



Dear Customer or Partner,

The year 2007 is drawing to an end – an eventful and successful year for customers, partners and employees of EMG Automation GmbH. The steel market is booming like never before – China has transformed from one of the biggest net importers to one of the biggest net exporters of steel, crude steel production has not been this high since the economic miracle years, Tata took over Corus and the international steel market is full of excitement with many other events.

Changing from a global overview to a more local perspective in Wenden, Germany, EMG can report on many milestone successes here.

EMG-eMASS has penetrated the market and is now used by major companies in the great steel regions: ThyssenKrupp Steel in Europe, Baosteel in China, Dongbu in Korea and ArcelorMittal Columbus in the USA. The Innovation Talks took place for the first time. The EMG newsletter has been optimized and very well accepted by you, our dearest readers. We start the last edition of the newsletter in 2007 with a reflection on the year as well as an outlook on 2008. Slightly different from our previous editions – a quote at the end:

**"The secret of success lies in the ability to understand the other person's point of view."**  
*Henry Ford (1863-1947), Famous American Industrialist*

In this spirit, we want to thank you for your understanding and the resulting joint successes as well as for your fantastic cooperation.

We wish you a peaceful and merry Christmas as well as a successful start to 2008.

Anno Jordan  
Sales Director  
Quality Assurance Systems

Heinz Dingerkus  
Sales Director  
Strip Guiding Systems

## ■ The year 2007 – Milestones at EMG

In June, EMG took part in METEC 2007 as an exhibitor. A lecture about eMASS at the accompanying conference, METEC InSteelCon, was met with great interest.

eMASS delivery and problem-free installation at FBA 1 of ThyssenKrupp Steel AG produced in the desired results regarding the zinc layer.

The contact-free edge mask control system is ready for the market and will be first implemented at ThyssenKrupp's FBA 5 and also in FBA 1, where it will be used in conjunction with the EMG-eMASS system.

In the wake of the eMASS installation at FBA 1, EMG's automatic air knife wiping equipment is combined with the system in the hot-dip galvanizing line.

Tensile strength and yield point are increasingly measured online and destruction-free with the IMPOC system. ThyssenKrupp, Rasselstein, ILVA/RIVA and Anshan Steel have ordered a total of five systems.

The roughness measurement system SORM 3plus penetrates the market and is implemented at BREGAL GmbH (ArcelorMittal) and Corus.



SORM 3plus enables precise measurements even on EBT (Electron Beamed Texture) surfaces.

EMG's strip width optimization system SWOp delivers less trimming waste and optimizes material use, by perfectly adjusting the strip's width to the target width.

EMG provides accurate strip guide control for hot strip shears and considerably reduces edge waste.

On the whole, we have been able to further develop our basic business of strip guiding systems and are proud to announce that 40 % of these components currently on the market are not older than five years.

The EMG Innovation Talks took place for the first time in October 2007. EMG customers and employees reported on new methods for quality assurance in flat steel production. More than 50 participants from 9 nations and 30 companies enthusiastically attended the event. From now on, the Innovation Talks will take place regularly. We would like to thank all persons involved.

Quality Days in China and Russia – together with other system producers – were met with great interest and had many participants who came to Beijing, Shanghai and Moscow. Due to the positive response, we plan to organize this event in different countries in 2008.



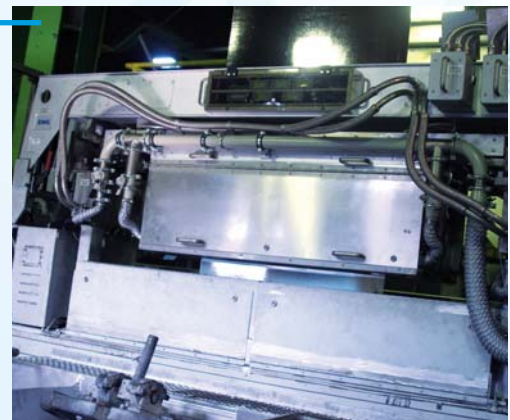
EMG Sales Manager Deru Bi at the Quality Day in Peking

EMG was an exhibitor at Stahl 2007. This annual event, organized by the Steel Institute VDEh, had more than 4000 visitors this year and is considered the biggest steel event in Germany.

