

# DAMRC NEWSLETTER no. 1 - 2011

*This DAMRC newsletter can be forwarded to everyone interested in the DAMRC, but you are only allowed to quote from the newsletter in agreement with Chairman Ole Mørk Lauridsen [oml@damrc.com](mailto:oml@damrc.com) or Project Manager Klaus Bonde Ørskov [kbo@damrc.com](mailto:kbo@damrc.com)*

*We hope that all of our readers have had a good start on 2011 and we are looking forward to disseminate and implement the good results and experiences on production optimization of milling in the Danish manufacturing industry. Optimization of production conducted to secure the competitiveness of the manufacturing industry is a key element of the DAMARC-idea, and together with the 2011 strategy approved by the DAMRC board, the DAMRC-idea sets the directions for the activities in 2011.*

*In this newsletter you can among other things read about both Danish and foreign companies' growing interest in DAMRC. We are also very pleased to note that all current 18 members have chosen to renew their membership. Together we expect to launch exciting new projects in 2011. We are e.g. preparing a project about the effectiveness of measurement techniques and calibration. 2011 will be the year when we expand staffing in DAMRC. The first technicians have already been through an initial interview, and we expect to initiate dialogue with even more candidates during February.*

## Strong support for DAMRC

After DAMRCs first year, all 18 members have chosen to renew their membership. This gives evidence of a lasting strong support for DAMRC and gives us the opportunity to continue to develop and convert the latest knowledge into practical solutions and educations in close collaboration with the manufacturing industry for the benefit of Danish industrial companies' global competitiveness.

Besides the support from the members, DAMRC is experiencing a growing interest from both Danish and foreign companies. 2011 is therefore expected to bring further expansion of the membership circle. This will



*DAMRC is experiencing a growing interest from both national and international companies.*



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improve the basis for bringing new technology and knowledge to Danish industrial companies.

## Project Pipeline

In 2011 DAMRC will increase the activity significantly compared to 2010. Therefore, the first meetings are held with a number of exciting partners. A good example is that DAMRC in collaboration with a company focusing on sound and vibration measurement and analysis, is working towards maturing a project on vibration analysis of advanced manufacturing processes with production optimization in mind. Therefore DAMRC, and a number of DAMRC members are in dialogue about the contents of the project. The initial phase of the project started in late 2010.

Another example is that DAMRC together with a number of DAMRC members and in collaboration with a company within the field of measurement and metrology is working on maturing a project focusing on the effectiveness of metrology and calibration. The project is expected to start mid-2011.

Besides the above mentioned projects, work is also focused on initiating a number of projects related to the dissemination of knowledge and application of vibration analysis technology to optimize milling processes.

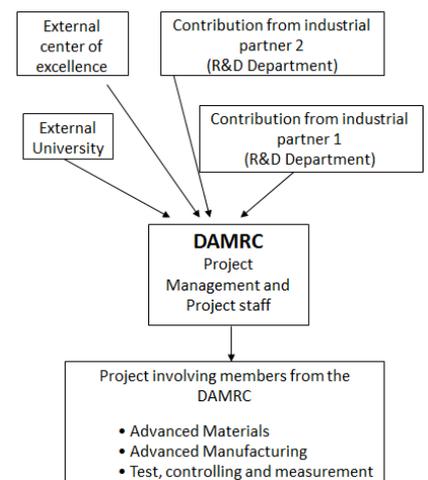
## Collaboration makes strong

As we approach a general election the political debate accelerates. A hot topic in political debates is "public / private collaboration." There is broad political consensus that one way out of the growth crisis will be through better public / private collaboration. As a link between educational institutions' research and the needs and challenges of the industry, DAMRC contributes with its project model "The collaborate approach" to facilitate public / private collaboration.

A concrete example can be found in a coming technology development project in which participants are a number of industrial companies, including two CenSec members, and the DAMRC-member Aalborg



Amongst others DAMRC-members Vestas and Terma are expected to participate in new projects



The DAMRC project framework "The collaborative approach" shown with a typical mix of participating partners.



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University as a research partner. To ensure the best possible conditions for this public / private collaboration, DAMRC is intended to take the position as project manager of the project.

The framework for the project and content is in place and work is now focused on obtaining finances for the project. Therefore, we are working to create funding for the project through The Danish National Advanced Technology Foundation (Højteknologifonden).

Generally, it is a part of the DAMRC project model "The collaborate approach" to identify opportunities to co-finance a project through the relevant funds and support. By securing co-financing of projects, the industry's expenditure on the project is reduced. This removes a significant barrier to innovation through research and development in industry.

### Challenges in 2011

With growing interest in DAMRC membership from manufacturing companies, municipalities and educational institutions, and with an ambition to increase the amount of projects, DAMRC is facing a variety of exciting challenges.

Concerning the amount of projects the challenge will be to ensure proper staffing. The first two technical talents with knowledge in machining and new materials are expected to be employed in February and March. DAMRC is therefore looking for individuals with relevant technical project management experience. The first applicants have already been to preliminary talks, and we hope to start dialogue with several interesting candidates during February.



*The DAMRC team is looking forward to working together with new technical talents.*

*Ole Lauridsen (right), Working Chairman - Klaus Bonde Ørskov (middle), project manager - Christian Göte (left)- Mariann Gade Espensen (below)*



## International interest in DAMRC

DAMRC has during the first year of life attained an exciting and rapid development, which can partly be ascribed to the strong support from the English sister center AMRC. There is also a growing international interest around DAMRC. We are invited to be one of the guest speakers about advanced manufacturing technology on the "Global Manufacturing Festival: Sheffield." This gives us a great opportunity to further enhance the awareness of the DAMRC in an international context. Simultaneously DAMRCs board of directors expects to combine the festival with a visit to AMRC in Sheffield in order to identify opportunities for new projects and to gain inspiration to DAMRCs continued development.



More on Global Manufacturing Festival @:

<http://www.globalmanufacturingfestival.com/>

## Registration and deregistration of newsletter

If you receive this newsletter from a colleague and wish to register for future updates from DAMRC, simply send an email to [kbo@damrc.com](mailto:kbo@damrc.com) with the text "Sign up to DAMRC newsletter". If you receive the newsletter from us by mistake, you may also unsubscribe at the same mail with the text "Unsubscribe from DAMRC newsletter".

Kind regards

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Chairman, DAMRC

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