

# T&P

**TOOLING &  
PRODUCTION**

*Strategic Guidance for Large Plant Management*

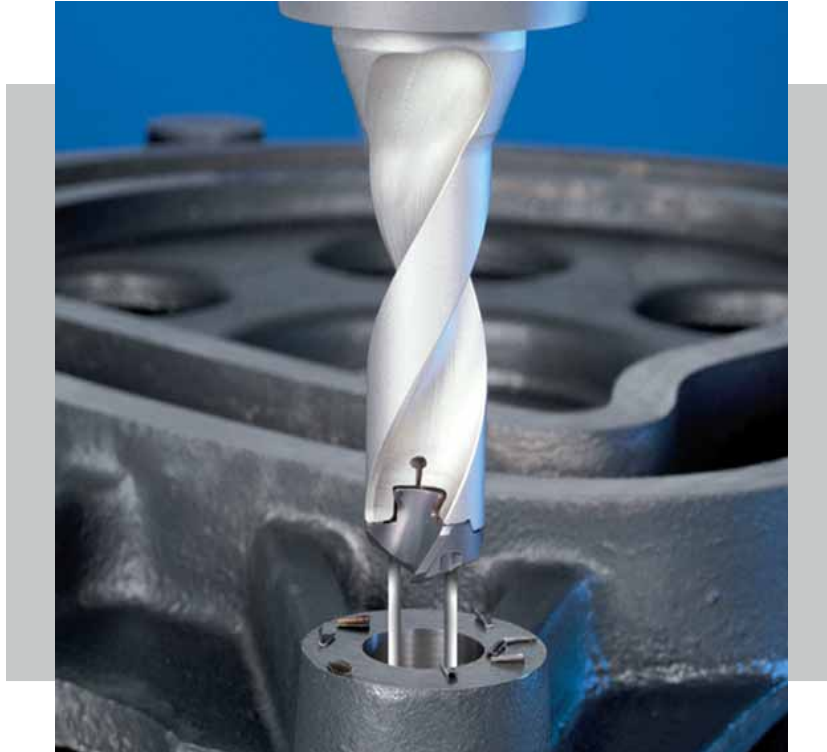


**CUTTING TOOLS SURVEY 2007-2008**

CUTTING TOOLS SURVEY  
2007-2008



## SURVEY RESULTS



### PURPOSE

The purpose of the 2007 Cutting Tools Survey was to determine brand awareness and which brands/types of cutting tools are being used among T&P subscribers. Also discovered, were important attributes for brand product attributes for brand purchase, current plans for purchase, present budgets, and expectations for future cutting tool budgets.

