

Press Release

H1 **Impressive detail on a cork ring**

H2 **The perfect sensory experience all-round**

H3 **High-precision, cost-effective marking with zeus tools**

1 le **To set themselves apart from**
2 **the competition and highlight**
3 **the premium nature of their**
4 **product, few industries at-**
5 **tach as much importance to**
6 **packaging as the luxury food**
7 **and drink industry. One man-**
8 **ufacturer was looking for a**
9 **cost-effective, high-precision**
10 **solution for lettering a cork**
11 **ring as a way of lending the**
12 **bottle an attractive piece of**
13 **detail that could prove deci-**
14 **sive in a customer's decision**
15 **to buy the product. The man-**
16 **ufacturer found the solution**
17 **in the form of zeus marking**
18 **tool 131 and a customized**
19 **marking roll, perfectly de-**
20 **signed by Hommel+Keller**
21 **Präzisionswerkzeuge GmbH**
22 **for this application.**

23 te **When it comes to food and**
24 **drink, a full-bodied taste and**
25 **attractive aroma are key pur-**
26 **chasing criteria for customers.**
27 **But first impressions are im-**
28 **portant, too. Demanding con-**
29 **sumers look at the whole pic-**

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30 ture, which of course includes
31 the look and feel of the packag-
32 ing. After all, a high-quality ex-
33 terior is associated with a
34 unique taste sensation. Even
35 the tiniest of details can make
36 that all-important difference.
37 The quality of a cork ring – a
38 simple device that stops the
39 cork from slipping too far down
40 into the bottle – is instantly en-
41 hanced through the addition of
42 unique lettering, transforming
43 an ordinary metal band into an
44 unmistakable, distinguishing
45 feature and “trademark”. High-
46 quality workmanship, precise
47 and clear lettering and a con-
48 sistent typeface are prerequi-
49 sites for this attractive effect.
50 With its revolving marking tech-
51 nology, Hommel+Keller
52 Präzisionswerkzeuge GmbH
53 had the perfect solution.

54 “The task was to emboss letter-
55 ing, completely uniform in ap-
56 pearance, onto the 22-mm-
57 diameter metal ring. The focus
58 was as much on consistently
59 high quality and precision as on
60 the economical and simple ma-
61 chining of these mass-
62 produced parts. In combination
63 with marking roll 40, zeus mark-
64 ing tool 131 is perfect for this
65 task,” says Reinhold Dreher,
66 application engineer at
67 Hommel+Keller Präzisions-
68 werkzeuge GmbH.

69 **A marriage of**
70 **precision and economy**

71 The tool really shows off its
72 strengths when lettering large
73 and medium production vol-
74 umes with identical text. The

75 marking roll is rolled evenly
76 over the part being produced,
77 which ensures high process
78 reliability, uniform lettering with
79 a high degree of dimensional
80 accuracy and 100% reproduci-
81 bility. And what's more, all dif-
82 ferent kinds of lettering types
83 are possible.

84 The zeus tool performs its task
85 not just cost-effectively, but
86 also with precision. Carbide
87 running pins ensure high
88 speeds and, in turn, short ma-
89 chining times. And unlike with,
90 for example, needle emboss-
91 ing, the marking tools from
92 Hommel+Keller Präzisions-
93 werkzeuge GmbH can be
94 seamlessly integrated in the
95 production process. The zeus
96 marking tool 131 can be used
97 on all standard machine types,
98 in particular on short and uni-
99 versal turning lathes, turn-
100 ing/milling centres and multi-
101 spindle turning machines.
102 Reinhold Dreher: "This means
103 an end to manual retooling on
104 separate machines; the part
105 can be marked in a comple-
106 mentary step of the machining
107 process in one machine."

108 In addition, the tool is extremely
109 easy to handle: the marking roll
110 can be exchanged in just a few
111 quick and easy moves, which
112 means that the tool can be
113 used universally for different
114 lettering tasks.

115 **Customized marking roll**

116 The marking roll containing the
117 custom text must be precisely
118 matched to the application,
119 which means that it is specifi-
120 cally prepared. For the cork
121 ring, the 17 characters – each
122 with a height of 1.5 mm – had
123 to be embossed with uniform
124 spacing. To make it highly re-
125 sistant to wear and thus suita-
126 ble for the demands of high-
127 volume production, the marking
128 roll was made from cold-work
129 steel and specially surface-
130 hardened. As is normally the
131 case in revolving marking pro-
132 cedures, the tool achieves the
133 required embossing depth of
134 0.3 mm through multiple con-
135 tinuous rotations of the marking
136 roll.

137 “Since the size of the marking
138 roll depends on the diameter of
139 the component and the marking
140 roll is constantly engaged with
141 the component during the entire
142 embossing process, exact con-
143 centricity and minimal toleranc-
144 es (+/- 0.025 mm) in the com-
145 ponent diameter are essential
146 for consistent high-precision
147 machining and the clarity of the
148 lettering,” says Reinhold
149 Dreher.

150 **Summary**

151 The results are impressive and
152 perfectly unite the look and feel.
153 Not only does the marking tool
154 from Hommel+Keller
155 Präzisionswerkzeuge GmbH
156 lend the cork ring an impressive
157 piece of detail, but shorter ma-
158 chining and set-up times and

159 the absence of transit and idle
160 times help to lower unit costs
161 and increase cost-
162 effectiveness. The perfect solu-
163 tion for lettering large and me-
164 dium production volumes quick-
165 ly, precisely and cost-
166 effectively.

167 **Further information:**

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185 ***Photo 1: This unique lettering***
186 ***significantly enhances the***
187 ***quality of the cork ring and***
188 ***transforms an ordinary metal***
189 ***band into an unmistakable,***
190 ***distinguishing feature – all***
191 ***thanks to the marking tech-***
192 ***nology from Hommel+Keller***
193 ***Präzisionswerkzeuge GmbH.***



194

195 ***Photo 2: The zeus marking***
196 ***tool 131 in combination with***
197 ***a custom-prepared marking***
198 ***roll was the perfect solution***
199 ***for this impressive piece of***
200 ***detail on the cork ring.***

201 *Photos: Hommel+Keller*
202 *Präzisionswerkzeuge GmbH*