

Using high tech to stay on the ball

Cutting-edge technology from Georg Fischer makes it to the golf course

Unless you're a player yourself, you'll have no idea what top golfers are talking about when they enthuse about the double alignment triangle and semicircle sweetspot. You'll be even more confused when they add, by way of explanation, that the conical shape of the head, special sole design with its free-milled surfaces and expressive pattern of grooves are every bit as characteristic as the materials that are used. What they're talking about is the famous Kramski putter, whose unique high-tech look and sophisticated accuracy is partly due to Georg Fischer.



If anyone should know, it's Willi Hofmann, Bernd Langer's trainer. And the man who works closely with one of the best golfers the world has ever seen is unstinting in his praise. „The putter is simply fantastic“ is how he sums up this Rolls Royce of putters, which is now available in four different models and wowing professionals and amateurs alike. The high-end version of the high-precision putter (HPP), the HPP 330, even won the 2005 PGA Merchandise Show Putter Award.

But what motivated the founder of the internationally operating Kramski Group and designer of the club, Wiestaw Kramski, to design his own putter? Quite simple: The charismatic entrepreneur and manufacturer of stamped and injection-moulded parts was never really happy with clubs he had bought off the peg. After 30 months of development work, during which he was consistently guided by

his successful company's slogan „Ideas – translated to perfection“, he created the HPP 330. It took ten development steps before the timeless classic was finally right, but the outcome was an outstanding collection that golfers of all handicaps just cannot help raving about. The HPP putter collection is a trend-setting combination of function, precision and harmony.

Precision is the common denominator

HPP putter heads are made of specially selected materials – either stainless steel or aluminium, depending on the model. Aluminium guarantees lightness and high strength, stainless steel embodies timeless elegance and durability. In a process comprising over 30 individual steps, the HPP's extraordinary geometry is machined in three dimensions from a solid block of material. After that it is ground to an accuracy of 5 µm. A galvanic multicoating process developed specially for this collection is then used to apply the unobtrusive, silky-matt finish. The one thing the models all have in common is that they are precision milled as well as precision ground. It comes as no surprise, then, that the golfing press is particularly excited about by the putters' extraordinary accuracy.

The Kramski Group focuses on outstanding products, and as such is a user of the Agie Charmilles Group's equally high-quality products, specifically Mikron high-speed milling machines and Agie Charmilles EDM systems. Two Champions League companies such as Kramski and Agie Charmilles are virtually predestined to meet each other, pool their materials and manufacturing process skills and create win-win situations of which Kramski's high-tech putter and the market's response to it are a perfect example. Thanks to Kramski, Georg Fischer can be found at least indirectly on golf courses everywhere: proof that the Corporation is staying on the ball – on and off the green!

The bottom line

Mikron's leading role

„Mikron Agie Charmilles AG is the Swiss manufacturer of high-performance and high-speed milling centres. Our systems are used primarily in tool and mould making and to produce high-quality parts for a wide range of industrial sectors, including medical technology, vehicle manufacturing, aerospace and energy generation.“

Jens Thing, Mikron Brand Manager

The user – a first-class supplier

One of the top ten

Company profile	Kramski is regarded as one of the ten top suppliers of stamped and injection-moulded solutions. The medium-sized, Pforzheim-based company is run by its owner and has built up an excellent reputation since it was founded over 25 years ago. Kramski employs about 350 people at its three production sites in Pforzheim (Baden, Germany), North America and Sri Lanka.
Production range	Production parts (stampings, plastic components), stamping tools (high-performance and precision tools) and injection moulds for the automotive, electronic and telecommunications industries.
Special feature	The high-tech putters – the Limited Edition has a recommended retail price of 1,260 euros, the standard version of 599 euros – are only made to order.

The golf market

Large growth potential

27 million golfers in the USA	The golf market has an impressive global growth potential. There were over 27 million golfers in the United States in 2004 and there are already something like 500,000 in Germany.
Rising demand	Kramski expects to be able to produce between 25 and 30 thousand putters annually in two to three years' time.

«Adding Quality to People's Lives»

Reliable solutions provider

Prestigious partners – all round the world	Agie Charmilles is a professional and reliable partner when it comes to finding solutions to production engineering needs. Component, mould and tool manufacturers know that they can count on Agie Charmilles as a globally operating and respected manufacturer of machine tools for electric discharge machining, high-speed and high-precision milling centres and automation technology.
Milling and electric discharge machining – diverse range of applications	Milling and electric discharge machining contribute to improving quality of life in a diverse range of applications covering all industries from automotive to medical technology, from aerospace to leisure and from household to energy production.