

RÖHM ORANGE LINE – success through standardisation

***‘Success through standardisation’* – the slogan accompanying Röhm’s new Orange Line is thematic. The clamping technology specialist is noted for its wide range of products and reliable special solutions. With its new Orange Line, Röhm is now offering cost-effective products of the proven Röhm quality. Customers will benefit in future from speedier service and streamlined order procedures.**

The advantages of the Orange Line can be plainly stated. ‘We are able to supply these products straight from the warehouse. Customers can rest assured that they will be able to use the product in their manufacturing operations in the very near future. The tried and tested Röhm quality, combined with the attractive price, should catapult our Orange Line to instant success – a success based on standardisation,’ says Managing Director Dr Fried.

So far the new Orange Line comprises the drill chuck, centre, turning chuck and vice product groups. In the drill chuck category, both toothed rim drill chucks and keyless drill chucks with radial locking in sizes 10 and 13 are obtainable.

The new revolving tailstock centre of the Orange Line meets all the basic requirements of turning operations at an excellent cost-benefit ratio. MK 3, MK 4 and MK 5 are the sizes offered. Revolving centres with special

properties, like a hard metal insert, jacknut or extended centre, still form part of the catalogue range.

In the manual turning chucks category, the Orange Line offers the ZG scroll chuck as a more economical alternative to the tried and tested ZS model. The ZG scroll chuck comes with a top-quality cast body and one-piece jaws, each in five sizes and in a 3-jaw or 4-jaw version.

Specially for the Orange Line, the new RB and SG vices now appear for the first time in a new design. Without any doubt, this makes the vice the most innovative Orange Line family member in design terms. As a result of the modular structure, the vice can be obtained either with power enhancement (RB) or with a purely mechanical mandrel (SG).

‘The Orange Line should by no means be seen as a bargain basement alternative involving compromises in terms of quality. On the contrary, supreme quality of the product is still guaranteed. The excellent cost-benefit ratio we are able to offer has been based on consistent standardisation, as the Orange Line offers just one product for each product group, in the sizes most commonly in demand. Special variants and functions which are irrelevant to many of our customers have been dispensed with. Anyone who needs these can of course still find them in future in our wide catalogue range,’ said Röhm Managing Director Dr Michael Fried.

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