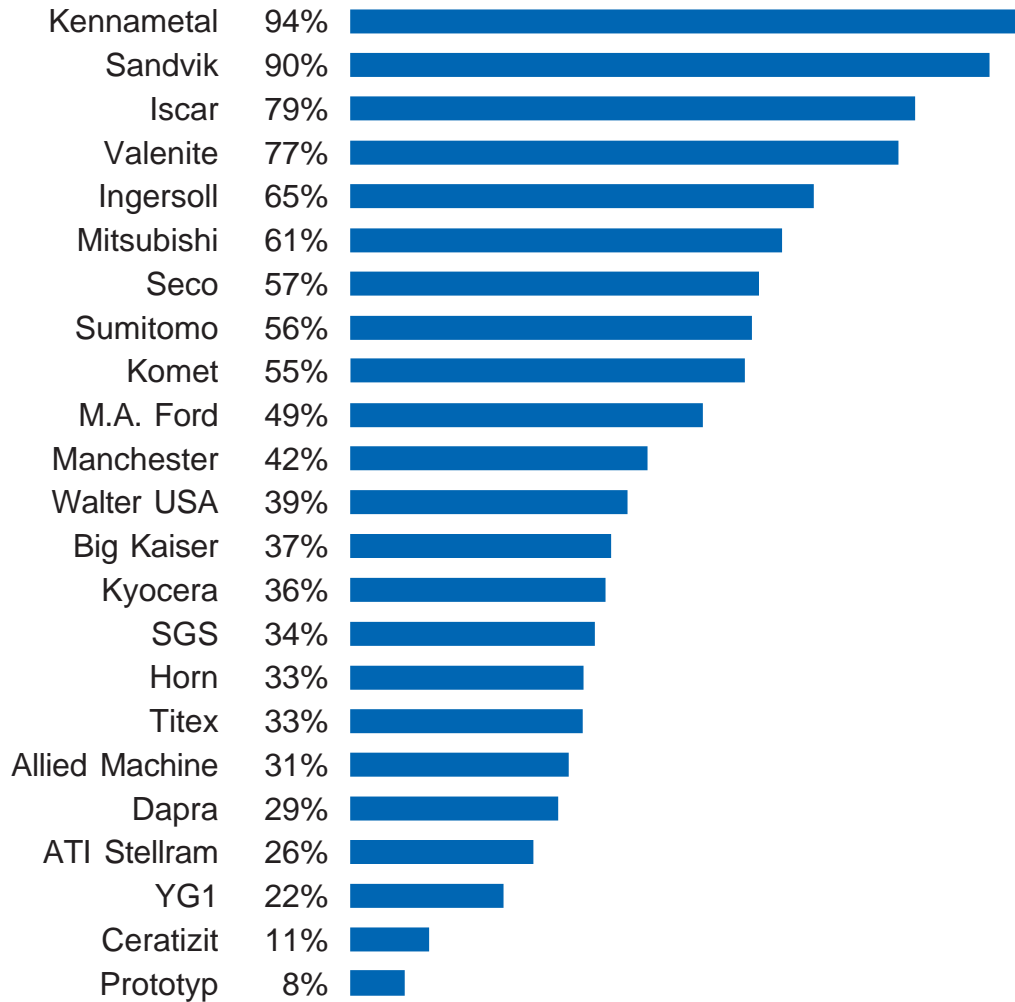
### METHODOLOGY

Email invitations to participate in a Web survey were sent to subscribers of T&P magazine. Qualified subscribers included those who indicated on their subscription card that they perform milling and turning operations. 284 questionnaires were returned.

