



GET BACK TO MAKING MONEY

As Competitively As You Used To!

By Maurizio Porta

THE PHILOSOPHY OF 3 INDEPENDENT SPINDLES: THE PERFECT SOLUTION FOR MEDIUM-SIZED METALWORKING



As you can see in the headline, this edition is dedicated to companies and operators in the metalworking industry who need to process medium-sized workpieces, i.e. parts within 500 mm³.

This means situations that require the processing of metal parts made with various materials, such as **brass, steel, cast iron** and **aluminium**.

This is clearly a market segment where it is rather hard to find alternative solutions to Machining Centers in battery that are able to add a competitive edge to the manufacturing process.

So it is possible to find valid alternatives to classic Machining Centers in battery?

I would clearly say NO and let's see why...

But before telling you more about it, I'd like to give you an overview of the current situation.

Most people think that the sector they operate in is static, fixed, at a standstill. Though is this market really stable and fixed? Certainly not, but I think you already know that.

"Everything flows, everything changes: nature, mankind, the market you operate in, manufacturing techniques and technologies, competition, the needs of your target customers."

Everything changes. As you are well aware, the world is constantly moving and changing, in every respect, and this will be all the more the case in future.

You can never have the feeling you've made it, think that as you've invested in the past now you have everything sorted out.

The world changes, your business model changes, the instruments used over time become obsolete and if you don't want to fall far behind, you need to constantly keep up to date.

Now, more than ever, we are in a time of crisis and extreme uncertainty that necessarily involves profound change from a social point of view, as well from an economic and business one.

However, as odd and absurd as it may be to believe, every cloud has a silver lining and it is precisely from difficulties that new opportunities for change can arise.

As long as you know how to seize them and you are ready to ride that wave.

THERE ARE GREAT OPPORTUNITIES IN A CRISIS.

The COVID emergency and crisis that have overwhelmed us and which we have been in for a year now have led to a series of devastating consequences for most markets, like the paralysis of whole sectors, which have been harshly hit, the drastic decline of many business (which often shut down), shrinking company margins, cancelled investments... in short, it would seem there is nothing positive about it!

These are consequences that will certainly have lasting effects for the whole of Italy over coming months.

Faced with this terrible scenario, one struggles to find the great opportunities that many are ready to preach about as if they were right there, just around the corner, with us that look like the lazy ones, as if we weren't interested in seizing them.

But this must not be an excuse to stand still or, worse, shot yourself in the foot.

The first step to take is certainly to face and overcome the **fear of change**.

Over the last few days, I've been doing strategic consultancy for a company whose fate is now sealed: a company with 12 Machining Centers all in a line and employing 35 people.

This company has been struggling for a while, as Asian competition is driving down prices, to the point that there is no way out.

Actually, the strategic consultancy revealed that there is a way out to bring this company back to life and it involves the application of a method and investments that prove it is possible to become more competitive and save yourself.

"Crisis is the effect of the fear of facing change."

It's not an easy route. As well as having to make heavy investments, staff would go from 35 to 10 people due to machinery allowing for more efficient production.

And what about the other 25?

In this case, the choice is between leaving the company adrift, losing all 35 people, or saving the company and 10 jobs with it.

Of course, the 25 people who will lose their job are a quite significant social issue, as we can imagine that there are 25 families behind them. But here you need to take action and save whatever can be saved.

I'm not sure how this specific situation will end. In this kind of case, the owner often does not have the strength to face such a strong radical CHANGE and unfortunately the result is even more disastrous in terms of jobs lost.



Crisis as opportunity. So we need to start from understanding how to overcome the fear of facing change. It serves little purpose to talk about the crisis just for the sake of it. The crisis is only a result, we need to go back to the actual cause which, as mentioned, is the fear of change.

Why do people fear change?

Because it's a sort of major transformation that can lead to unforeseeable consequences.

