

AHP Merkle iForum 2010

Product catalogs are more than just 3-D data

AHP Merkle GmbH

- Medium-sized company with 120 employees
- Founded in 1973
- 2nd generation family-run business
- Market leader in manufacturing hydraulic cylinders for tool manufacturing and mold and design construction
- Operating globally with 17 international offices
- At the turn of the year 2009/2010: Successful move to a new location in Gottenheim. Investment: 7.5 M €

Product Data History

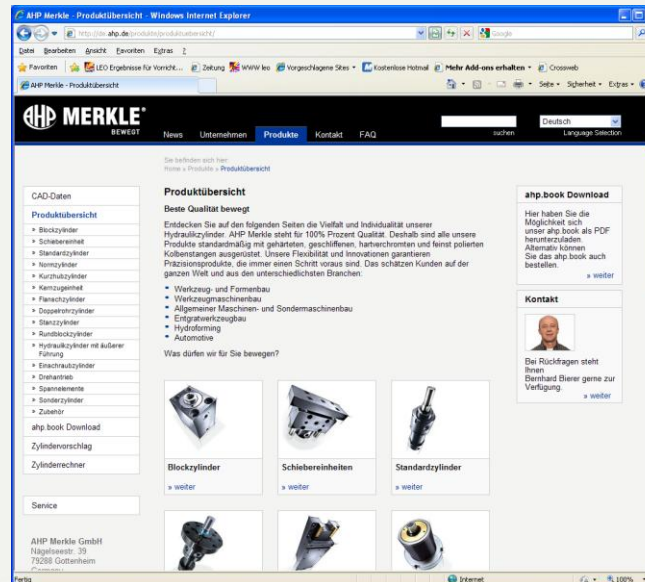
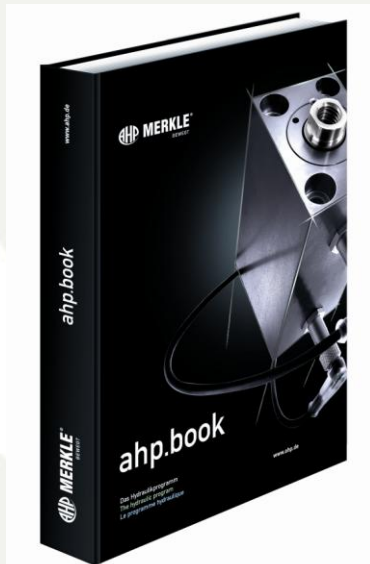
- First print catalog shortly after establishment of company
- 1996: Introduction of first 2-D DXF part catalog
- 2000: Creation of first 3-D catalog (immediately with PARTsolutions)
- 2002: First multilingual product catalog in 11 languages
- 2006: Redesign of product data as assemblies
- 2010: Complete redesign of print catalog
- 2010: New CD with new functions (PARTsolutions V9)

What is the Aim of Product Data?

- Product spectrum should be displayed clearly
- Easy operation
- Low maintenance
- Advertisement
- Obtain added value for customers
- The customer should be able to receive a high amount of information

All of This in Different Media

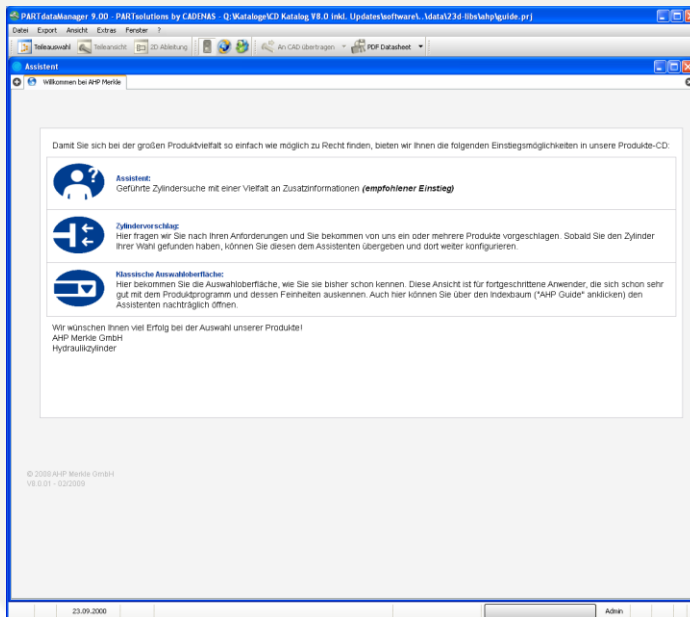
- Print (ahp.book)
- Internet (ahp.web)
- CD (ahp.cad)