Detailed reports can be found in our newsletter archive for the year 2007, downloadable in English and German:  
<http://www.emg-automation.com/en/downloads-service/publications/newsletter.html> (English version)  
<http://www.emg-automation.com/de/downloads-service/veroeffentlichungen/newsletter.html> (German version) ■

## ■ Successful installations of eMASS systems at ArcelorMittal Columbus, USA and Dongbu, Korea

Installation and commissioning of the two eMASS systems at Dongbu, in October, and ArcelorMittal Columbus, at the end of November, have been successfully completed. Immediately following implementation, the systems provided such convincing results regarding strip stabilization and crossbow reduction, that customers' feedback is very positive. A special attribute of the Dongbu project is the implementation of eMASS at different air knives (FOEN and Kohler), both for hot-dip galvanizing and hot-dip aluminizing. At ArcelorMittal Columbus, the system is used directly under the galvannealing oven as a replacement for touch rolls. Details on both projects will be covered in up-coming editions of the EMG newsletter in 2008. ■



EMG-eMASS system



## ■ NRW Minister Pinkwart presents EMG an Award at the Innovation Award Ceremony

EMG Automation GmbH was honoured at the forth Zenit Innovation Competition. Aside from EMG, three other companies were awarded. The winner of this year's Innovation Award is eltherm Elektrowärmetechnik from Burbach, Germany. On Monday, November 26, 2007 the award ceremony took place in Mühlheim an der Ruhr also in Germany. EMG was presented its award by the North-Rhine-Westphalia Minister of Innovation, Prof. Dr. Andreas Pinkwart and Zenit's President, Dr. Otmar Schuster.



*L to R: NRW Minister Prof. Dr. Andreas Pinkwart, Nicol Hoffmann (EMG), Jürgen Koch (EMG), Dr. Otmar Schuster (President of Zenit)*

In his greeting, given in front of more than 100 guests, Pinkwart said, "This year, we are especially honouring innovation from medium-sized businesses in NRW, whose success is a result of ambitious export and internationalization strategies. We need more trendsetters like them in NRW. After all, exporting is one of the strengths of the German economy."

The point of the bidding, explained Dr. Hjalmar Kuntz, Chairman of the Jury, during his speech, is the question of how medium-sized businesses succeed not only in developing innovative products and services, but also successfully market them internationally.

EMG is extremely pleased to receive this award, but also sees it as an obligation in the future to provide the best benefits and innovations in the realm of customer service and quality.

To read more about the Innovation Award given to EMG, please click on the following link:  
<http://www.traegerverein.zenit.de/de/innopreis/innopreis2007.php> ■

## ■ Outlook for 2008

Four eMASS systems have been installed to date and four more are currently in assembly or will be delivered shortly. This shows that eMASS has established itself as the standard for strip stabilization on the market.

Quality as a competitive advantage and delivery of quality data as a customer added value will also be themes in 2008. EMG looks forward to these challenges.

These themes will also be the focus of the annual International EMG Sales Meeting, in which all 34 of EMG's international representations of the Servo Techniques business area will participate. Market experiences and the needs of our customers will be converted into concrete goals for the year of 2008 and beyond. The Sales Meeting 2008 will take place in Wenden from April 20–22, 2008.

Exactly 60 years after the first EMG laboratory building in Wenden and 20 years after laying the foundations for the expansion building with offices, warehouses and production facilities, EMG is growing further. The rise in demand for EMG systems is met by an increase in production and administration areas. We look forward to inaugurating a new production facility as well as a new office building in the middle of next year.



EMG will be presenting a lecture titled: "Industrial Applications of eMASS – Increasing Throughput and Reducing Zinc Consumption in HDG Lines" at the AISTech 2008, held in Pittsburgh, Pennsylvania, USA on May 5–8. For further information about AISTech 2008 visit: <http://www.aist.org/aistech/aistech.htm>.

1000 exhibitors will meet on more than 40,000 m<sup>2</sup> of hall space for the Metal & Metallurgy exhibition in Shanghai, China, on June 3–6, 2008. The organization of the EMG booth in the German companies' pavilion will take place in close cooperation with our Chinese branch, EMG Automation Beijing Limited. For further information, please visit: <http://www.mm-china.net/> ■

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### ■ Last but not Least:

Advent and Christmas time are times of reflection and looking back on the year gone by for many countries around the world. At EMG, we are reflecting as well, and we want to thank you, our customers and partners, for your successful cooperation. 2007 was one of the most successful years in the history of EMG Automation GmbH, in which constructive relationships with our customers and partners played a large role. Now, looking at the year in front of us, we are filled with positive anticipation and we wish you a happy Advent, a peaceful Christmas and a successful start to 2008. ■



### Contact

If you have any further questions, please do not hesitate to contact:

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