Changing requires energy, willpower, determination and the will to persevere because at times, when faced with difficulties, the temptation to go back to the way things were done before can wipe out the desire for change.

Resistance to change triggers a defence mechanism that drives both a person and a company towards immobility and isolation, leading to a vicious circle that causes ever increasing weakness.

It's as if there was a force pushing by inertia against the direction you should be taking.

One should never give up opportunities, either due to habit, little motivation or fear. It's a question of survival: giving up opportunities means condemning yourself to immobility, which is the main evil of all companies.

In the specific case of the metalworking Machine Tools sector, I know there are two kinds of customer:

1. those who have an enthusiastic response to new situations, even though they are aware of an unavoidable dose of risk;
2. those who, instead, equate innovative ideas to danger, lack of full control and hence potential pain.

With the latter kind of customer, experience has taught me not to insist in wanting to prove at any cost that change through innovation – by adopting a METHOD and investing in a fleet of machines – can be the right way forward for them as well:



because if the awareness needed to change is not there, it's a losing battle and unfortunately I cannot convince people who don't want to change.

Luckily, as in the former case, there are companies that recognise and understand the importance of change even in such a delicate and singular time like the one we are living in.

And I can assure you that this makes a huge difference, especially in terms of final results. The most competitive companies are the ones who are more inclined and able to seize change.

At this point, you're probably asking yourself what is the link between metalworking and the speech about *crisis-opportunity-change*.

Now I'll tell you how I've applied this sequence and experienced it myself first hand.

Founded by my father back in 1958, for many years our company stood out for being a manufacturer of CNC transfer machines, when others were still using hydraulic transfer machines.

Despite this leading edge, over time I slowly realised that customers were no longer looking for machine manufacturers, but effective solutions to be competitive.

So in 2005 I decided to change our business name from PORTA TRANSFER to PORTA SOLUTIONS, precisely to highlight our focus on a SOLUTION and no longer on products, no longer on the TRANSFER machine.

That same year, we launched the production of a new kind of machine, the **PORTACENTER**, which did not come about smoothly, to meet the needs of an ever-changing market, based on a new production and business model.

Indeed, from then on we specialised in the **series production of CNC Machine Tools with 3 Independent Spindles**, precisely the PORTACENTER, a standard machine in itself, though we have improved it and perfected it over the course of the past 15 years.

Thanks to 15 years of constant improvements, the PORTACENTER is now a leader in the category of Machine Tools with 3 Independent Spindles.

It has not always been an easy journey and in fact there have been plenty of difficulties, risks and setbacks. However, we are now able to offer a successful strategy, highly focused and based on the production in series of a machine that is:

- Perfect.
- Reliable.
- Cost-effective (lowest price in its category).
- Available (deliveries in 30/60 days).

“The real distinctive product is the PORTA Production Method.”

Method first. The PORTACENTER is not simply a metalworking Machine, but represents a revolutionary way of operating that, by applying the guidelines of the **PORTA Production Method**, totally changes the departmental production logic.

