

DATRON neo Receives Red Dot Design Award

Smart milling – DATRON distinguished with the internationally acclaimed Red Dot Industrial Design Award 2016 for its revolutionary DATRON neo milling machine

The DATRON AG, a medium-sized mechanical engineering company from Germany, receives a Red Dot Design Award for the revolutionary 3-axis milling machine DATRON neo. The new product is the fourth DATRON machine that is awarded the coveted design trophy.

For the pioneering CNC milling machine DATRON neo DATRON AG once again received one of the prestigious Red Dot Design Awards in the industrial design category. The all-rounder machine for short run production and for prototyping convinced the international jury. The latest DATRON product innovation thus is in great of high-speed cutting CNC milling machine M8 Cube, which in 2013 received the Red Dot Award, as well as the high-precision dental milling machine D5 and compact desktop machine D1, which received the renowned seals of approval in 2010 respectively 2015.

Frank Wesp, designer of the new milling machine DATRON neo, is pleased about the fourth Red Dot Award: "We want our customers to enjoy their work. Our products are supposed to assist them. That's why we focus in particular on aesthetic and ergonomic aspects in the development. With the easy to understand operating concept of the DATRON neo we want to reach new markets and allow beginners a particularly easy access to CNC milling. The new, ultra-compact DATRON neo milling machine provides our customers the customary DATRON quality with trend-setting ease of use and attractive design – smart milling."

Since 1955, the award is organized by the Design Zentrum Nordrhein Westfalen and is considered one of the most recognized design competitions worldwide. 41 international design experts from different fields assess criteria such as degree of innovation, formal quality, functionality and ecological compatibility in the strict evaluation of the submitted products. Among the record number of 5,200 submitted innovations, DATRON neo is one of those products that have been awarded the coveted design seal due to their high quality of design and the degree of innovation.

Experience the revolutionary DATRON neo at the AMB 2016 in Hall 7, booth A52. Our DATRON experts are looking forward to introducing you to this rock star among the compact milling machines.

About Datron neo

With the new DATRON neo access to high-speed milling is made particularly easy. Based on the Plug & Play principle, users can control the 3-axis CNC milling machine with the new DATRON next software even without years of expertise. The ergonomic, frontal access to the workspace enables easy and safe setup of workpieces and facilitates rapid and precise machining. In addition, the fully equipped milling machine fits through any standard door and is extraordinarily space-saving (minimal footprint of approximately 1m²). DATRON neo was specifically designed and purpose-built to give you an easy access to high-speed milling.

About DATRON AG

DATRON AG develops, produces and sells innovative CNC milling machines for the processing of future-oriented materials such as aluminum and composite materials, dental milling machines for the efficient processing of all common dental materials in dental laboratories, high-speed milling tools and high-performance dispensing machines for industrial sealing and bonding applications. With the help of latest technology, backed by numerous patents and the integration into a comprehensive service package, DATRON offers unique solutions.

DATRON machines are characterized by a high quality and efficiency at very low power consumption. DATRON systems, among others, are used in electrical engineering, metal, plastic and automotive industries, aviation and in dental technology. Over 2,000 machines customers, domestic and foreign, trust in the proven DATRON technology.

DATRON has been on a profitable growth path for years. Thus, sales of around EUR 42.6 million were achieved with more than 25 sales partner worldwide in 2015. Currently, DATRON employs around 240 People. The company has received many awards during recent years. The consulting firm Munich Strategy Group (MSG) ranks DATRON among the most innovative SMEs in Germany (DATRON achieved position 30), published in an independent study at the end of 2015, and further ranked DATRON as a TOP 100 company. Most recently DATRON AG received the "Customer Champion 2016" award at the end of April.

More information can be found under www.datron.de