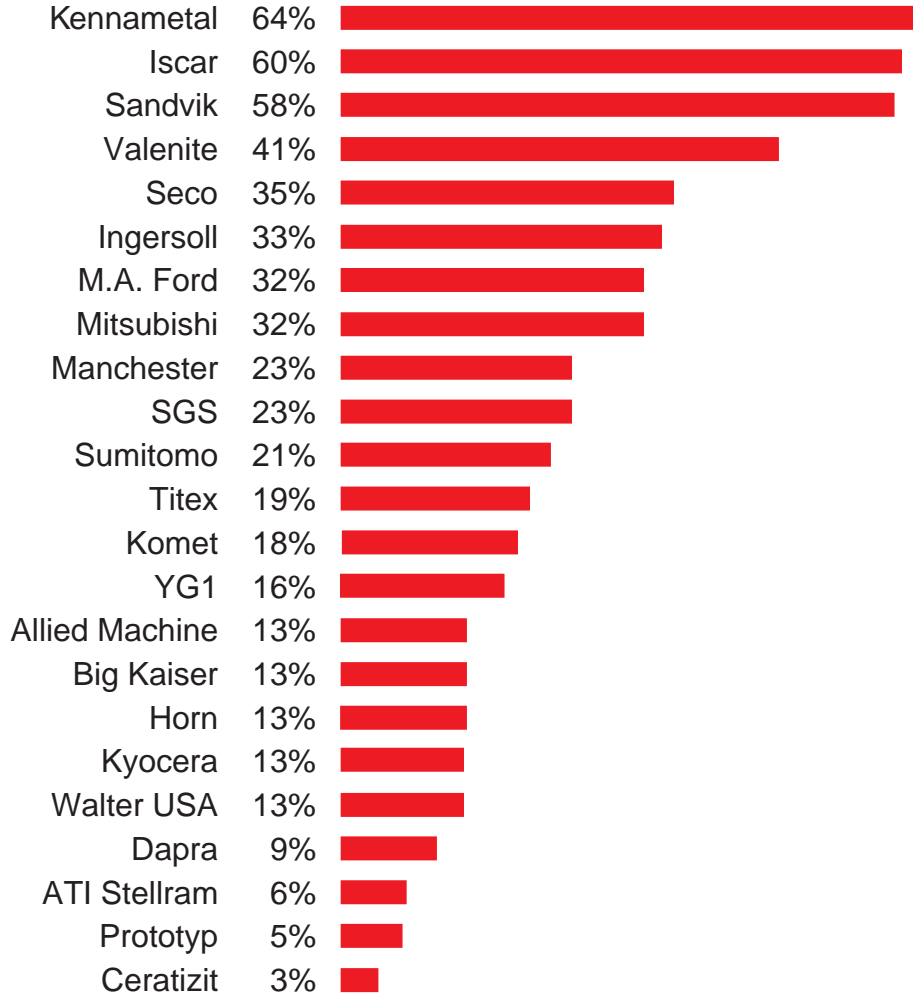


OTHER MENTIONS (12%):

- | | | | | |
|------------|------------|-------------|-----------|-----------|
| Atrax | Eagle Rock | Ham | Niagara | Toshiba |
| CGS | Emuge | Hanita | Onsrud | Tungaloy |
| Circle | Fette | Harvey Tool | OSG | Vardex |
| Citco | Fraisa | Imco | Pokolm | VR Wesson |
| Data Flute | Garr | Micro 100 | Promax | |
| Dormer | Greenleaf | Millstar | Robb-Jack | |
| Dura-Mill | Guhring | Mil-Tec | Thinbit | |



Please indicate which companies you currently purchase cutting tools from:



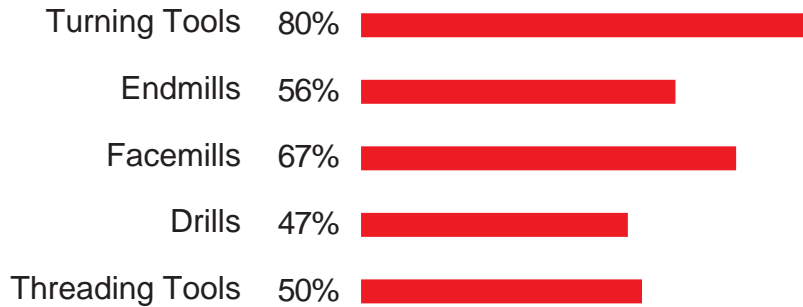
OTHER MENTIONS (22%):

Bass Tool	Data Flute	GARR	Imco	OSG	THINBIT
Belcar	DeGidio Tool LLC	Greenleaf	McMaster	Pololm	Tungaloy
Carr	Destiny	Gurhing	Micro 100	Precision Dormer	US 22 Cutting Tools
CermTec	Dura-Mill	Ham	MIL-TEC	Promax	
CGS	Emuge	Hanita	MSC Industrial	Putnam	
Cisco	Fastenall	Harvey	Niagara Cutter	Robb-Jack	
Citco	Fette	Hauser	NTK	Scientific Cutting Tools	
Cleveland	Frasia	Hi-Micro	Onsrud	SPK	



What types of cutting tools do you use the most?

