Dear Reader

“As for clothes, the newer the better; as for friends, the older the better.” I can no longer remember where I picked up this saying, but I like it. Let us start with the old friends. Old friends trust each other. Since trust develops through long-standing partnerships, one has to earn it; one cannot demand it. Bystronic has earned the trust of Hana, the Korean company highlighted in this edition’s cover story. As early as 1996, when the company was founded, Hana put its trust in machines manufactured by Bystronic, and it still does today – 16 years later.

But trust can also be risky. If we trust someone completely, we can lose control – trust becomes blind trust. This year Hana tested the new ByAutonom laser cutting machine even though the company lies almost 9,000 kilometers from the Swiss development center as the crow flies. This is not common practice. It was a courageous step for both parties and proof of the great mutual trust. The fact that Hana tested the ByAutonom shows that the company not only believes in Bystronic’s power of innovation, but is also convinced by the local support provided by Bystronic Korea. We have been serving the Korean market with our own salespeople and service technicians for the last six years.

Naturally, Hana only trusts its old friends as long as these friends deliver convincing arguments. And so we come to the new clothes, which, according to the saying quoted earlier, should be the best. In any event, the ByAutonom delivers a huge number of convincing arguments: a laser cutting machine that does virtually everything independently, that cuts fascinatingly quickly, and which looks fantastic in addition. But the other innovations from Bystronic are also able to keep pace with the ByAutonom: the Xcite, an electrically driven pressbrake that bends at more than twice the speed of a hydraulic pressbrake. And, of course, BySoft 7 – a software package that makes your life simple. You can read all about the ByAutonom, Xcite, and BySoft 7 in this issue of our magazine. Allow yourself to be convinced. So that hopefully we can gain your trust as well.