*Some cutting tools photos courtesy of ISCAR.*



**How familiar are you with the following cutting tool suppliers?**

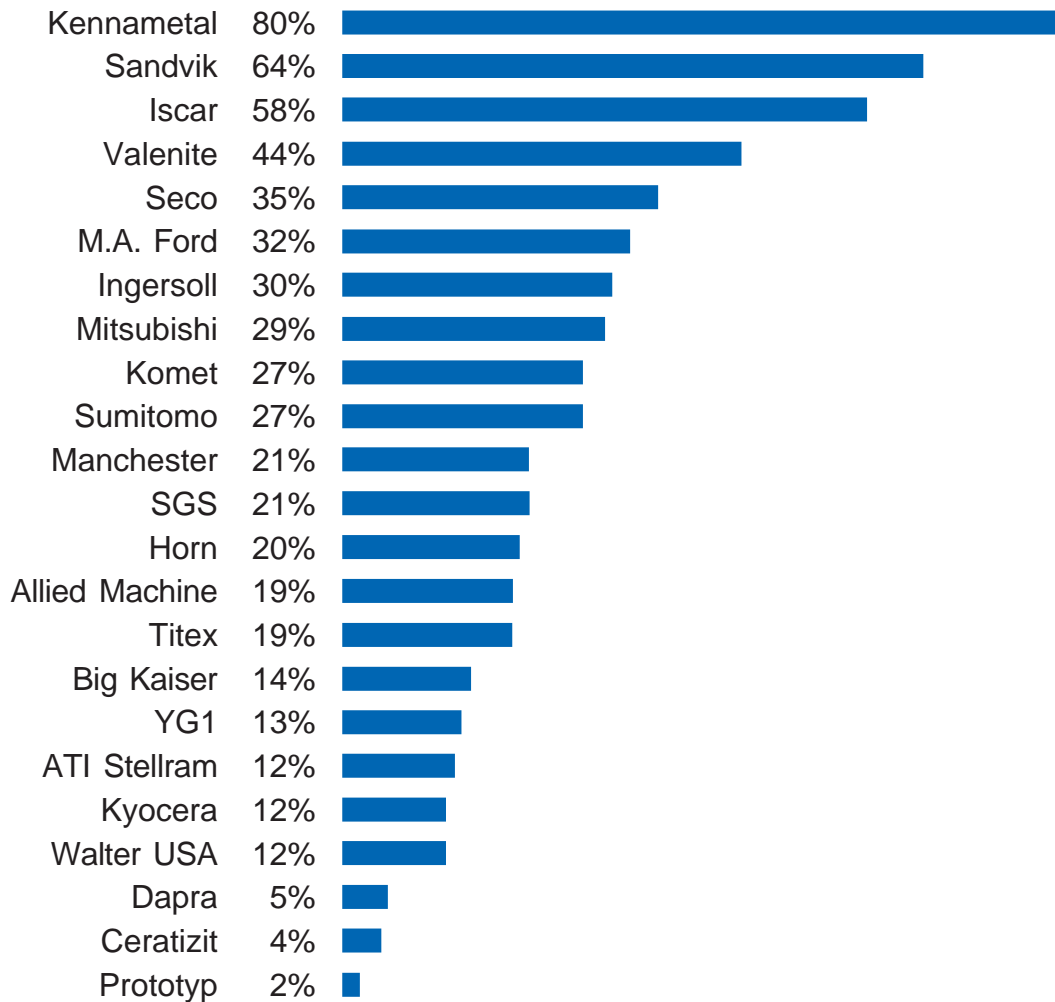


**OTHER MENTIONS (10%):**

A.B.Tools	Clapp Dico	Hanita	Niagara Cutting	SP3
Accupro	Data Flute	Kaiser	Tool	Spec Tool
Alliance	Exactaform	Thinbit	OSG	Timeco
Amamco	Fullerton Tool	K-Tools	Precision Twist	
CGS	Garr Tool	Mapal	Primary Cutter	
Circle	Greenleaf	Micro 100	Promax	
CJT	Guhring	Mil-Tec	Scientific Cutting	



Please indicate which companies you currently purchase cutting tools from:



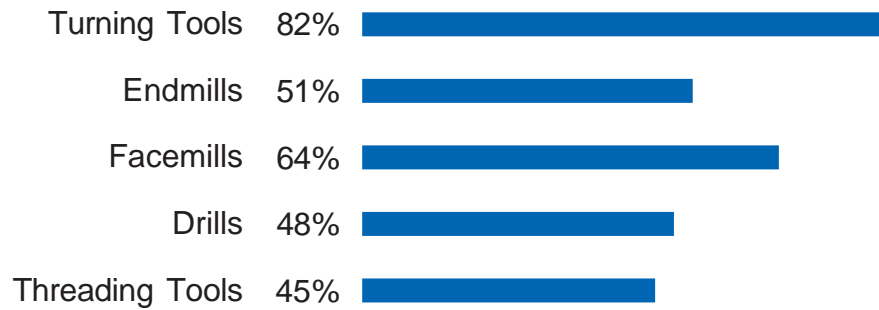
### OTHER MENTIONS (17%):

A. B. Tools	Dieugenio Tool	Kaiser Thinbit	Mil-Tec	Seim Tool
Accupro	Exactaform	Kendeco	Morse	Silver & Deming
Alliance	Fullerton Tool	K-Tools	MSC	SP3
Amada Cutting	Garr Tool	Lawson	Niagara Cutter	Spec Tool
Amamco	Giddings	Lovejoy	OSG	Timeco
CGS	Greenfield	Manchester	Precision Twist	Toshiba
CJT	Guhring	Mapal	Primary Cutter	Tungaloy
Cleveland	Hanita	McMaster Carr	Promax	Twist
Data Flute	Hertel	Micro 100	Putnam	Welden
Destiny				



