

TOOLING & PRODUCTION

Strategies for Large Metalworking Plants

2009 CUTTING TOOLS SURVEY



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CUTTING TOOLS SURVEY 2009

This exclusive 2009 survey provides valuable data on cutting tools used in large metalworking plants. More than 90% of T&P subscribers work in plants with 51 or more employees.¹

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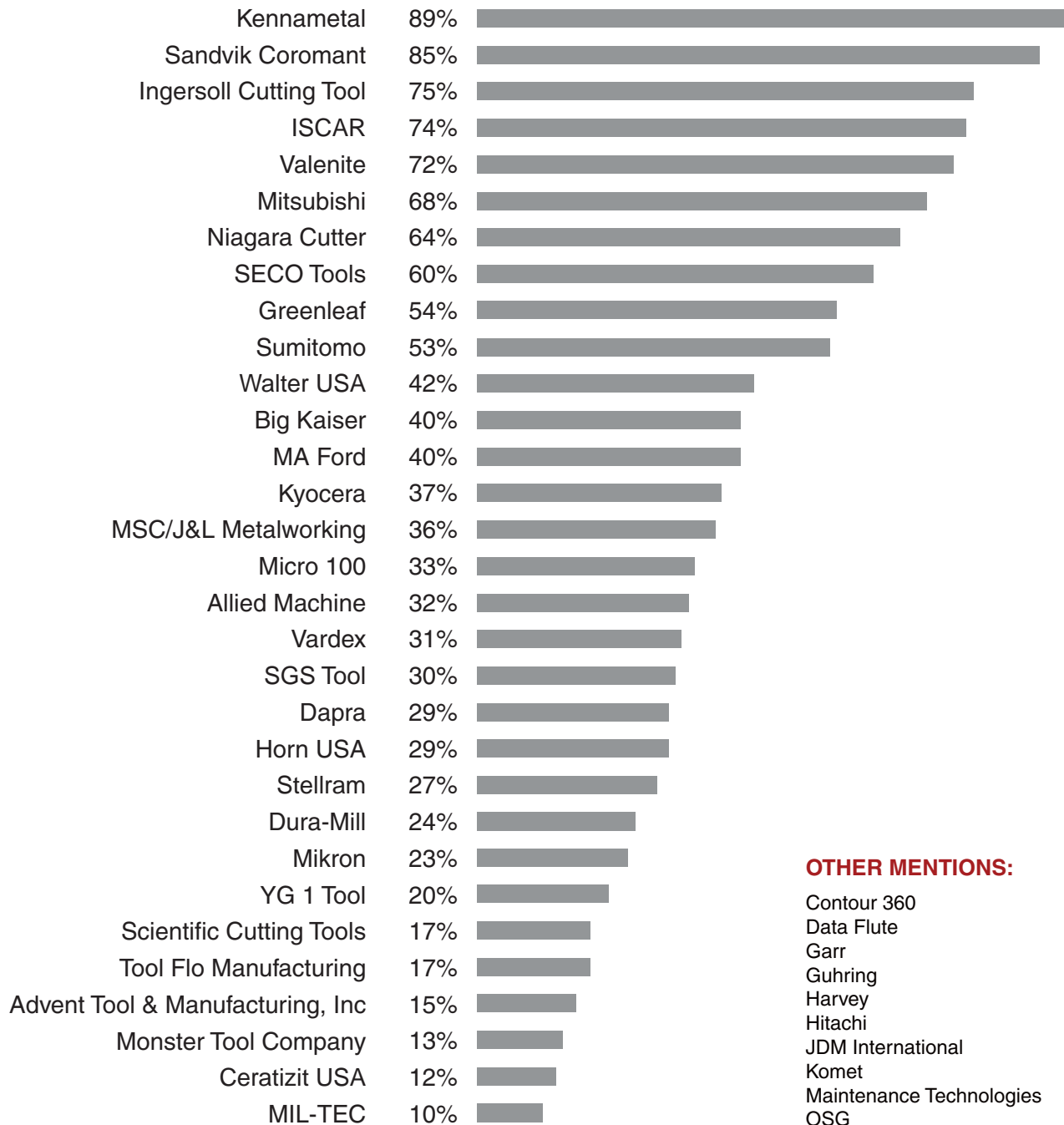
¹ Tooling & Production November 2008 issue, Publisher's Own Data



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Which cutting tool suppliers are you familiar with?