INDEXABLE OR INSERT TYPE



SOLID CARBIDE ROUND TOOLS OR HSS



SPECIALS



OTHER MENTIONS (3%):

- HSS Endmills
- Gear Hobs and Shaper Cutters
- Spade Drills
- PCBN Turning Tools



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

Up to 10 Machining Centers

70%

Up to 10 Turning Centers

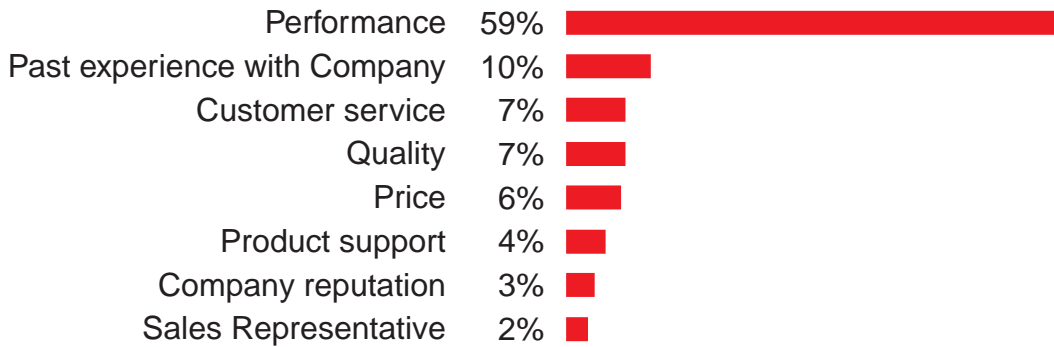
71%

Up to 10 Mill/Turn Centers

54%



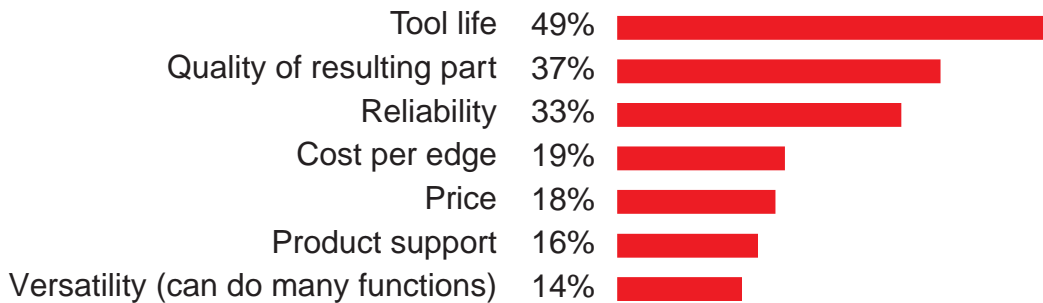
What is the ONE most important reason for choosing a certain brand of cutting tool?



OTHER MENTIONS (3%):

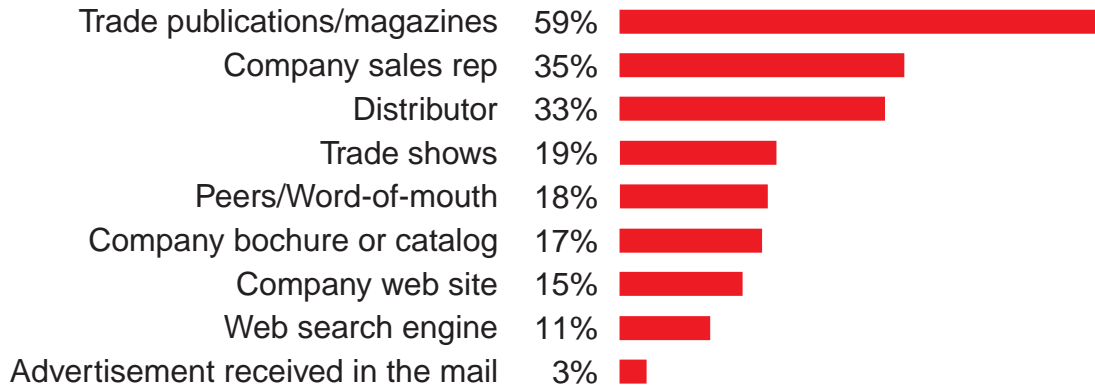
- Cost per part
- Availability
- Product consistency

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

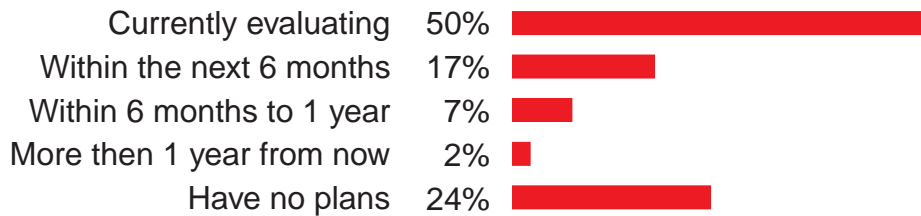




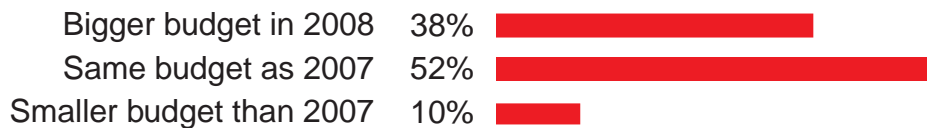
Which two methods do you use most often to learn about what cutting tools are available in the marketplace?



