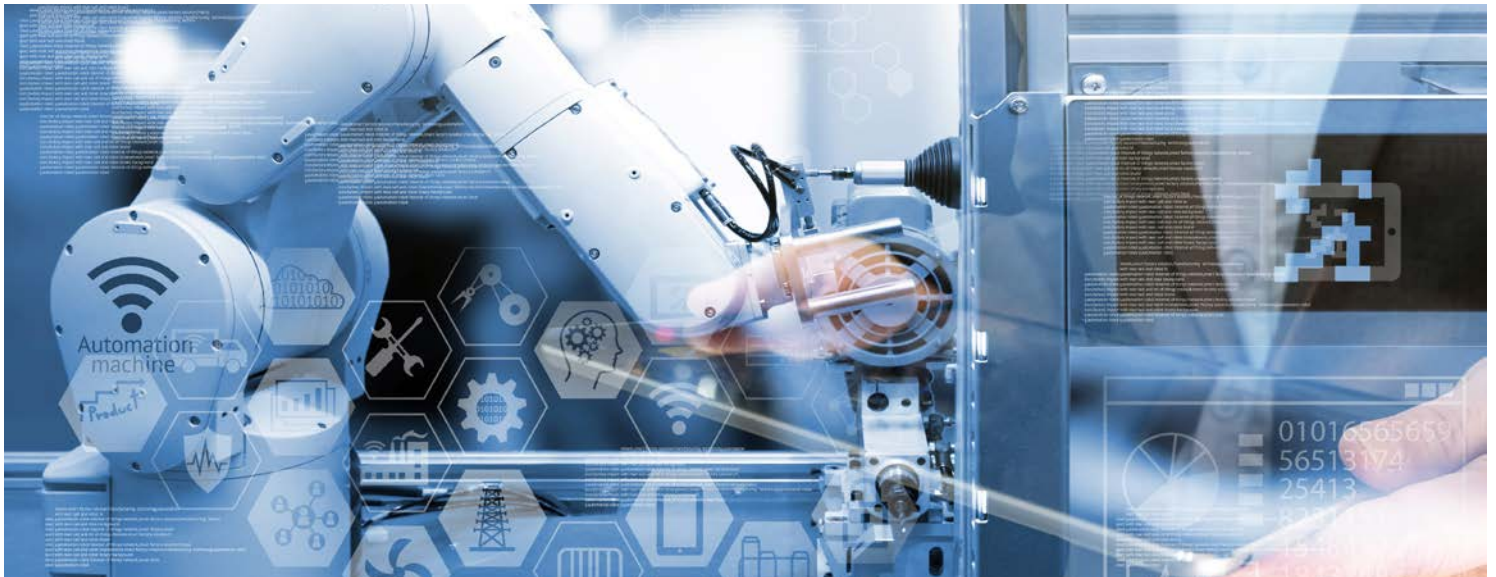


# Machine building

## Customer case study



### Machine builder simplifies inventory and lowers costs by 30 percent

#### Highlights

- SWI Machinery experienced high prices and long lead times when sourcing products, and they were having difficulty keeping up with demand
- Phoenix Contact recommended a variety of products that helped SWI simplify inventory and assembly
- SWI's strong relationship with Phoenix Contact helped reduce costs by 30 percent and keeps them up to date with the latest innovations

#### Customer profile

SWI Machinery is an international leader in sheet metal machinery. State-of-the-art sheet metal technology drives SWI's superior long folders and automated Marxman slitter/blankers. (Figure 1)



**Figure 1:** SWI Machinery is the go-to provider for reliable, efficient sheet metal technology.

"SWI makes machinery that's used for making metal buildings, metal roofing, and other types of metalworking equipment," said Tony Collins, the warehouse manager at SWI Machinery. "We deal with big businesses and the small mom-and-pop businesses, so our machinery helps both the small guys and big guys."

#### Challenge: The need to consolidate

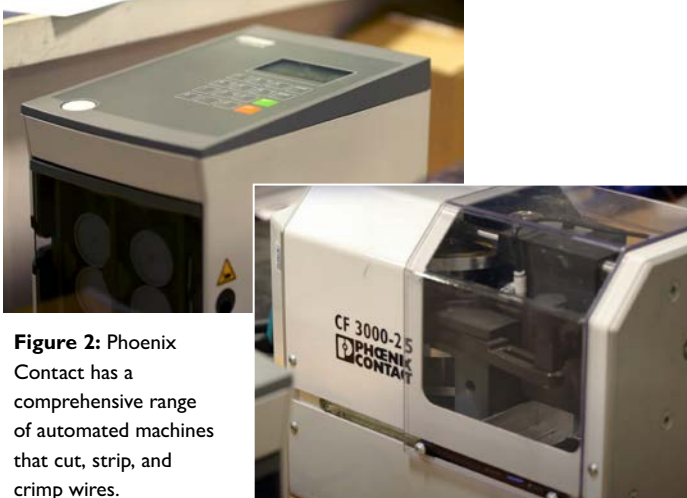
SWI Machinery's headquarters is in Australia, and the products built in Australia already contain some Phoenix Contact components. The U.S. office, however, had difficulties sourcing Phoenix Contact in the U.S. Pricing, lead times, and a consolidated source were their main reasons for initiating business with Phoenix Contact USA.

"We wanted to improve our products, so we started with relays," Tony stated. "It was small things. For example, we have an instrument panel on our highest-selling product. From there, we wanted to address products within the whole electrical panel. We're growing substantially, so we had the challenge of keeping up with demand."

Phoenix Contact has expertise in a lot of different areas.

Tony Collins  
Warehouse Manager  
SWI Machinery





**Figure 2:** Phoenix Contact has a comprehensive range of automated machines that cut, strip, and crimp wires.

### **Solution: Automation and personalized service**

SWI called Jussara Vicente, the local Phoenix Contact industrial sales engineer. Jussara demonstrated the CUTFOX 10, a machine that measures the length of the wire and cuts it, along with the CF 3000, which terminates the end. (Figure 2)

Tony was excited: “It was like, ‘Hey! We could use that! That’s going to make our job a lot faster.’”

Jussara informed SWI that Phoenix Contact could also help assemble the rails (Figure 3). “So now we even get our stuff already on a rail. We just have to attach it to the board,” he said. With the help of Phoenix Contact’s Marking and Planning software package, printers, and CF 3000 crimping tool, SWI seamlessly integrated the components into the machine assembly.

The use of Push-in Technology in the relays and terminal blocks reduced installation time. The terminal blocks and relays are also part of the CLIPLINE Complete system, which has uniform accessories across all products and connection types.

SWI specified a variety of Phoenix Contact components directly through Phoenix Contact USA. The competitive price point allowed SWI to source from one vendor and simplify inventory.

### **Results: Lower costs and simplified inventory**

Tony had high praise for Jussara’s support. “She’s always on top of things. When she gets new products that she thinks we can use, she brings it in so we can demo it. She’s just great,” he stated. “Everything that we have here, we got to demo first.”

Phoenix Contact offered SWI Machinery a competitive price point on a variety of products, lowering overall costs by about 30 percent. The companies now have a strong relationship, and Phoenix Contact will continue to help SWI improve its builds with the most up-to-date technologies available.

He concluded, “Phoenix Contact has expertise in a lot of different areas, so we know when we get something that it’s exactly what we need.”



**Figure 3:** Phoenix Contact assists with rail assembly.