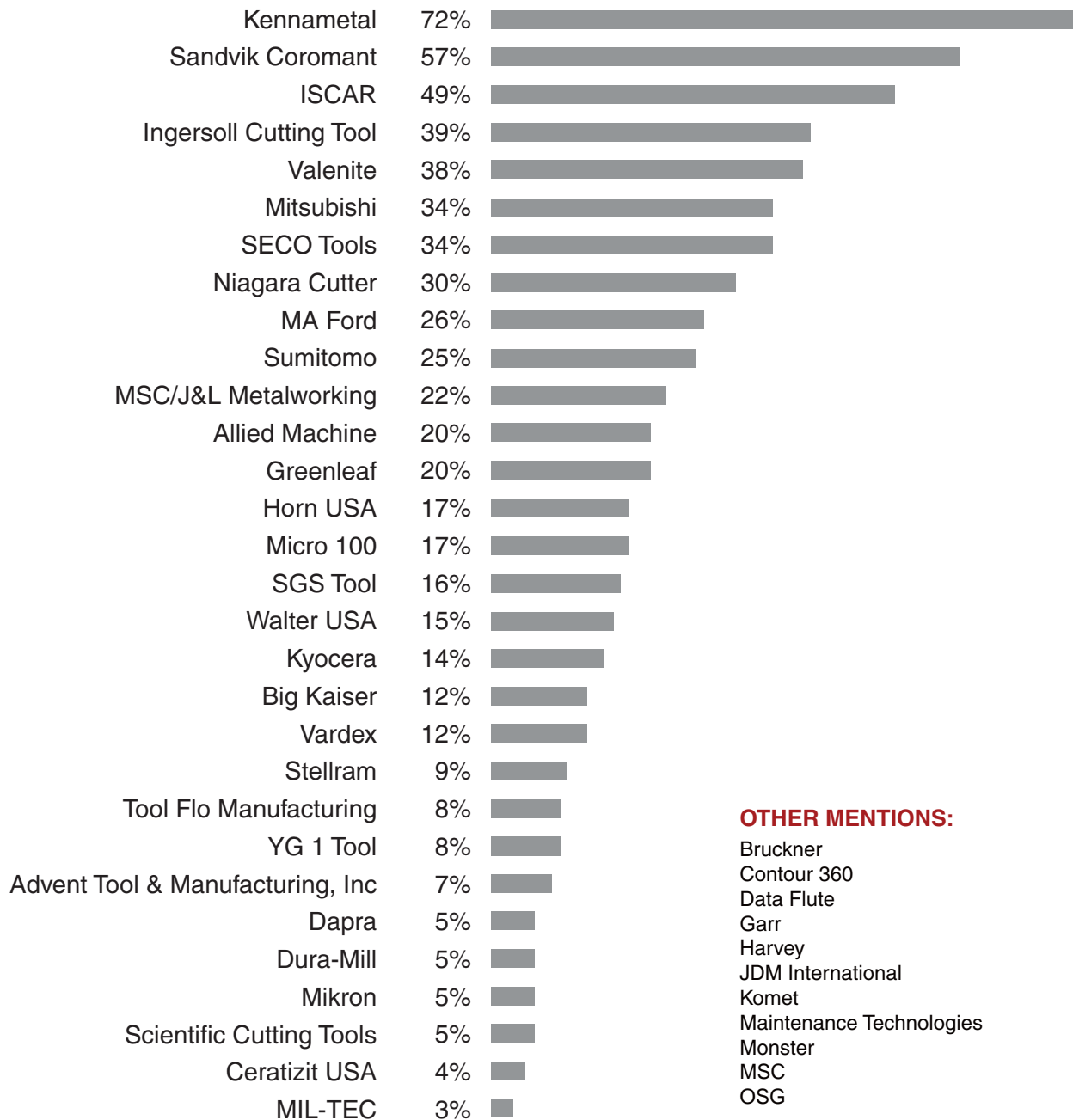




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Which companies do you currently use to purchase cutting tools?

