

Customer Showcase

DSI YEA Laser Service Center



DSI is short for Dental-Schmuck-Industry (the term "schmuck" is German for jewelry) and is the trademark brand for DSI licensed companies around the world, which specializes in laser welding repairs for the molds and dies industry. DSI Laser Service was established in 1997 by Mr. Christian Frank in Mabronn, Germany. Mr. Frank started off as a skillful dental technician but now possesses vast experience in the sector of mold and die repair and has shared his knowledge within the DSI Laser Group. The largest facilities of DSI are located in Germany, Japan and Thailand where demand for its services is the highest.

At the moment, the DSI franchise has more than 50 laser machines present on four continents – North America, South America, Europe, and Asia. DSI is an outfit that is truly global in vision and mission and always broadening its business operations across numerous industrial sectors. According to Mr. Frank, both Thailand and Japan are the heart of Asia and therefore the focus of much the company's recent investments and expansion. In fact, there was plenty of Thai-German-Japanese cooperation in the establishment of DSI's joint venture with Yonezawa Engineering Asia in Thailand. DSI YEA Laser Service Center, is the transnational partnership that permitted DSI to gain a foothold in Hemaraj's Eastern Seaboard Industrial Estate in Rayong with a shop situated on

the premises of YEA's facility. However, it cannot be overlooked that the global presence of DSI permits the company to serve its array of customers – companies and individuals – wherever and whenever. DSI is a certified operation, which means that it meets the highest levels in standards, but its customer service touch puts the company above its competitors.

DSI Laser Service holds the highest level of expertise in the manual laser deposit welding of molds and dies for the manufacturing industry. In this field, DSI is regarded as a pioneer and continues to lead the industry with its just-in-time service and innovative problem solving techniques. DSI has a great reputation in the German automotive industry and provided first-class service to car manufacturers such as BMW, VW, Audi and Daimler. The development of supporting equipment to further enhance work efficiency along with improvements toward higher quality welding materials is continuously conducted at the DSI laser facility in Germany. It is here that advanced laser welding techniques are taught, practiced and perfected to ensure the utmost efficiency and effectiveness of its laser welding services.

DSI activity in Thailand began in 2003 through its involvement with the Thai-German Institute in Chonburi. Hi-tech instruction with regards to molding and welding took place at TGI, which is itself the product of cooperation between the governments of Thailand and Germany concerning the promotion of industry. The technology and knowledge transfer that occurred at TGI directly supported the development of the Thai economy. As such, over the past twenty years the Thai industrial arena has been experiencing real transformation and grown tremendously due to the impact of globalization and astute government policies.

Moreover, an interesting feature of the Thai-German Institute is its "incubator program" that assists small and medium-sized enterprises that are deemed essential for a modern Thai industry. DSI was able to settle down almost seamlessly in Thailand through its association with TGI and since 2003 DSI has been at the forefront in upgrading the Thai mold and die sector.

In a short period of time DSI has gained a vast amount of expertise in delivering innovative solutions to its customers with creative and often complex laser welding methods. DSI Thailand has a growing reputation within the Thai automotive sector for delivering excellent repair and maintenance services. It is continuously supporting its partners in minimizing repair complications while optimizing its clients' opportunities to grow and to develop.

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Currently, mold and cast makers are the primary customers of DSI. Still, the company does work on engine parts as well as power stations and is routinely engaged in off-shore assignments. Nonetheless, DSI's partnership with Yonezawa (which is part of the Honda family and constructs machines) has paid off huge dividends for Mr. Frank and DSI Thailand. The joint venture with Yonezawa Engineering Asia has permitted DSI to gain access to the Thai heavy industry market, establish itself in the booming Eastern Seaboard, and team up with an outfit that also is well-known for its unmatched quality and standards. Mr. Frank frequently refers to DSI Thailand as a carbon copy of DSI Germany – professionalism guaranteed.

Highly advanced skills training is conducted in Germany by Mr. Frank so as to ensure that DSI laser welders are qualified to conduct complex laser welding techniques. The hands-on instruction is supported further by a deep understanding of materials and welding analysis. This knowledge transfer is fundamental in determining effective laser welding parameters and procedures and is the key towards successfully performing laser welding repairs on various challenging materials and situations. Additionally, DSI has a continuous collective knowledge sharing network throughout various countries in the world where the company is located. Indeed, this network is in continuous contact and is able to collaborate to develop new and unique repair and welding methods.

DSI Laser Service has more than 15 years of experience in the specialty of laser welding. Furthermore, the company is a world leader for hand-held laser deposit welding and performed thousands of repair services for various different kinds of materials that range from gold, silver, and tool steel to copper, aluminum and alloys. DSI finds itself engaged in numerous industries such as the jewelry, dentistry, molds and dies and petrochemicals that require the utilization of high quality precision tools and equipment.