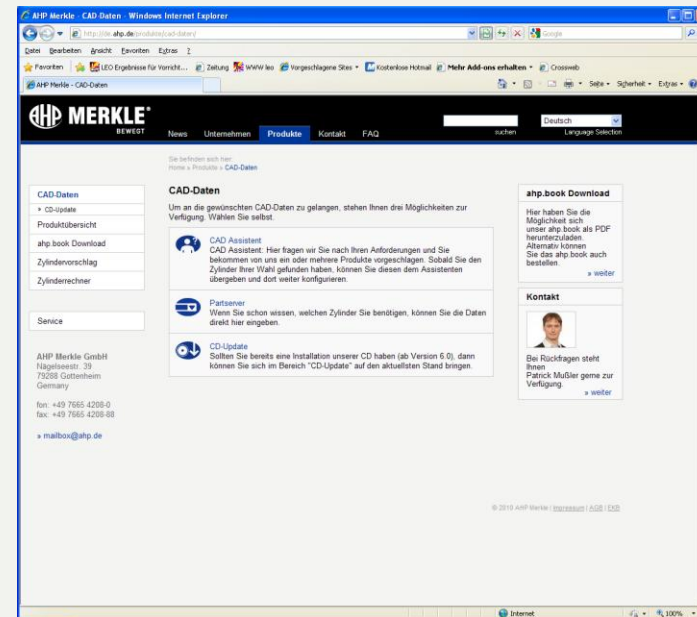
Ideal Conception

- Similar visual appearance and operation of all media
- High recognition value
- All media should have CAD data available

A Consistent Look and Feel is Preferable

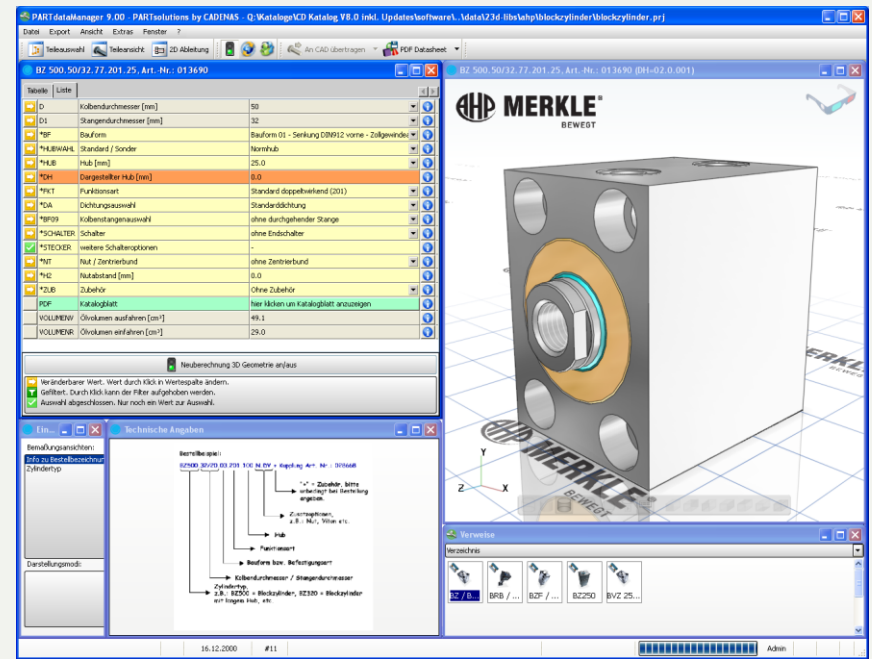
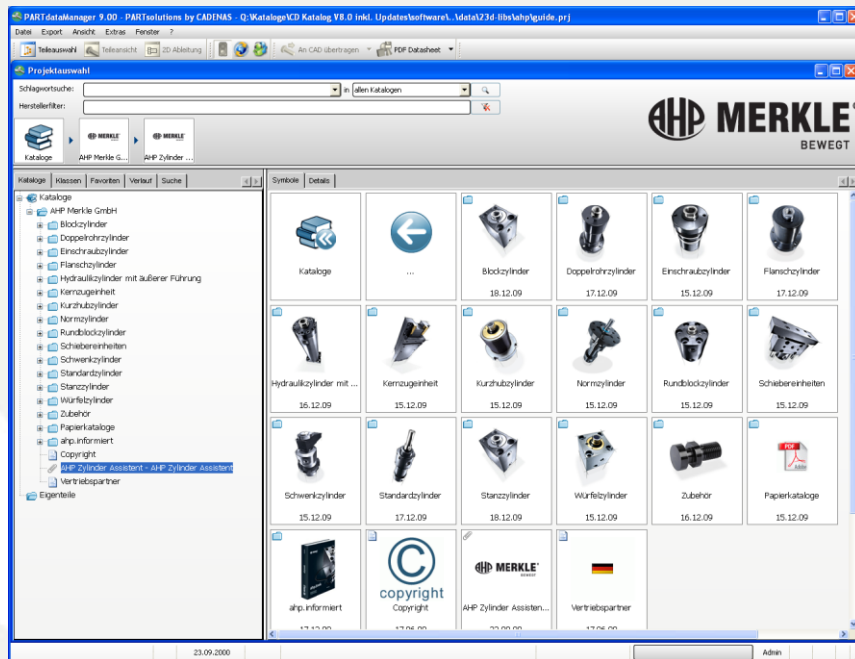