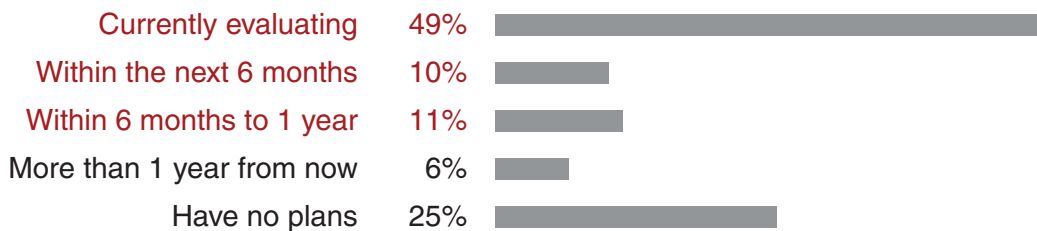




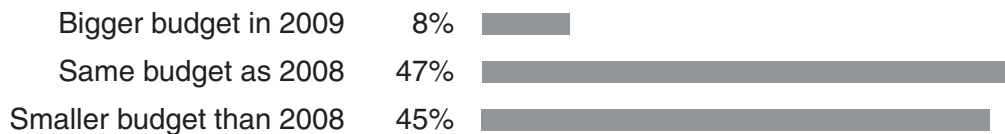
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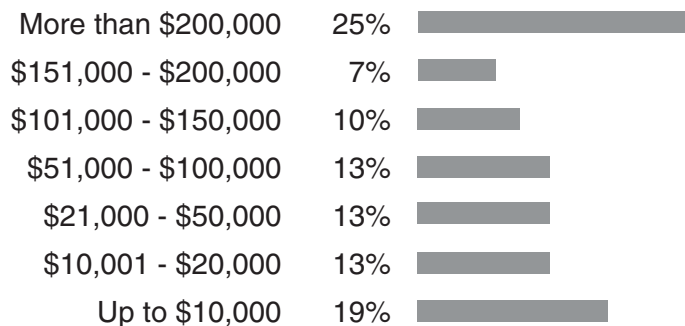
When will you or your company be evaluating/purchasing new cutting tools?



In 2009, is your cutting tool budget greater than 2008, about the same as 2008, or less than your 2008 budget?



What is your 2009 budget for cutting tools?

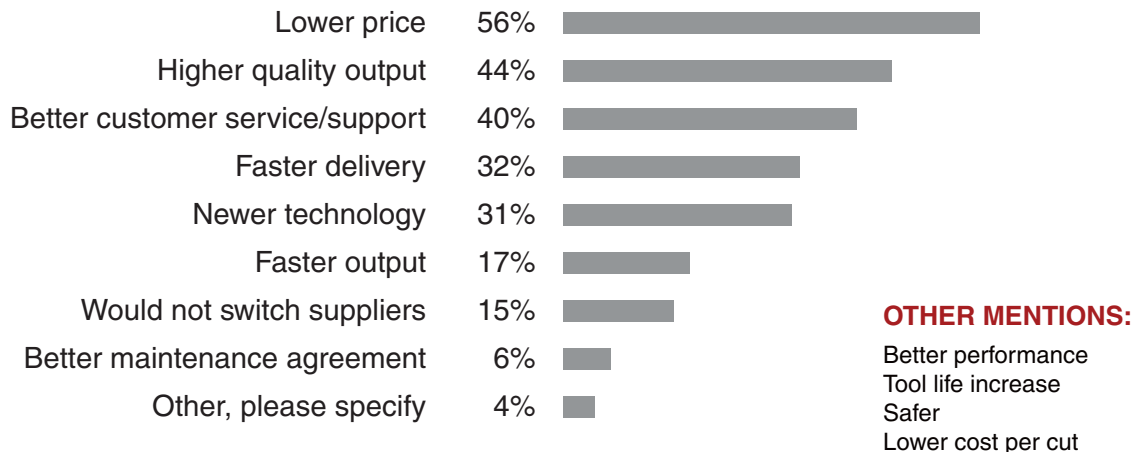




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What would make you consider switching to a different cutting tool supplier from the one you presently use?