### What types of cutting tools do you use the most?

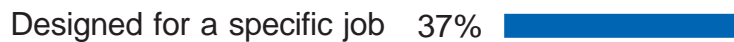
#### INDEXABLE OR INSERT TYPE



#### SOLID CARBIDE ROUND TOOLS OR HSS



#### SPECIALS

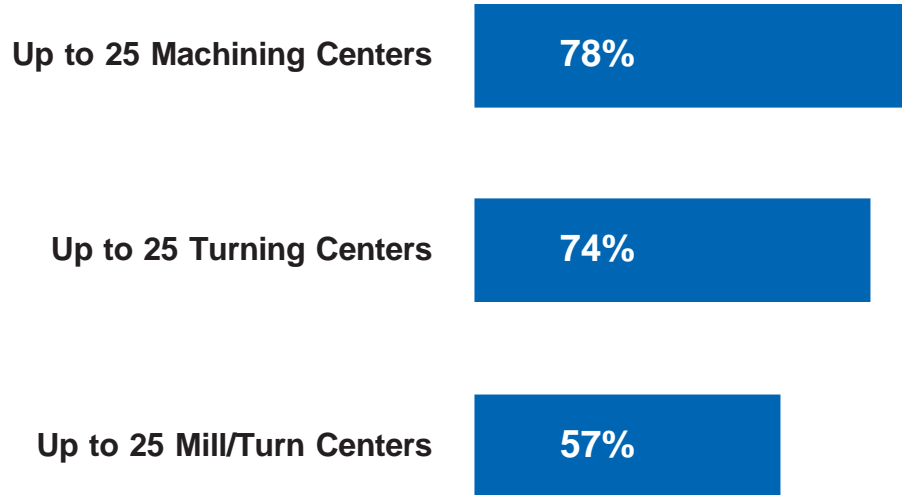


#### OTHER MENTIONS (4%):

- Bandsaw & Coldsaw Blades
- Brazed PCD Tools
- Broaches, Grinding Wheels, Diamond Dressers
- CNC Router Bits
- Diamond Mills
- High Speed Tool Blanks
- HSS Thread Chasers
- PCD Endmills, Drills
- Solid Carbide Thread Mills

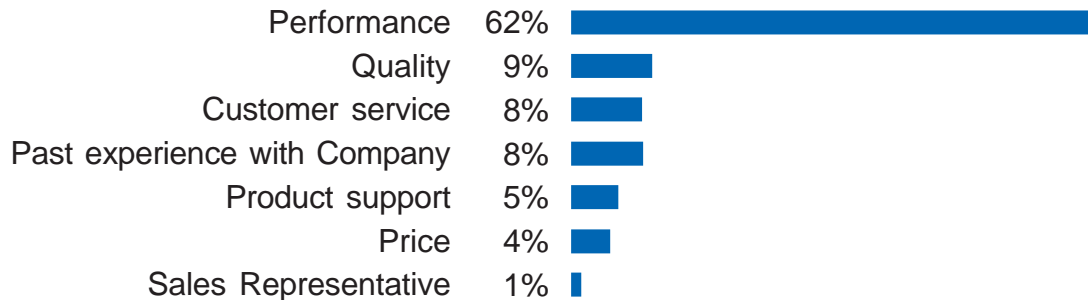


How many Machining Centers, Turning Centers and/or Mill/Turn Centers do you have running in your plant?





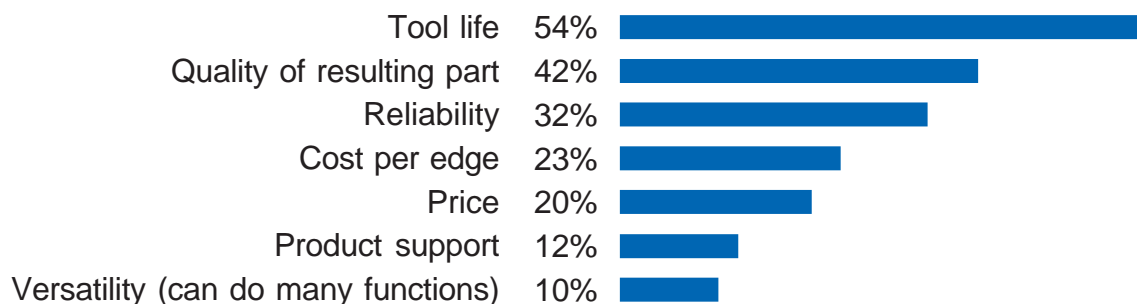
What is the ONE most important reason for choosing a certain brand of cutting tool?