ahp.cad



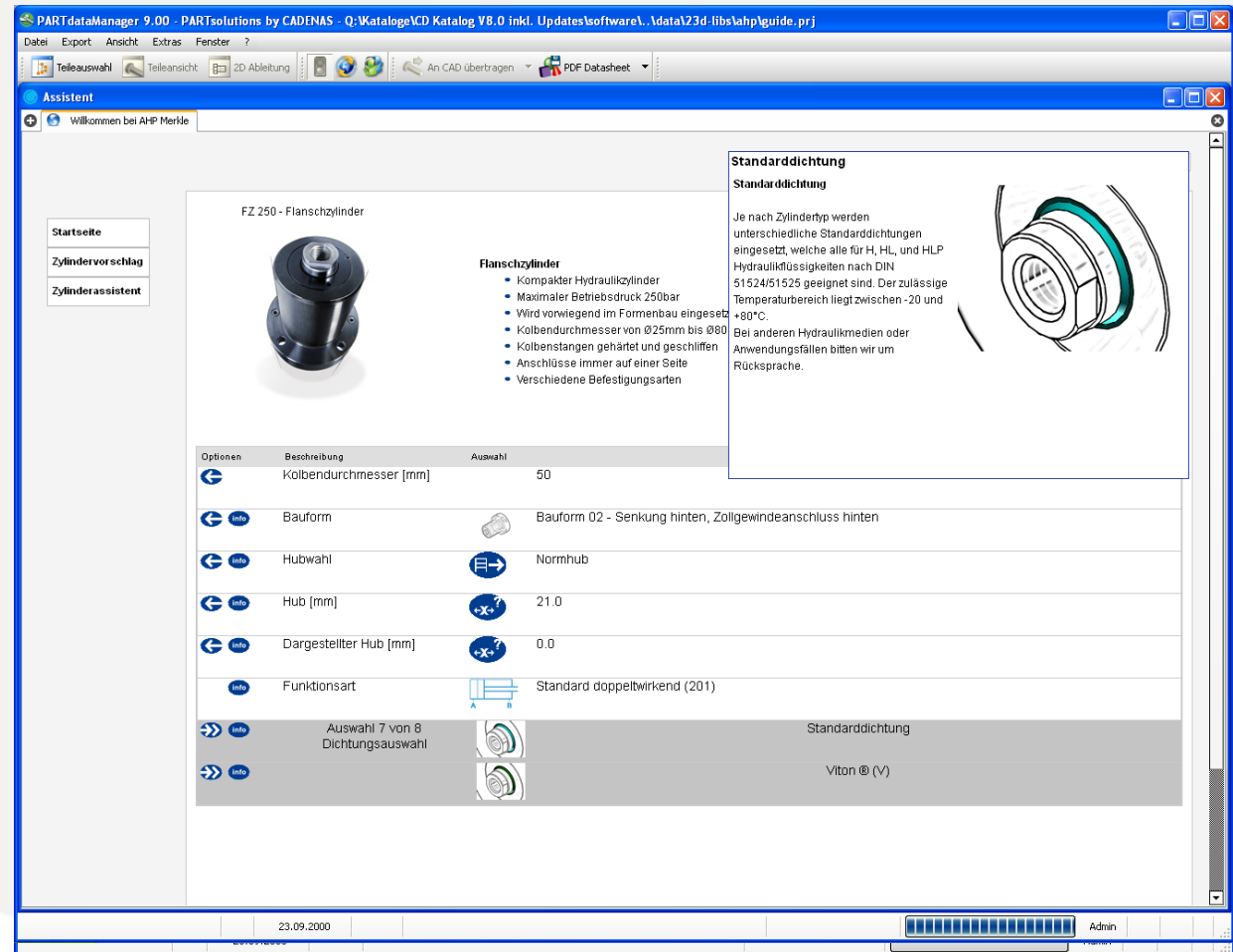
ahp.web

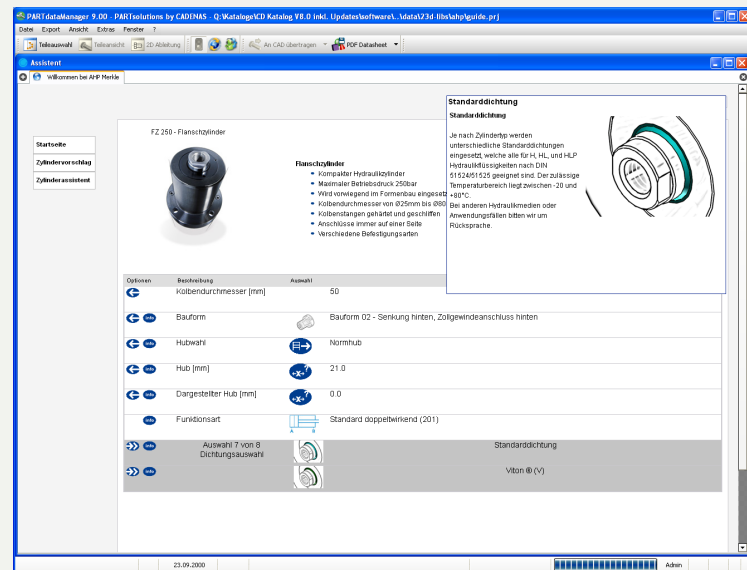
Adapted Software Interface



Three Search Options

- “Cadenas standard”
- Suggestion of cylinder
- Ahp.assistant





Shopping Cart Integrated in Assistant

Anfrage

Anfrage / Bestellung bitte per Post oder Fax senden an:

per Post:
 AHP Merkle GmbH
 Eschenweg 1-4
 79232 March
 - Germany -

per Fax:
 +49 7665 / 4208-88

Benutzerdaten

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Postleitzahl	79288
Stadt	Gottenheim
Land	D