Mr. Frank strongly believes that the DSI advantage is the combination of experience, material selection, skills, knowledge and networking that is found within the DSI Laser Group. Likewise, DSI Laser Service is dedicated to bringing creative solutions and producing excellent results for the company's clients. DSI offers a combination of high technology and laser welding know how in order to meet the critical repair requirements of customers, whether they are a small outfit or a large multinational corporation. For Mr. Frank, first-rate workmanship, quick response and swift delivery are what DSI clients can expect from the DSI global team.

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Tadano (Thailand) Co., Ltd. Manufacturer of Automobile-mounted Cranes

A leading manufacturer of construction cranes and elevated platform service vehicles, Tadano Co., Ltd., is headquartered in Takamatsu City in Kagawa Prefecture. In April 2012, the firm established Tadano (Thailand) Co., Ltd., a locally owned subsidiary, at the Eastern Seaboard Industrial Estate (Rayong) - ESIE. With a capital investment of 3,100 million baht, the facility currently employs 29 people (including four Japanese). Later, in June 2013, Tadano (Thailand) opened and started normal operations at a new factory for manufacturing cargo cranes (vehicle-mounted cranes) with floor space of 6,400 square meters, which occupies a land area of 29,000 square

meters. The facility has become Tadano's fifth production base, after Japan, the U.S., Germany, and China.



According to the company's president, Mr. Yasumasa Kuramae, the cargo crane is a type of crane mounted behind the driver's seat of a truck that enables one to carry out landscaping work as well as the loading, transporting and unloading of construction materials using only a single truck, with a minimum number of workers. It provides one with both mobility and safety, as well as with the ability to compensate for the lack of workforce at logistics and construction sites in Thailand, where the labor shortage is becoming more acute.

The production capacity of the new factory is 1,000 units per year. In fact, the facility manufactures two types of cranes for trucks, which are capable of lifting up loads of 5 tons and 8 tons respectively, and which are sold domestically through local dealers in Thailand for the time being. Beginning in the second half of 2014, Tadano will work on the expansion of sales and the improvement of after-sale services in India, the Middle East and Africa, with the aim to increase the company's overseas sales ratio to 60%.

Tadano plans to build a second plant on the same premises of its ESIE land holding in 2015, carefully considering the economic conditions of emerging markets. Accordingly, the company will increase the type of cranes they manufacture, and expect to double yearly production by 2018 to 2,000 units. Furthermore, Mr. Kuramae expresses his intention to push forward the production of parts and components within Tadano in order to decrease production costs. In addition, the company intends to increase the local supply rate to 70% within the next three years, which currently stands at around 30%.

Tadano also considered Indonesia and Vietnam as potential production bases in Asia, but eventually the Japanese firm chose Thailand. The country is strategically located in the ASEAN region, possesses a globally-integrated import/export base, maintains an extensive

infrastructure network, and has a high quality workforce. Moreover, Mr. Kuramae explains the reason why Tadano selected Hemaraj as a local partner saying, "Hemaraj's industrial estate is located in the Eastern area which is free from flood risk, and also enjoys the benefits of well-established infrastructure, such as electricity and water. In addition, Hemaraj staff responded most enthusiastically to our inquiries and provided us with the best consultation."

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Equally important to highlight, Tadano is very active in social contribution activities. For instance, a special disassembly jig was developed by Tadano and used for the Stone Chamber Dismantlement project at the Takamatsuzuka ancient burial mound located in Asuka village, Nara Prefecture. The company also has donated cranes and elevated platform service vehicles for the purpose of supporting restoration work at the Angkor monument complex in Cambodia as well as of the Moai statues on Easter Island off the coast of Chile. Mr. Kuramae illustrates his positive attitude towards making further contributions to Thai society, in terms of cultural preservation projects, when stating, "We would like to consider providing support for restoring the Ayutthaya monuments, which were affected by the great flood in 2011, if requested by the Thai government." He also values the contributions of the company's 25 local staff. Tadano places a high priority on keeping a family atmosphere, and arranges activities/celebrations on memorable dates such as staff birthdays.

As for the future prospects of the crane market, growth in Japan's domestic market is not expected to be high. On the other hand, demand in developing countries, which have a wealth of natural resources, is estimated to expand as a whole. The percentage of Tadano's sales overseas, as a part of the consolidated net sales of the company, is currently 48%, but Tadano aims to increase the ratio to 80% in the future, under their policy to accelerate overseas business expansion in Thailand.

Within Thailand, Tadano will try to achieve high profile first by selling