### OTHER MENTIONS (3%):

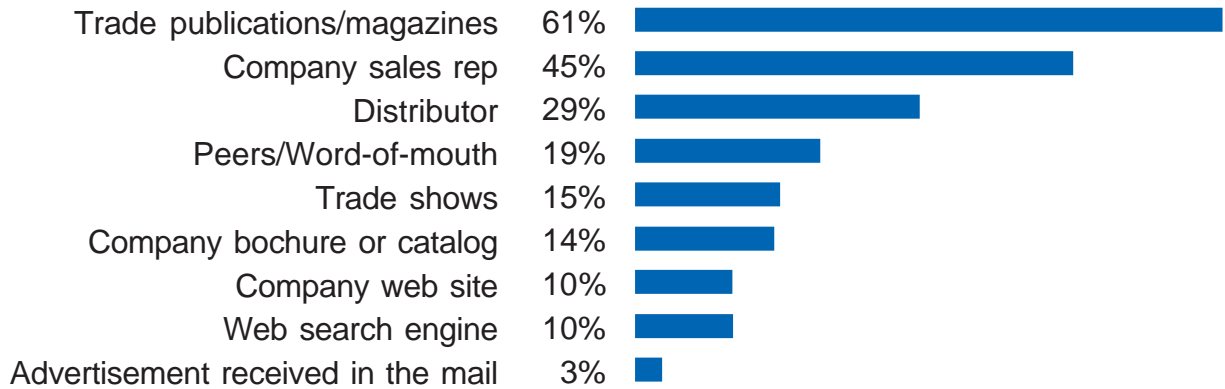
- Fills Needs
- Technical and Product Support
- Price and Performance
- Corporate Recommendation

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

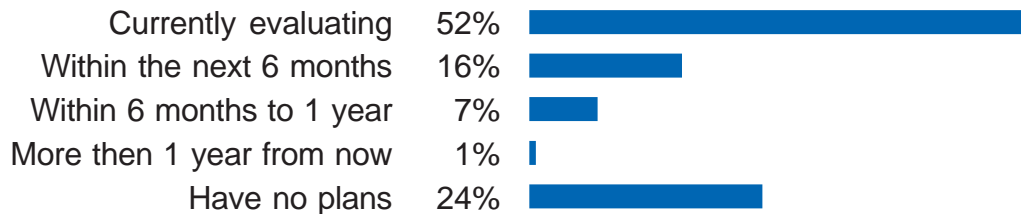




### Which methods do you use most often to learn about what cutting tools are available in the marketplace?



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



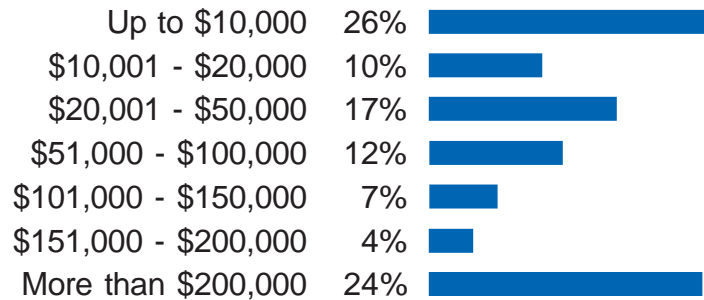
### Do you feel that your cutting tool budget will be greater in 2008, about the same as 2007 or less than 2007?