Bemerkungen:

Warenkorb

IDT_VALUE	IDT_DESC
Stk.	
1	EZ 251.32/20.01.201.32 - Art.-Nr.: 085610
0	Dichtungssatz f. EZ 251.32/20 - Art.-Nr.: 091911
1	BZ 500.50/32.04.201.25
0	Dichtungssatz f. BZ/RZ/FZ.50/32.xx.201.25 Artikelnr.: 013677

Drucken

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 V5.0.01 - 02/2009

Connection to Print Catalog Always Possible

ahp_de_en_fr_r11_flanschzylinder_fz250-01-02_fz250-03-04.pdf - Adobe Reader

11/4 (1 von 2) 66,9%

FZ 250 - 01 / 02 Nenndruck, statisch Nominal pressure, static Pression nominale, statique 250 bar (3600 PSI)

Bauform 01
Style 01
Forme 01

Bauform 02
Style 02
Forme 02

FZ 250 - 03 / 04 Nenndruck, statisch Nominal pressure, static Pression nominale, statique 250 bar (3600 PSI)

Bauform 03
Style 03
Forme 03

Bauform 04
Style 04
Forme 04

Bestellbezeichnung (Beispiel)
Order specification (example)
Référéncie de commande (exemple)

FZ 250 - 25 / 16 - 03 - 201 - 21

Größe Ø 48 Size Ø 48 Taille Ø 48	Nenn-Ø 48 Nominal Ø 48 Taille Nominale Ø 48	Endform End form Forme finale	Funktionstyp Operation mode Mode de fonctionnement	Hub Stroke Course	Standard Standard Standard	Kundenwunsch Customer request Souhait du client	Option Optione Options	d1	d2	d3	d4	d5	L1	L2			
25	16	01	02	03	04	201	16	46	≤ 96	V	4x8,5	80	M48x15	50	4	53	11
22	20	01	02	03	04	201	21	46	≤ 96	V	4x8,5	85	M48x15	55	4	60	14
40	25	01	02	03	04	201	21	46	≤ 96	V	4x8,5	100	M48x15	70	4	66	14
50	32	01	02	03	04	201	21	46	≤ 96	Z	4x11	125	M80x2	85	5	72	14
63	40	01	02	03	04	201	30	63	≤ 96	Z	4x11	135	M90x2	95	6	84	14
80	50	01	02	03	04	201	32	80	≤ 96	Z	4x11	155	M110x2	115	6	95	14

Technische Änderungen vorbehalten
Subject to change without notice
Sous réserve de modifications

Made in mm
Dimensions in mm
Dimensions en mm

Berechnungsgrundlage siehe AHP-Infoform
Calculation based on "Information from AHP"
Base de calcul, voir « AHP-Infos Informations »

