



Excellent Experiences with Ecoline.

Sunbeam Auto Pvt. Ltd., India.

As a die casting specialist, the Sunbeam Auto Pvt. Ltd. has to hold its own on the highly competitive market in India. In order to be able to compete in terms of quality, reliability and pricing, Sunbeam depends on highly reliable and high-quality production facilities while maintaining an attractive cost-benefit ratio. Sunbeam has relied on Bühler technology for years – and most recently on Ecoline.

Sunbeam Auto Pvt. Ltd. was founded in 1987 and is part of the international Hero Group of Industries that has produced annual sales of close to 2 billion US dollars in various sectors. Sunbeam Auto manufacturing site is in Gurgaon, a suburb southeast of the Indian metropolis of Delhi with about 900,000 inhabitants. Sunbeam specializes in manufacturing smaller and mid-size die cast components for two-stroke engines and for the automobile industry – mainly for the Indian market (it has an export share of about 15 %). With around 4,000 employees and annual sales of approximately US\$ 0.7 billion, Sunbeam Auto Pvt. Ltd. belongs to the fifth largest die casting company in India and one of the top 100 in the world.

Trust in Bühler.

Over 40,000 tons of aluminum are processed annually in Sunbeam's die casting plants. In addition, they have approximately 50 different plants for high pressure, low pressure and



“My Passion for Die Casting”

P. N. Sadhu continues to be very active, despite being 71 years old. He manages the technical area of Sunbeam Auto Pvt. Ltd.

with great passion for die casting. “I started my career as a young man in this area 45 years ago. I fell in love with die casting, and it became my passion. Even today, I feel the best when I'm on the shop floor. Even though my current work forces me to spend more time in the office, I take every opportunity to visit the plant. I am also involved in innovative experiments with my younger colleagues. I feel young again when I'm with my team in the plant!”

chill casting. Sunbeam has been relying on Bühler technology since 1991. In the meantime, 18 die casting machines have been installed in Sunbeam plants. P. N. Sadhu, who is responsible for Sunbeam's production facilities as their technical advisor, explains the reasons for choosing Bühler as a supplier of equipment: “When we decided to expand our product line and, consequently, our customer base from the two-wheeler industry to the classic automobile industry, it was essential for us to not only improve our capacities but also

the quality of our products. After a long search, we decided on Bühler as a supplier. With its advanced technology in die casting machines, Bühler helped us shorten cycle times and produce with a higher degree of production reliability at equal or even improved quality while maintaining competitive costs. In addition, Bühler offers reliable service support that helps us avoid or at least minimize downtime.”

Six New Ecoline Machines.

Sunbeam Auto Pvt. Ltd. previously had 12 Bühler die casting machines with locking forces ranging from 500 to 1,400 tons. In 2010, Sunbeam began updating its plant with Bühler Ecoline 53 die casting machines. Why did they select Ecoline? P. N. Sadhu explained: “I first saw the Ecoline in 2009 at the ALUCAST foundry trade show in Pune. At the time, I was very impressed with the drying cycle and I was convinced that Bühler’s Ecoline would make it possible for us to obtain a machine for producing high-quality castings at an attractive price. We looked at the cost-benefit calculation and brought the Ecoline into our plants. This has certainly paid off and, in the mean time, we already have six Ecoline machines with a locking force of 530 tons each.”

Sunbeam is Banking on Ecoline.

These six Ecoline 53 machines have been operating at Sunbeam on a three-shift basis for over 20 months without interruption. “They are operating practically day and night” said P. N. Sadhu, expressing his satisfaction with the machines. “The quality is more than satisfactory. We have not been confronted with any breakdowns and are highly satisfied with Ecoline’s performance.” P. N. Sadhu is happy to go into more detail when prompted: “The Ecoline is of very robust construction. It operates with state-of-the-art technology and is very reliable, making it possible for us to make the best use of our production time.” In addition, according to P. N. Sadhu, the Ecoline is very easy to operate and extremely safe. The Ecoline works at a high rate and the sophisticated control system allows for consistent repetition of the parameters set as well as reliable traceability of all produced parts. P. N. Sadhu concluded with these words: “Thanks to its reliability and quality of its output, the Ecoline meets all of our expectations. We have not regretted for a single second our decision to purchase the Ecoline. As we look to future expansion, we will certainly be relying on this machine – in all sizes that may be available.

Ecoline.

As a “simple type of machine” alongside the Evolution and Carat models, the Ecoline die casting machine exhibits all of the characteristics of Bühler quality: it is robust, reliable, economical, energy-saving, durable and easy to operate. In two words: Swiss quality. The Ecoline machine model was designed for the medium market and is extremely well-suited for foundries that mainly produce castings that are smaller in size and not very complex, while remaining of high quality. Ecoline satisfies all of these requirements.

The Ecoline is available as a standard machine, but can also be equipped with additional options. The locking forces range from 340, 530, 660 to 840 tons. Delivery times for the machines are extremely short. Fast start-up by local technicians minimizes costs and ensures the quick hand-over of the machines to production.



Ecoline 530 – 20 months of continuous operation at Sunbeam Auto Pvt. Ltd.

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