

Die Welt der Metallbearbeitung
The world of metalworking

**EMO**
Hannover
16-21.9.2019

PRESS RELEASE

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EMO-Logo in 3D - a unique specimen made only for the EMO World Tour



EMO-Logo additive manufactured; picture VDW

Frankfurt am Main, January 2019 - The EMO Hannover World Tour begins in mid-January 2019. Start is Vietnam. The next stops are Malaysia, Indonesia and Thailand. This will be followed by 35 further events in 30 countries until June. Representatives of the EMO organiser VDW (German Machine Tool Builders' Association) and

its cooperation partner Deutsche Messe AG will present EMO Hannover and its special features to journalists from all media categories. The aim is to inform business leaders, buyers, researchers, developers and other production experts from industry worldwide about their regional media at an early stage. Which trends determine the industrial production of tomorrow? What's new in production technology? And what will the international exhibitors at EMO Hannover show in concrete terms under the motto *Smart technologies driving tomorrow's production!*

A metal EMO logo is particularly prominent on the lectern of every press conference. It visualises the EMO brand on the one hand and an important technology trend on the other, additive manufacturing. Renishaw GmbH, based in Pliezhausen, Baden-Württemberg, with its British parent company, EMO exhibitor for many years and active in the additives business since 2011, has produced an EMO logo with a hinged construction directly from the powder bed. It measures 78 x 72 x 15 mm, can even be folded out to 78 x 140 x 10 mm, and weighs approx. 140 g. "The highlight: the folding construction was printed directly, so that both parts come out of the printer in one piece", says Rainer Lotz, Managing Director at Renishaw. "And the grid structure that is part of the logo can only be produced using the 3D printing process," he continues.

All in all, the good piece was produced in batch size 3. One RenAM500Q with four laser beams worked seven to eight hours per copy. "The biggest challenge with this very spontaneous project was initially the short time, because all our experts were naturally working to capacity," reports Lotz. Then, however, a team of several people put a lot of effort into completing everything on time. A design engineer for the design, an additive expert for the manufacturing process and a production expert for the post-processing were also involved. "In the end, everything fit. The design could be implemented very quickly and stringently in production. That's the charm of the additive process!" Lotz says.

A video under <https://vdw.de/worldtour-video> shows how the EMO logo is printed.

Anyone interested can of course visit Renishaw at EMO Hannover. For the first time the additive manufacturing circle can be seen there. It shows the entire process chain of additive manufacturing.

EMO Hannover 2019 – the world’s premier trade fair for the metalworking sector

From 16 to 21 September 2019, international manufacturers of production technology will be spotlighting smart engineering at the EMO Hannover 2019. Under the motto of “Smart technologies driving tomorrow’s production”, the world’s premier trade fair for the metalworking industry will be showcasing the entire bandwidth of modern-day metalworking technology, which is the heart of every industrial production process. The fair will be presenting the latest machines, plus efficient technical solutions, product-supportive services, sustainability in the production process, and much, much more. The principal focus of the EMO Hannover is on metal-cutting and forming machine tools, production systems, high-precision tools, automated material flows, computer technology, industrial electronics and accessories. The trade visitors to the EMO come from all major sectors of industry, such as machinery and plant manufacturers, the automotive industry and its component suppliers, the aerospace sector, precision mechanics and optics, shipbuilding, medical technology, tool and die manufacture, steel and lightweight construction. The EMO Hannover is the world’s most important international meeting point for production technology specialists from all over the planet. The EMO Hannover 2017 attracted almost 2,230 exhibitors from 44 different countries, and around 130,000 trade visitors from 160 nations. EMO is a registered trademark of the European Association of the Machine Tool Industries CECIMO.

You will find texts and images relating to the EMO Hannover on the internet at: www.emo-hannover.de/bilddatenbank. You can also follow the EMO Hannover using our social media channels



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