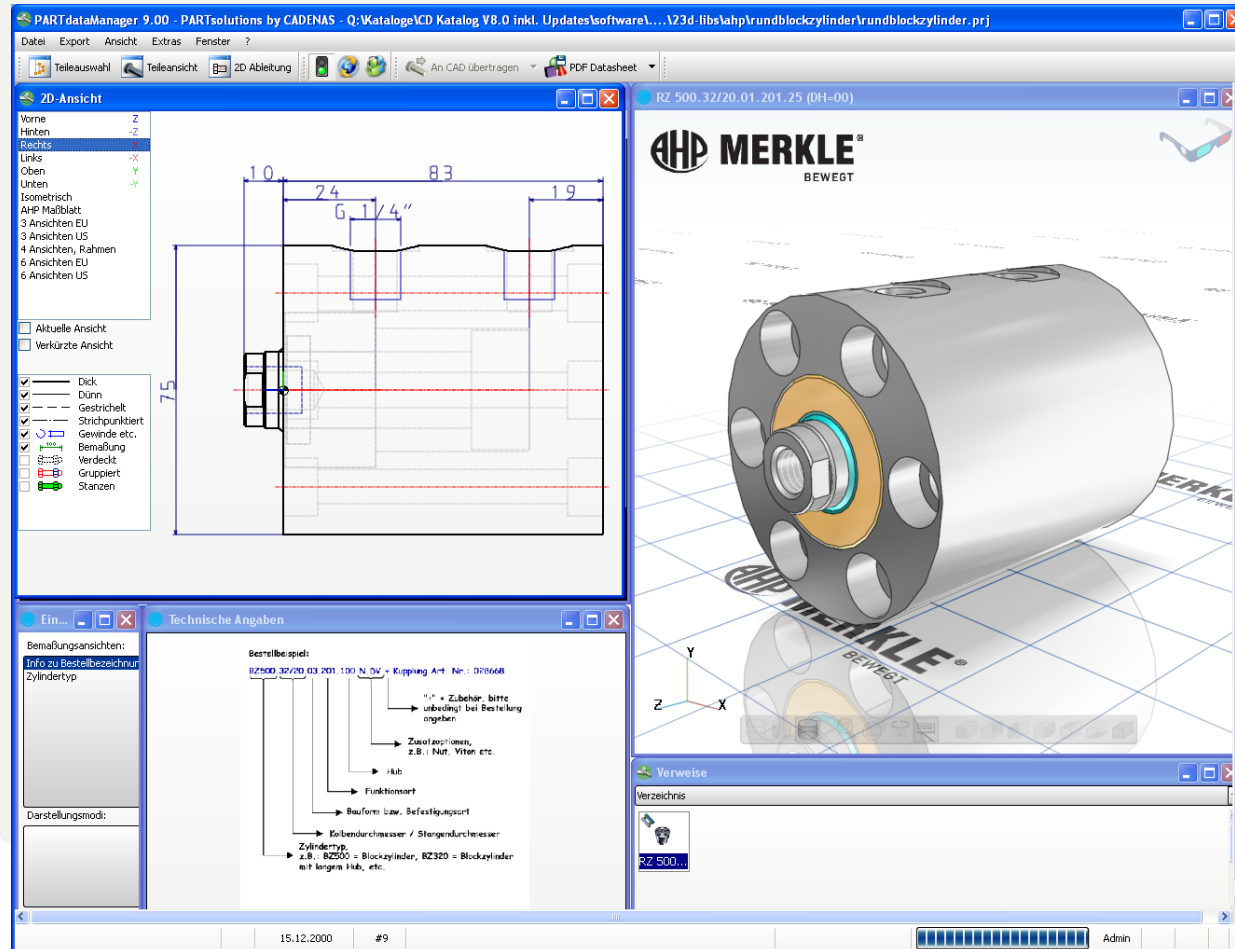
L3	L5	L6	P	R	SW	TK1	TK2	Ø 48 Ø 48 Ø 48	Ø 50 Ø 50 Ø 50	Ø 63 Ø 63 Ø 63	Ø 80 Ø 80 Ø 80	Ø 100 Ø 100 Ø 100	Ø 125 Ø 125 Ø 125	Ø 155 Ø 155 Ø 155
28	12,5	18	10,6	G 1/4"	13	30	35	64	M10x15	8x15				
25	12,5	25	10,6	G 1/4"	17	37	42	70	M12x15	8x15				
36	15	24	10,6	G 1/4"	21	45	50	85	M16x25	8x15				
42	15	27	13	G 1/4"	26	55	60	105	M20x30	9x2				
49	17,5	34	13	G 3/8"	32	67	75	115	M27x40	9x2				
60	17,5	40	13	G 3/8"	41	84	92	135	M30x40	9x2				