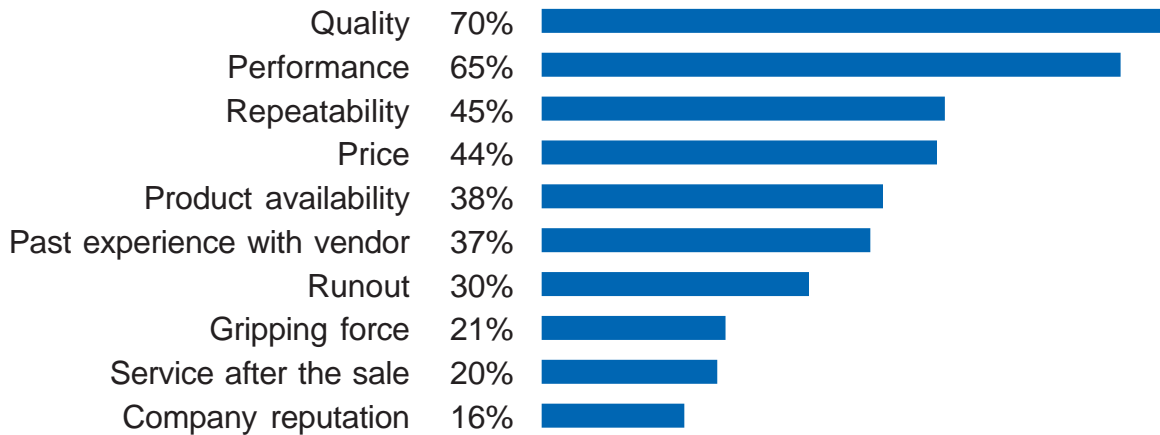




### What is your 2008 budget for cutting tools?

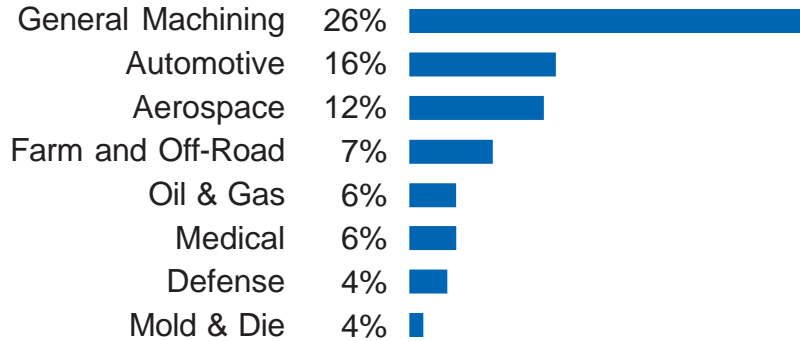


### When purchasing tool holders for your cutting tools, what factors influence your decision on which brand of tool holder to purchase?





### What primary market segment are you involved in?



### OTHER MENTIONS (19%):

- |                                 |  |
|---------------------------------|--|
| Analytic Instruments            | Industrial Motors                          |
| Appliance Motor                 | Injection Molding                          |
| Automation Machinery            | Lift Truck                                 |
| Circuit Boards                  | Machinery Building                         |
| Commercial Food Preparation     | Manufacturer of Apparel & Industrial       |
| Compressed Gas Equipment        | Marine                                     |
| Consumer Products               | Most To All of the Above At Any Given Time |
| Consumer/Hand Tools             | OEM Automotive Lifts                       |
| Cooling Towers                  | Pharmaceutical                             |
| Defense & Aerospace             | Power Generation                           |
| Design & Build Special Machines | R&D  |
| Drive Production                | Railroad Parts Supplier                    |
| Education                       | Scientific Analyzers                       |
| Electrical Devices              | Semiconductor                              |
| EMI Shielding                   | Ship Construction & Repair                 |
| Fasteners                       | Sporting Firearms                          |
| Filtration                      | Sporting Goods                             |
| Fire Hydrants & Pumps           | Telecommunications                         |
| Fluid Moving Equipment          | Turbo Machinery OEM                        |
| Fuel Cells                      | Utilities                                  |
| Handguns                        | Welding Equipment                          |
| HVAC                            | Wood Products                              |
| Ice Machines/ Appliances        |  |



NELSON PUBLISHING, INC. HEADQUARTERS Nokomis, Florida

**NELSON PUBLISHING CUSTOM RESEARCH** 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

## EXPERIENCE

For more than 45 years, Nelson Publishing, Inc. has conducted research studies for its advertisers and clients. The quantitative research methodologies we use include Web surveys, mail surveys, and telephone interviews.

Our Research Manager, Jennifer Burquest, has over 20 years of experience in market research, serving some of America's largest (and smaller) corporations.

