

ATIEUNO MAGAZINE 4.0



Enlightening Aluminium Extrusion Industrial Innovation

The Twelfth International Aluminium Extrusion Seminar & Expositions ET 2022 that was held in Orlando, Florida ended successfully. The three days were very busy but also very fruitful with a lot of opportunities to connect and exchange opinions with professionals from the aluminium extrusion industry. Delegates from around the world were there to hear about the latest industry developments and to discuss the future of the Aluminium Extrusion Industry.

Atieuno at ET'2022

Our experts, Giacomo Mainetti e Pierpaolo Longhi were attending the exhibition, representing our company and its innovative software solutions, which have attracted the interest of many aluminium extrusion companies from all over the world. Giacomo Mainetti, our CTO, presented his paper during the Technical Sessions of ET'2022.

The paper was titled “Analysis of the Extrusion Pressure Curve to Monitor and Stabilize the Alloy Extrusion Process” and it was a result of long and thorough research and development, carried out by Giacomo and our partner MTD SA. In the paper he explained how it is possible to monitor the pressure curve and calculate some important KPIs like mean flow stress “Kf” and redundant work factor

“Φ”, in order to supervise the quality and stability of the extrusion process and check different parameters involved in the process such as casting quality, billet temperature and die extrudability. The paper was met with great interest from the aluminium extrusion professionals participating at the event: the hall was completely full and the presentation was one of the most participated of the entire conference.

All this is a clear sign that our research is going in the right direction; innovative tools are extremely important for the aluminium extrusion industry, increasingly committed to focus its development on high quality products, stable processes and complete traceability.





**A Clear Vision
for the Future**
May 3-5, 2022
Hilton Orlando
Orlando, Florida USA

ET22.org

Visit us at ET Expo!



Here are the impressions Pierpaolo Longhi, our CFO and Account Manager, shared with us after the exhibition:

“This was my second ET participation and I saw it growing and growing compared to the previous edition. The overall experience was very good with viable meetings, either with clients and prospect, but in any case, with very qualified and skilled audience.

The general mood was very positive and exited, probably because this was the one of the first live events after a two-years break, caused by Covid-19.

We will surely attend the next edition, hoping it will keep growing and growing.”

Atieuno will participate Aluminium World Trade Fair and Conference, Dusseldorf

On-site event networking is very important for us and that's why we are looking forward to participating at the world's leading trade fair Aluminium World Trade Fair and Conference, which takes place from 27th to 29th September, Exhibition Center Düsseldorf, Germany.

It is the world's leading trade fair for the entire aluminium industry and its most important application industries. In 2022, the show will be dominated by current focus topics in which aluminium plays a decisive and forward-looking role: New Mobility, Sustainability, Digitalization, Additive and Digital Manufacturing, and Building and Construction.

We hope to see you there.

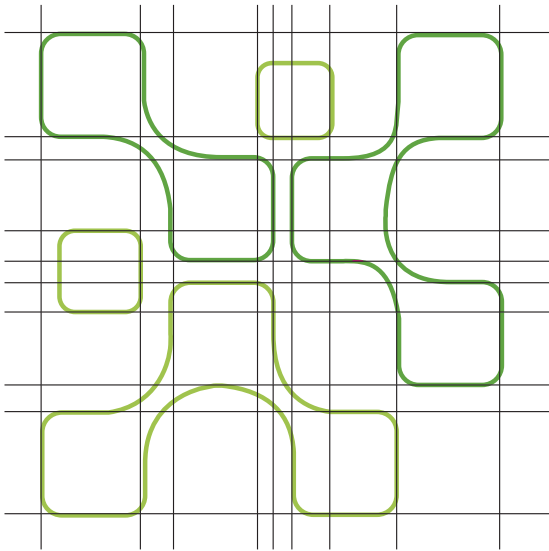


**ALUMINIUM
2022.**

27 - 29 SEPTEMBER 2022
Exhibition Centre Düsseldorf

ATIEUNO

1E57



Atieuno Rebranding strategy

The main reason for the EMS rebranding is the company value repositioning through the construction of a new corporate image

that better respond to Atieuno's corporate evolution process and the changing industrial and social paradigms.

The evolutionary rebranding of the EMS is a journey that Atieuno started years ago by defining the concept of ecosystem and continuous improvement.

For this reason, in order to enhance the innate characteristics of all its innovative solutions and to make them in step with the times, Atieuno has decided to change their visual identity by projecting it towards new perspectives.

New Visual Identity

To build the new visual identity we have drawn inspiration from the shapes of the extrusion dies. A series of rounded squares were used to convey the feeling of modelling, transformation and evolu-

tion. Alternating large and small shapes we wanted to transmit the idea of an ecosystem. The green colour refers to Atieuno's green soul and clearly conveys the concept of sustainability.



EXTRUSION
MANAGEMENT
SYSTEM



Cast House



Extrusion
Intelligence



N5Nitrogen



Press Supervisor



Theoria



Ulixes



Atieuno new website

The new website has been redesigned with the purpose to better narrate, in a simple and user-friendly manner, the new marketing strategy of our company, its evolution journey with new Sustainability roadmaps, with the willingness to focus our efforts on the customer needs and problems.

The heart of the Atieuno new website is the EMS Ecosystem section, enriched with contents describing all our solutions' features and the related benefits for the extrusion plants.

EMS 3rd G is an ecosystem of vertical software modules, designed to meet all the specific needs of the aluminium extrusion industry.

PRE-PRODUCTION	PRODUCTION EXECUTION			REPORTING DATA ANALYSIS	QUALITY
 Ulixes	 CAST HOUSE	AGEINGS OVENS	WOOD EFFECT	MANUAL DATA ENTRY	ALLOYS AND CASTING
 THEORIA	DIE MASTER	CENTRAL LOGISTIC SYSTEM	WIRE/PPROFILE DRAWING	 EXTRUSION INTELLIGENCE	QUALITY CONTROL PLAN
PROFILES MASTER	WORK INSTRUCTION	OUTSOURCING & CLIENT MATERIAL	FABRICATION	MAINTENANCE	QUALITY CERTIFICATE
ORDERS	 PRESS SUPERVISOR	HORIZONTAL POWDER COATING	THERMAL BREAK	REPORTING	NON CONFORMITY
RAW MATERIALS	 N5NITROGEN	VERTICAL POWDER COATING	PACKING		SCRAP TRACEABILITY
	EXTRUSION VIDEO RECORDING	POLISHING	DESPATCH		ARIADNE'S THREAD TECHNOLOGY
	STRETCHER, SAW & STRACKER	ANODIZING			
	ROLL RECTIFICATION	SAND-BLASTING			

Stand alone module EMS ONE Optional module

On a technical level, the new Atieuno website has been designed to provide the user an excellent usability and seamless navigations, ensuring a great user experience from any device.

Discover now the new Atieuno website and the new visual identity of all the innovative software solutions we are offering to shape the future of the aluminium extrusion industry.

Visit our website:
www.atieuno.com