* Wird mitgeliefert
* Included
* Est. inclus

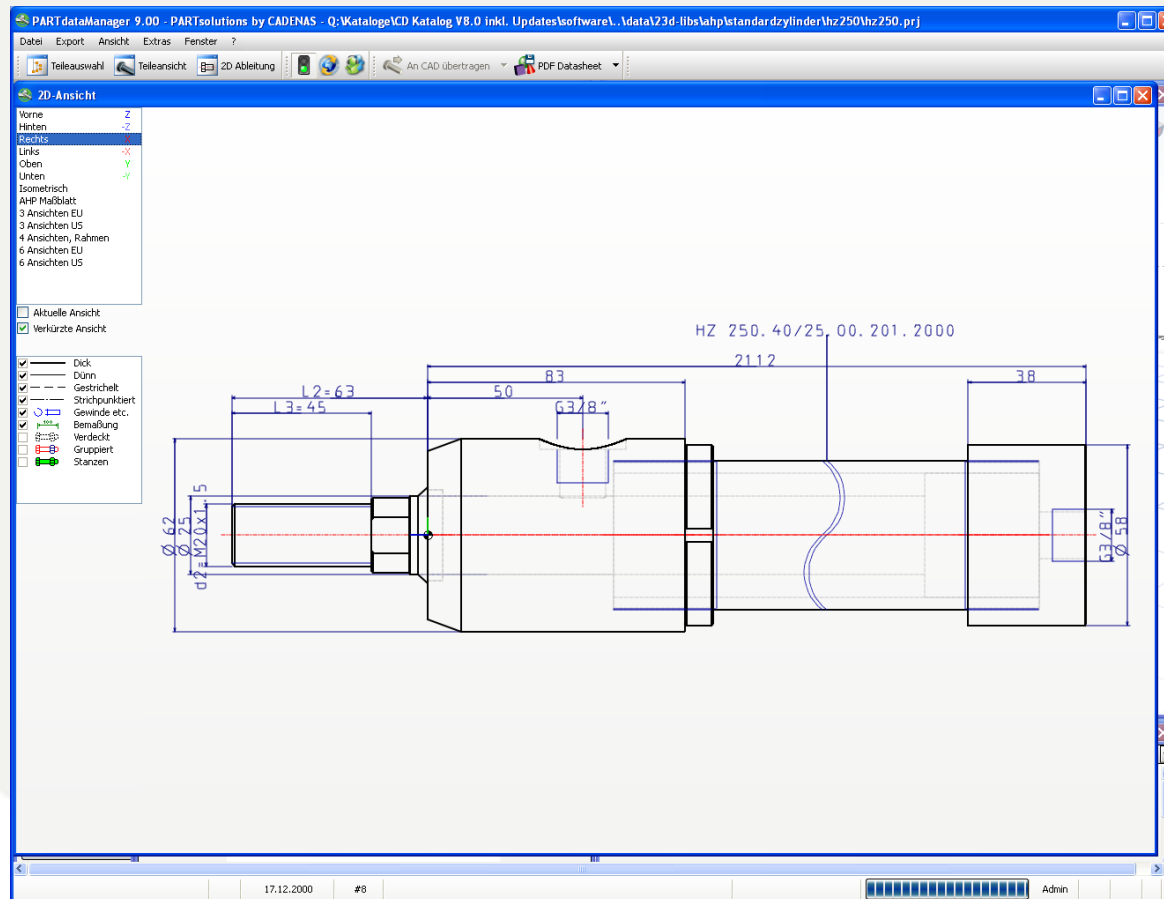
11/4

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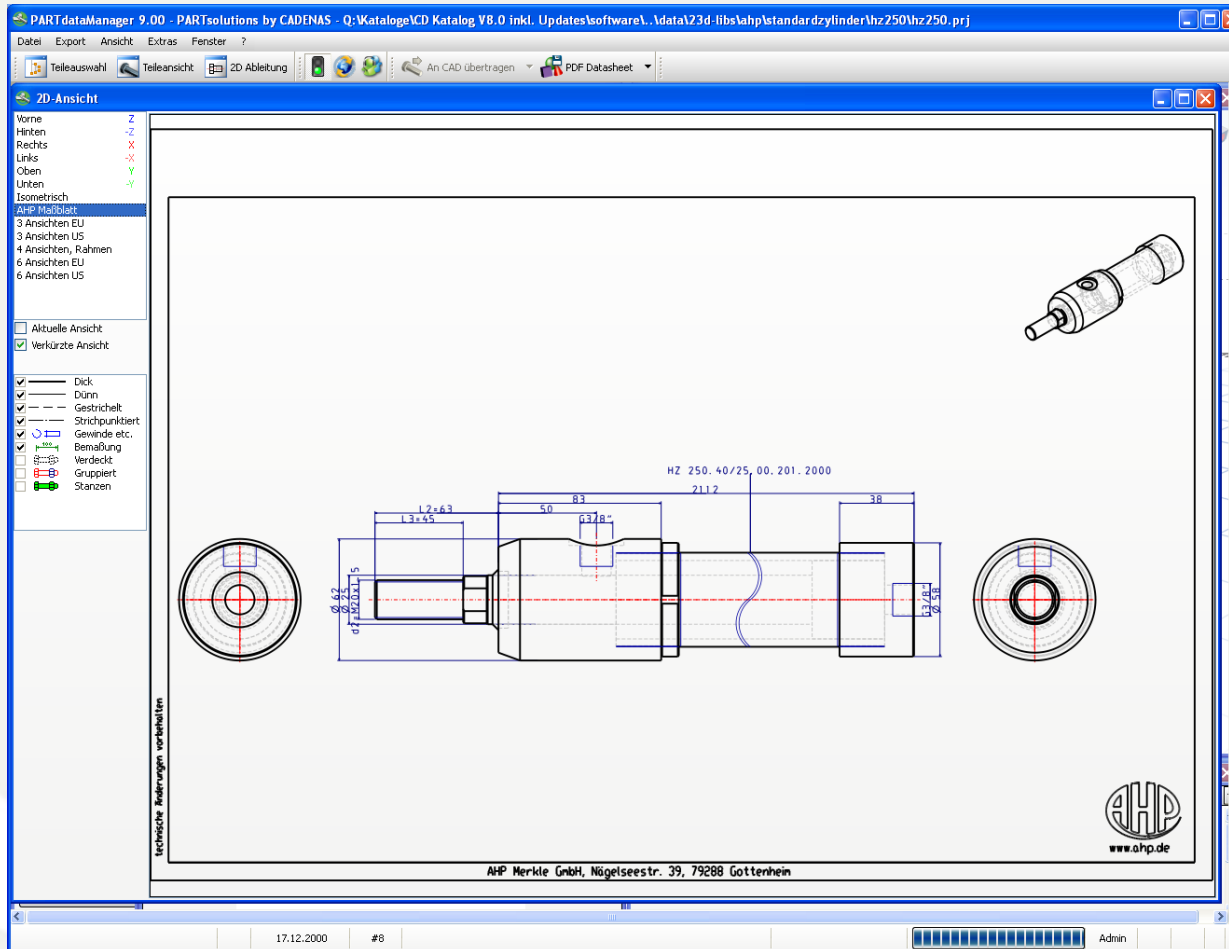
Automatic 2-D Dimensioning



