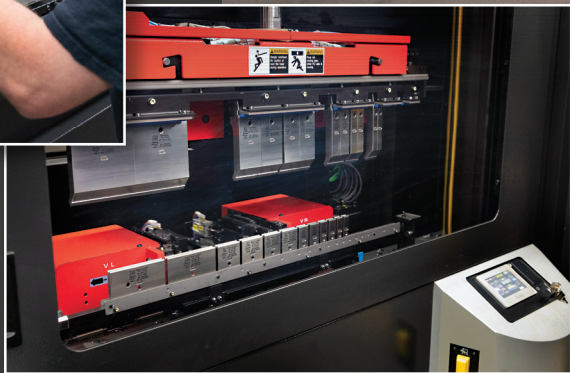


AMADA AMERICA, INC.

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John Baker, President
General A&E



Specializing in close tolerance aerospace and defense work, General A&E is a precision sheet metal fabricator that's headquartered in Hackensack, NJ. Since 1954, the family-owned business has thrived by exceeding customer expectations. Based on its partnership with AMADA and a steadfast commitment to quality and customer service, General A&E has achieved approximately 43% growth in the last 5 years. According to company president, John Baker, *"Within the last two years, we've experienced substantial growth in our aerospace business and a greater demand for high-mix, low-volume jobs. To better serve existing customers, and improve response to ever-increasing demands for quicker changeover speeds, we needed to upgrade our bending technology."*

The upgrade came in the form of AMADA's latest generation press brake equipped with a patented Automatic Tool Changer (ATC) — which enables General A&E to achieve even the most complex tool setups in 4 minutes or less. Productivity is further enhanced by an AMNC 3i intelligent control featuring a user-friendly graphical interface that displays bend results before processing.

HRB 1003 ATC: Baker reflects on a new level of manufacturing flexibility the HRB ATC provides. *"We can now easily and quickly switch from production to rush jobs. For example, our operator can be running a job that consists of 100 pieces and requires a complicated setup. Then, someone comes in from the office and says 'I just spoke with one of our customers and we need to get these other parts out of here'. We can change from one job to another in about a minute and a half. On a conventional press brake, that would take half an hour to an hour, if not longer. That kind of speed and flexibility has provided tremendous value."*

Commenting on his partnership with AMADA Baker adds, *"For over 40 years, General A&E has relied on AMADA to provide optimal solutions to meet our evolving manufacturing challenges. We will continue to invest in AMADA technology for years to come."*

"The HRB ATC ensures repeatable precision and has reduced our setup times by over 70%."

— John Baker
President

**Automatic Tool Changer
Eliminates Manual Setup.**



Stay In Touch With What's Next.



The HRB Series, AMADA's latest generation of high-precision press brakes, are built at the Carolina Manufacturing Center in High Point, NC.