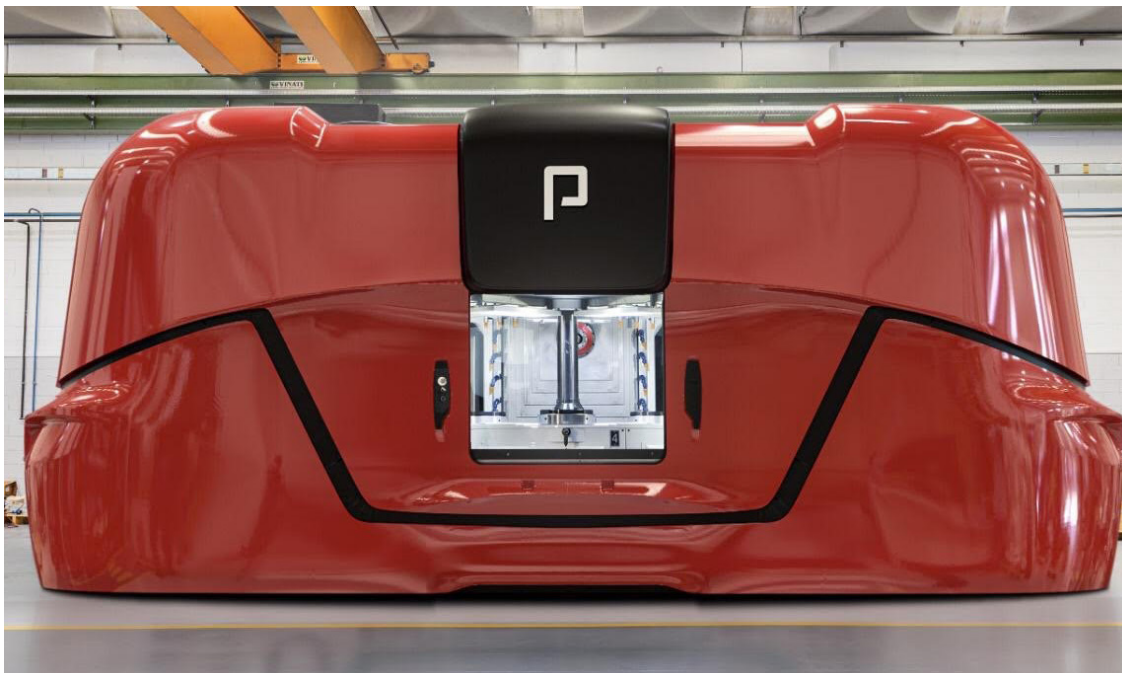
BEFORE SELLING THE MACHINE, I OFFER MY METHOD.

Today the real ‘product’ is not the Machine Tool. Anyone could copy and build a machine like ours.

Selling Machine Tools is just the next step, first there is an in-depth study of the Method.

Porta Solutions’ real distinctive ‘product’ are the new business model and the solutions we offer to our potential customers to solve their problems, plan the right production strategy and overcome challenges in the market thanks to the **PORTA Production Method**.





Here are our best-selling products:
NOSTOCK, PRODUCTION CHANGEOVER
IN JUST 15 MINUTES, PRODUCTION
OF SMALL/MEDIUM-SIZED BATCHES,
SMALLER AREA OCCUPIED, FLEXIBLE
PRODUCTION.

These are the cornerstones that
make the **PORTA Production Method**
a mighty approach to increase
production, without having to stockpile
and without compromising on the
flexibility of Machining Centers.

Clearly, if up until now you have been
relying on Machining Centers in
battery you might turn up your nose at
a new Machine Tool technology and a
new production model.

But I firmly believe that if you continue
with the usual saying and mindset
according to which "This is how things
have always been done!", you will end
up being overwhelmed by a storm of
difficulties and problems.

The only possible solution to avoid
this is to implement a new business
model based on a new machine model,
capable of projecting your production
towards the success it deserves.

***But everyone has
Machining Centers in battery...***

Machining Centers are very flexible
machines, but not highly productive, so
facing this challenge with Machining
Centers in battery does not make you
competitive at all.

Another key aspect to consider is the
CPK, that is the parameter indicating
the process capability of your production
of being maintained over time.

With Machining Centers in battery you
carry out more processes on more
Machine Tools, which means more
CPKs to keep under control. You will
therefore have a value that will never
be absolute, but rather an average of
the CPK values of the various Machine
Tools running.

The solution to this dilemma are
Machine Tools with 3 Independent
Spindles, which guarantee a CPK as
high as possible, as there is a single
machining process, which generates
a single absolute CPK value but at a
production rate that is 3 times faster!

Indeed, the technology with the 3
Independent Spindles allows for
extraordinary CPK levels, thanks
to **a single machining process**, and
production that is **3 times faster** than
a single Machining Center, whilst
remaining flexible.