Shortened Display for Long Part



Dimensional Drawing Function



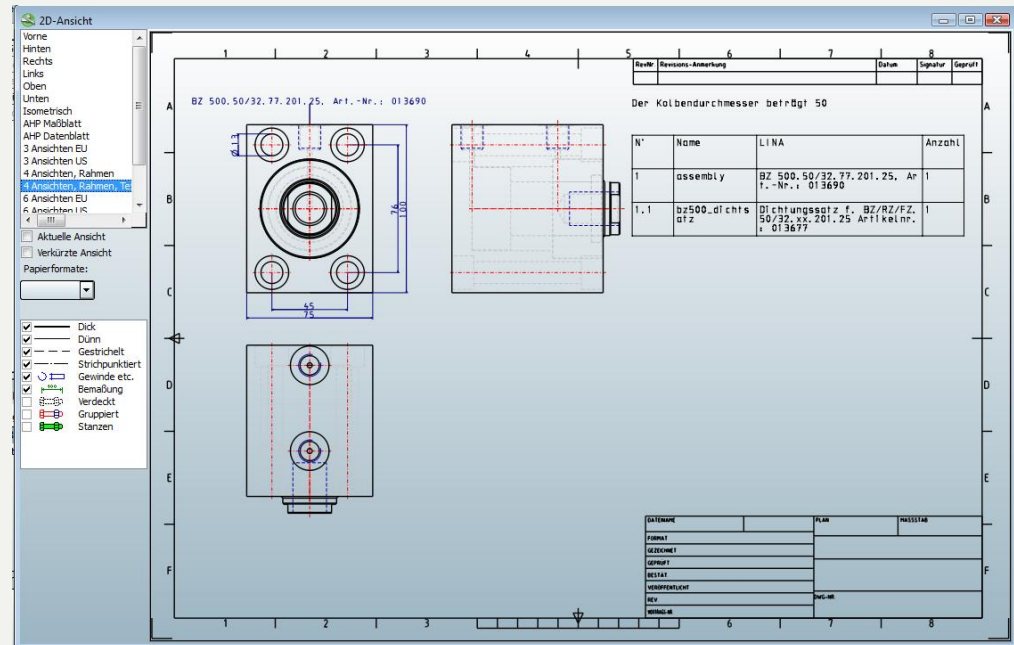
3-D PDF Datasheet

- 3-D view of cylinder
- Interactive 3-D view of cylinder
- Overview of selected parameters of cylinder
- BOM-list with most important parts
- 2-D dimensional drawing
- Localized in the respectively selected language

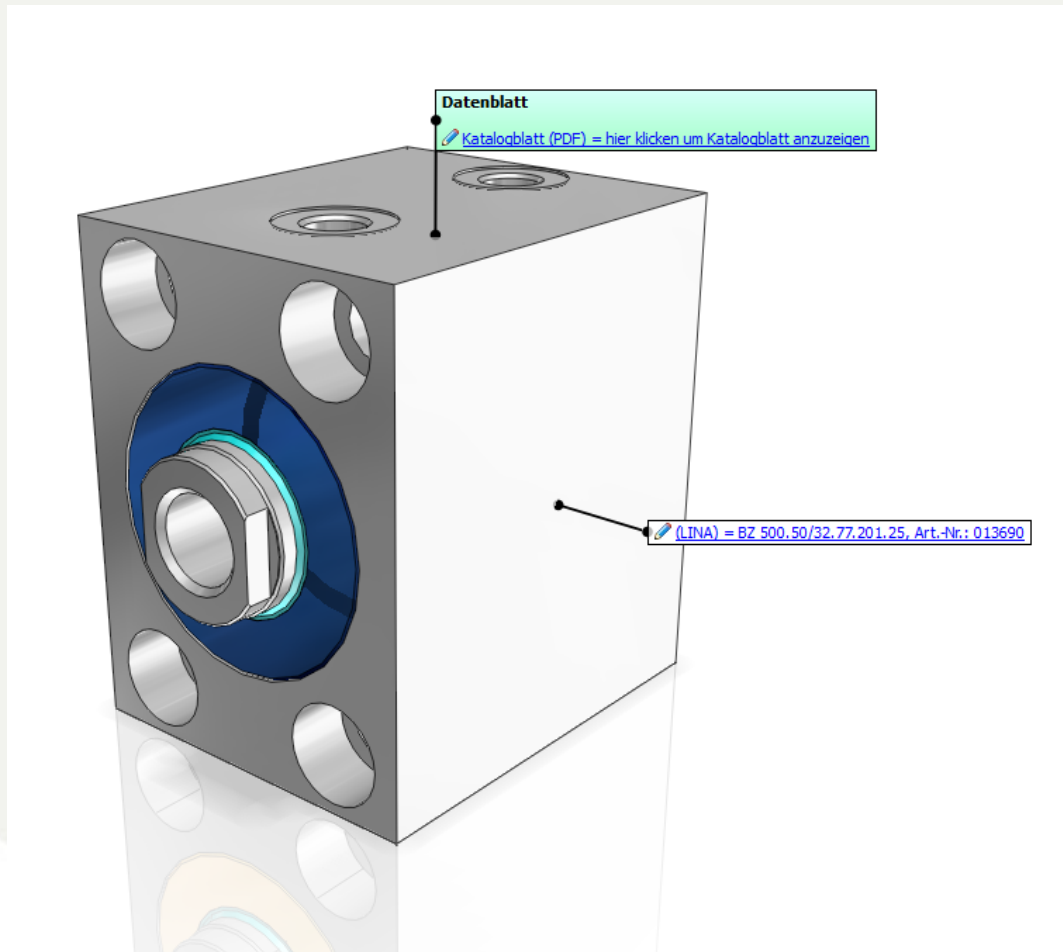


PDF Datasheet – Coming Soon!