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

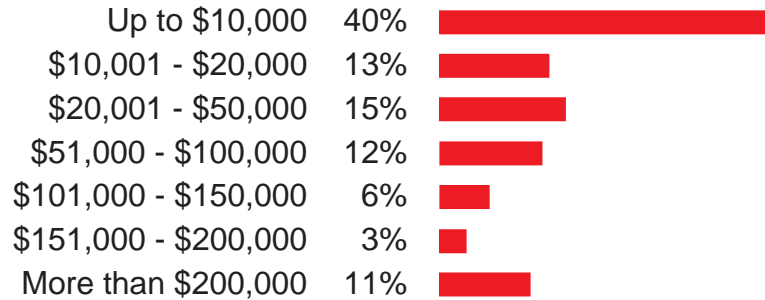


Do you feel that your cutting tool budget will be greater in 2008, about the same as 2007 or less than 2007?

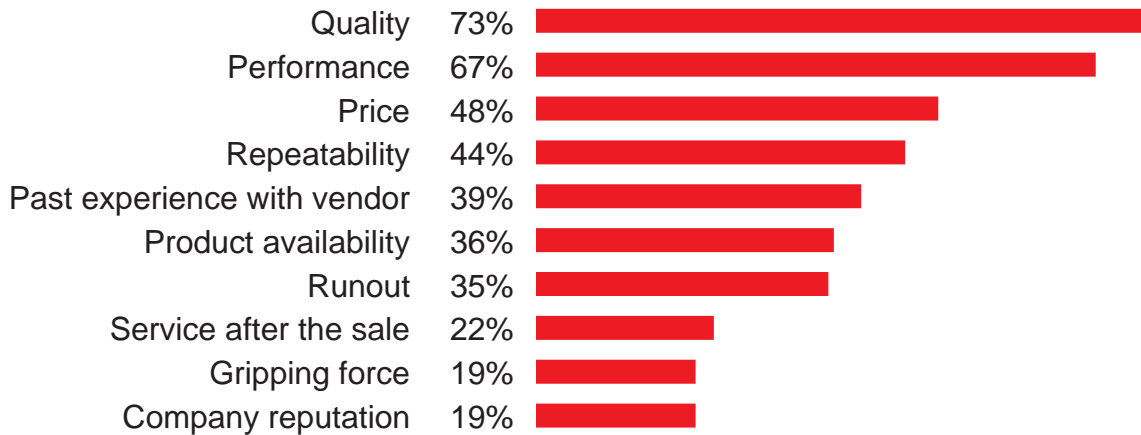




What is your 2008 budget for cutting tools?



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

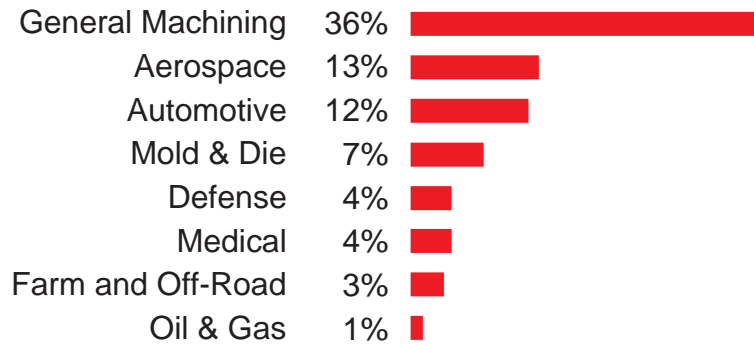


OTHER MENTIONS (2%):

- Ease of tool change
- Support
- Compatibility with current tools
- One that fits



What primary market segment are you involved in?



OTHER MENTIONS (20%):

Food manufacturing machinery
Consumer appliance products
D.O.E. R & D Nuclear/ Homeland Security
Prototype
Food equipment
Custom architectural hardware
Displays, exhibits, signage
Scientific analyzers
R&D
Product manufacturing
Aluminum rolling mill
Industrial gas equipment
HVAC
Custom plastic fabrication
Power and water utilities
Hydraulic rescue equipment
Power generation

RV appliances
Hydraulic auto and truck lifts
Motorcycle restoration
Machine building for insulated glass (windows)
Bio med research, lasers, book binding
Systems intergration
Semiconductor
Wafer fabrication
Foundry
Printing
Filtration
Fuel cells
Stainless steel
Electronics/computer industry



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Cutting Tools Survey



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

EXPERIENCE

For more than 45 years, Nelson Publishing, Inc. has conducted research studies for its advertisers and clients. The quantitative research methodologies we use include Web surveys, mail surveys, and telephone interviews.

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