How many cutting tool suppliers do you get bids from before deciding which brand of cutting tool to buy?



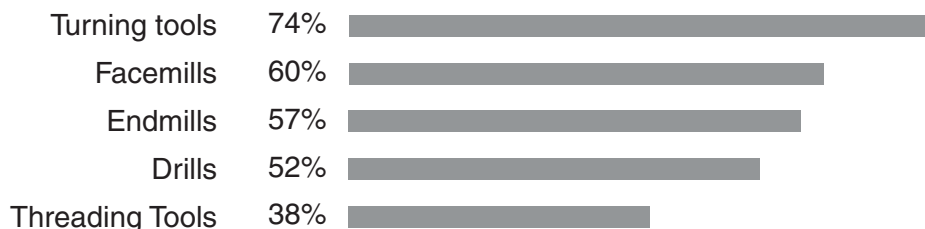


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What types of cutting tools do you use the most?

INDEXABLE OR INSERT TYPE



SOLID CARBIDE ROUND TOOLS OR HSS



SPECIALS



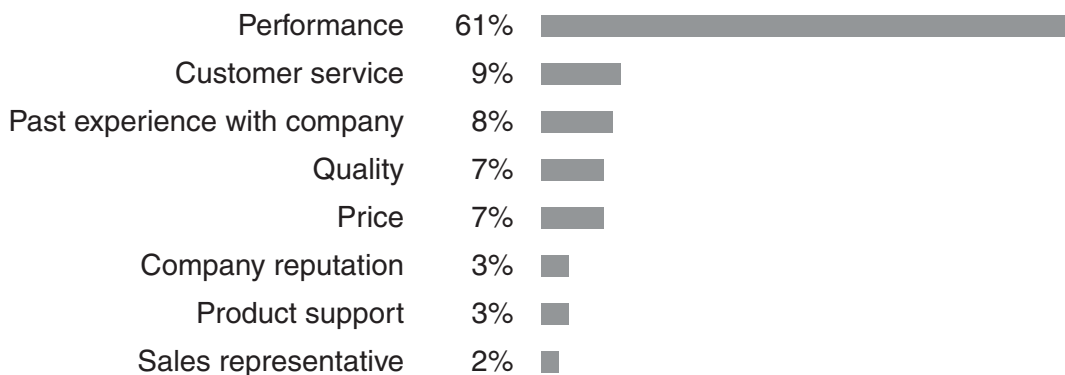
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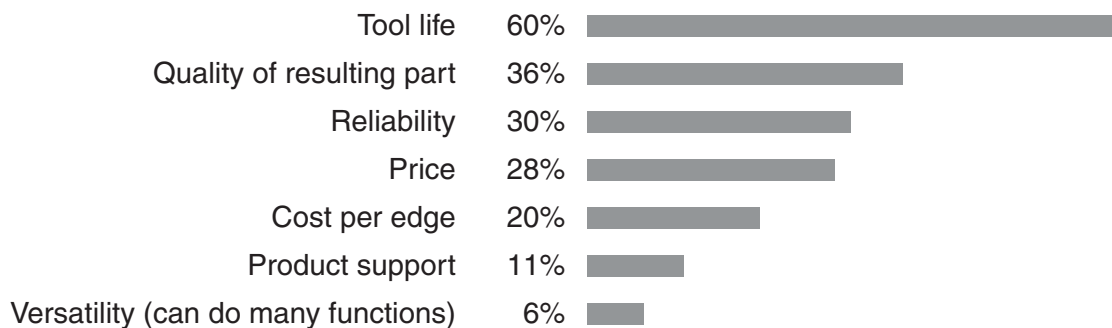
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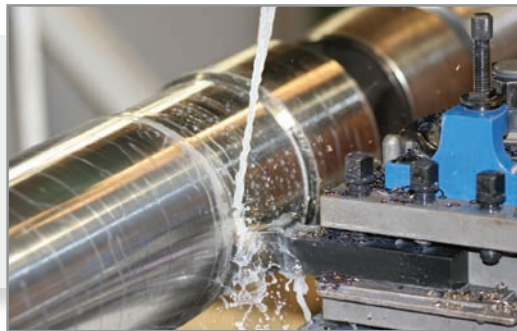
Which is the **ONE** most important reason for choosing a certain brand of cutting tool?