- Elements can be positioned in sketch frame
- 3-D file integrated in PDF

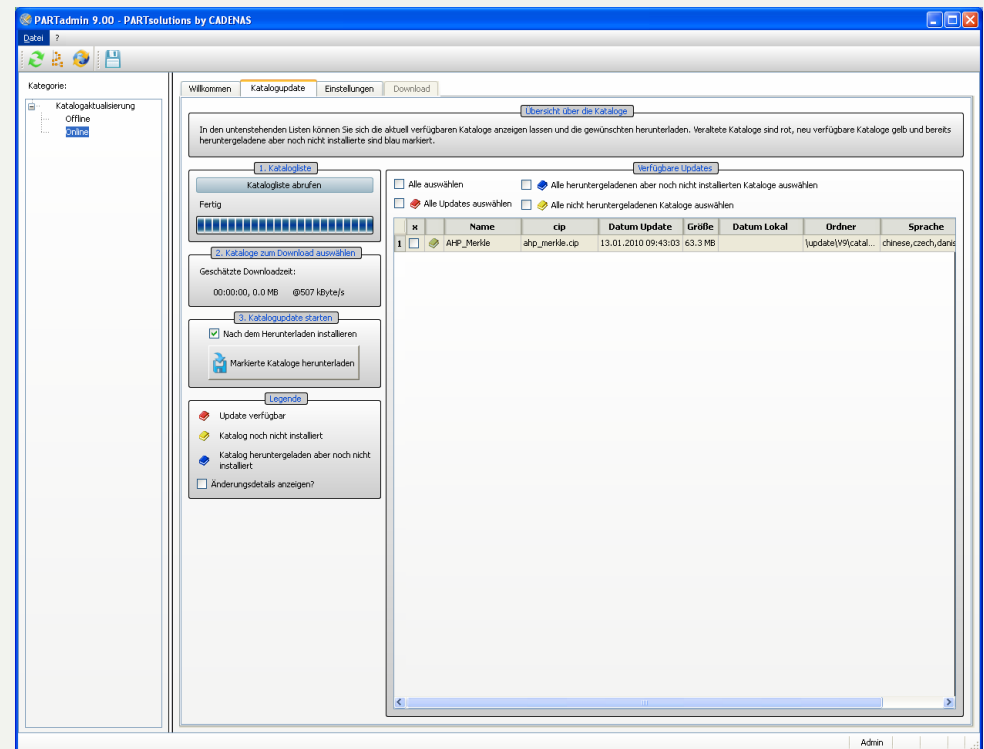


Enhanced Information in 3-D View



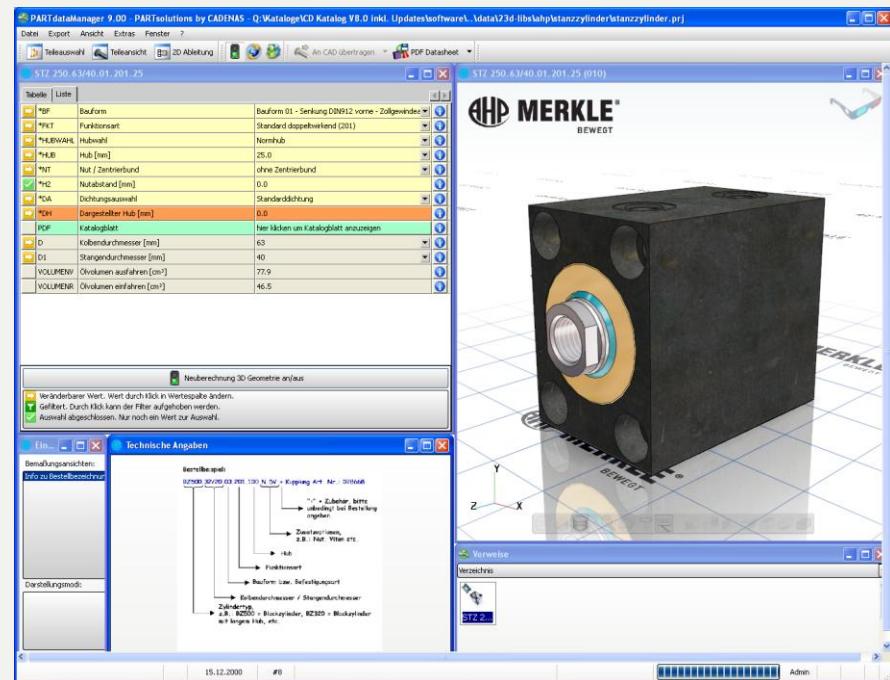
CD Update Function

- CD data status can be kept up-to-date by user
- Update reminder function
- Can be started directly from within the PARTdataManager



Textures on Surfaces

- Better recognition effect of final product
- Material used is evident quickly



**And now...
a live presentation...**

Questions?!