PORTACENTER ISO50/HSK100: the competitive metalworking solution for 500mm³ workpieces

As initially mentioned, one of the peculiarities that differentiates the metalworking world, in addition to the variety of materials, is undoubtedly related to the 'dimensions' of the workpieces and components that a company needs to process. This may range from processing small metal parts of a few millimeters, up to companies whose product to be machined may be a few meters large. This makes it essential to choose the right systems and processing methods to maximize the results of both your production department and your company.

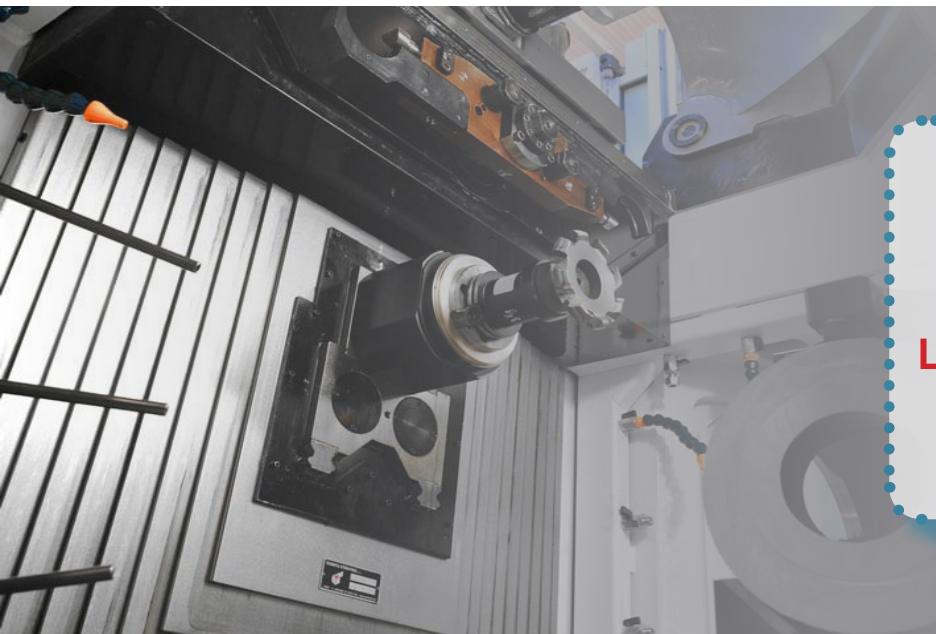
Do you know the difference between PORTACENTER 250 and PORTACENTER 500?

There is just one **PORTASOLUTIONS** option:
1 PROCESS, 3 INDEPENDENT SPINDLES.

Having said that, we have two sizes, 250 and 500, two numbers that represent the dimension to fit your workpiece, that is 250mm³ or 500mm³.

We have created two versions of the **3-Spindle PORTACENTER** precisely to maximize the results of our customers:

- **PORTACENTER 250**, synonymous with speed, for those who need to produce quickly and accurately within a 250mm cube.
- **PORTACENTER 500**, with a 500mm³ processing area and a high removal power of up to 33kW on the spindle.



**Same concept,
eight times the work area!**

LESS Space, Energy, Fixed costs.

MORE Productivity.

If you are using **BATTERY MACHINING CENTERS** for metalworking and you process **medium-sized components**, then learn more about the **REAL ALTERNATIVE to classic Machining Centers**, which will allow you to **maximize profits**, increasing production speed at a lower cost per part!

Get in touch now to request your **FREE** consultation with one of our **TECHNICAL TUTORS**.

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Email: porta@flexible-production.com

To learn more about Competitive
Production and Flexible Production

CLICK HERE

www.flexibleproductionbook.com

My book dedicated to users of Machine Tools
for metalworking who want to make the leap in quality,
is waiting for you!!!

To your results,

Maurizio Porta

Master Trainer PORTA PRODUCTION METHOD