Which two of the following product attributes are most important when purchasing a specific brand of cutting tool?



61% of subscribers say that **PERFORMANCE** is the most important reason for choosing a certain brand of cutting tool.

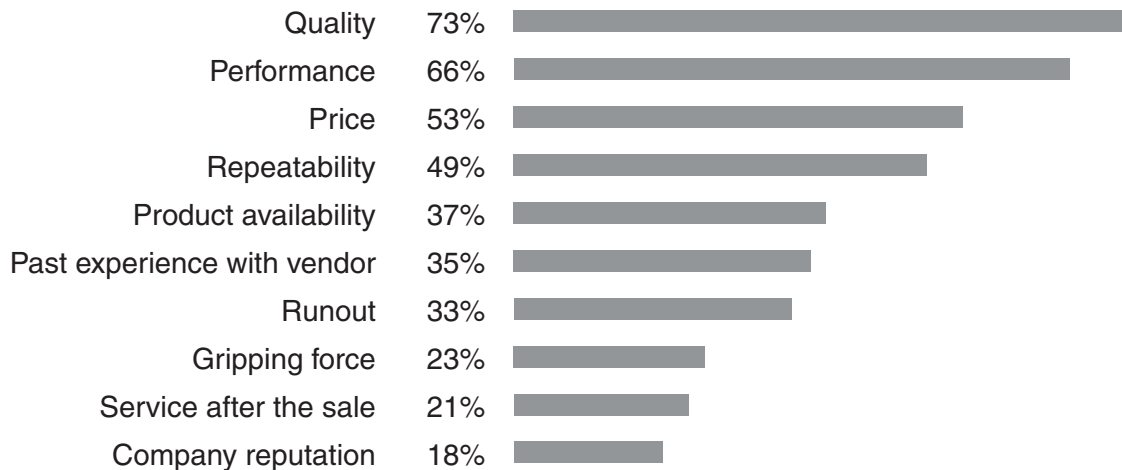




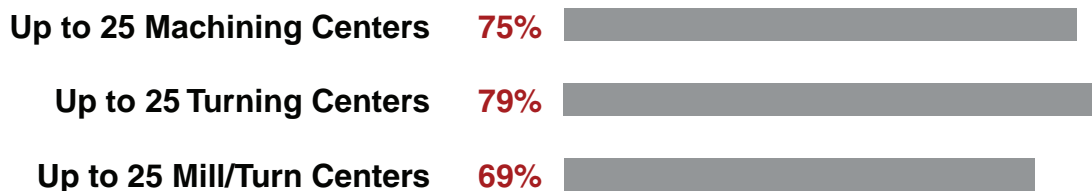
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How many Machining Centers, Turning Centers and/or Mill/Turn Centers do you have running in your shop or plant?

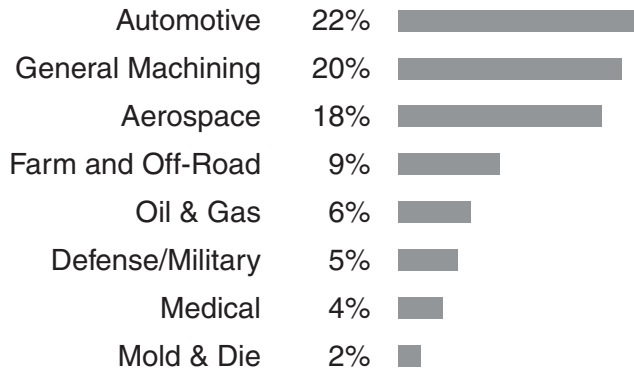




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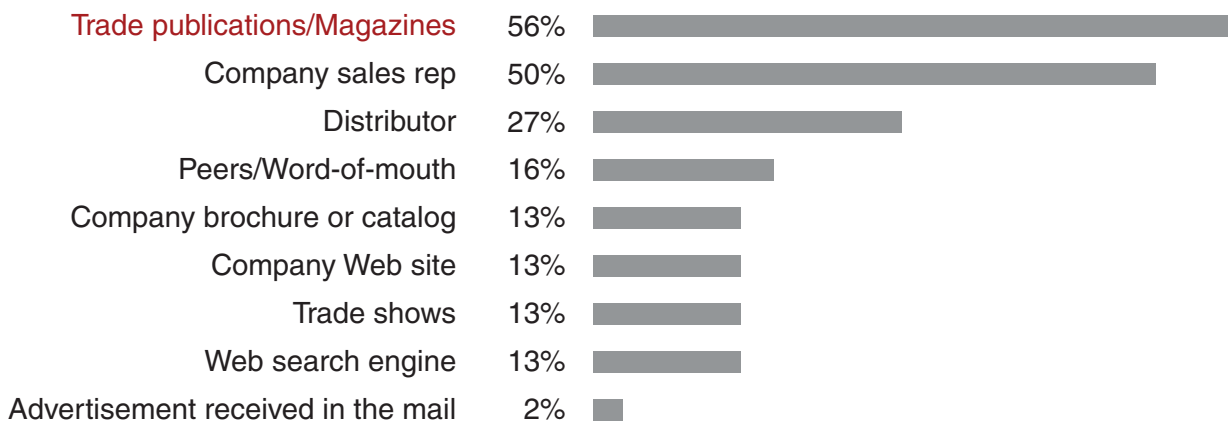
What primary market segment are you involved in?



OTHER MENTIONS: 14%

- | | |
|----------------------------|----------------------------------|
| Appliances | HVAC machinery |
| Railroad | Industrial fasteners |
| Air conditioning equipment | Machine design and manufacturing |
| Consumer goods | Textile machinery |
| Energy/Power generation | Pool and spa industry |
| Fire fighting equipment | Semiconductor/Plating heaters |
| Building products | Storage products |
| Firearms | Toolmaking |
| Food service/packaging | Watergate manufacturing |
| Furniture | |

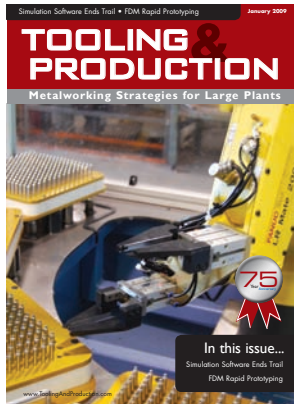
Which two methods do you most often use to research cutting tools in the marketplace?





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e-Newsletter

THE SURVEY

PURPOSE

The purpose of the 2009 Cutting Tools Survey was to determine brand awareness and the types of cutting tools that are being used among T&P subscribers. Important attributes for brand purchase, current purchasing plans, budgets, and expectations for future cutting tool budgets are included. More than 90% of T&P subscribers work in plants with 51 or more employees.

METHODOLOGY

E-mail invitations to participate in a Web survey were sent to subscribers of T&P magazine. Qualified subscribers included those who indicated in their subscription data that their company performs milling and turning operations. 282 questionnaires were returned.

NELSON PUBLISHING CUSTOM RESEARCH

Nelson Publishing utilizes the latest technological advances in data collection and assists you in every stage of the survey process including:

- Consultation on research objectives
- Questionnaire design
- Survey administration
- Data tabulation
- Results analysis and graphic charts



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