

“When we saw the design and construction of the *Pulsar*, we knew it was the press for us.”

—Eric Oberg
Executive Vice-President
Oberg-Arizona, Inc.

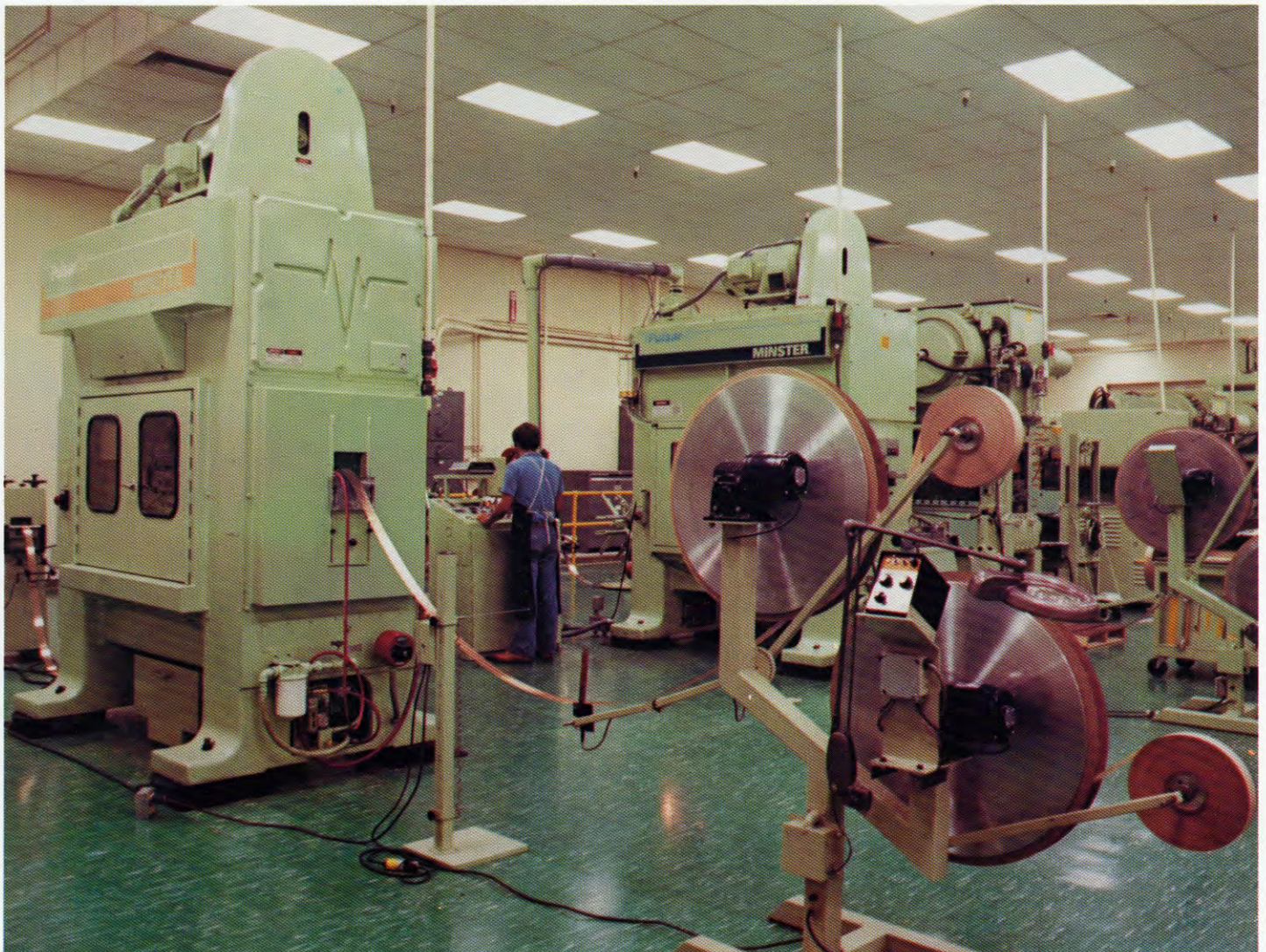
Oberg Manufacturing has been known the world over as a leader in high precision, tungsten carbide dies. In early 1980, Oberg opened a new subsidiary in Chandler, Arizona - just south of Phoenix. The mission of Oberg-Arizona is to be to precision stamping what Oberg is to precision carbide dies and parts. The best stampings at competitive prices is the goal. One impressive example is the production of four 16-pin lead frames per stroke in a tool that incorporates from 274 to 318 punches, depending on the part.

The majority of stamping work at Oberg-Arizona is for the semiconductor industry, but that base is being expanded into other electronics markets.

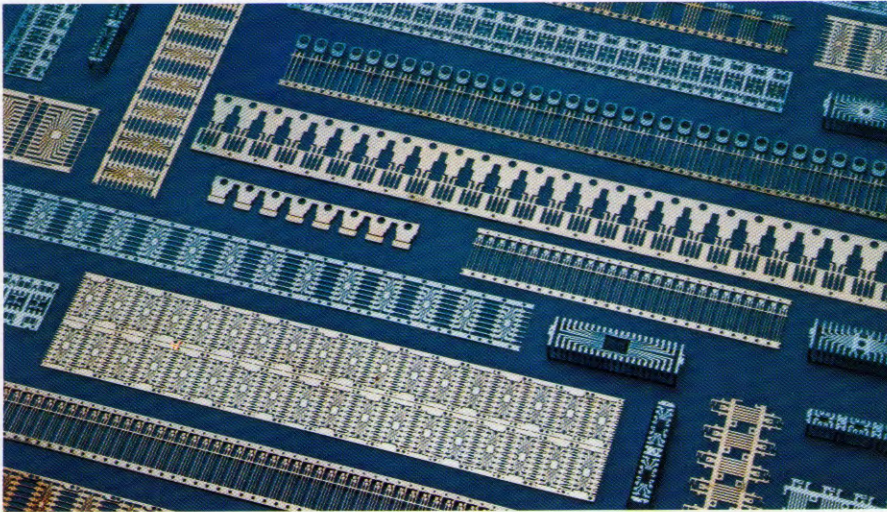
Running high volume stampings has had some side benefits for Oberg. Says Oberg-Arizona General Manager, Eric Oberg, “The experience we’ve gained has resulted in improved tooling and service.”

Oberg-Arizona’s first production machines were nine high speed presses. It was not until early 1982 that they bought their first *Pulsar*. “When we saw the design and construction of the *Pulsar*, we knew it was an ideal press for lead frame stamping. The rigidity of the frame and the excellent design for heat dissipation were very impressive.” A short time later a second *Pulsar* was installed.

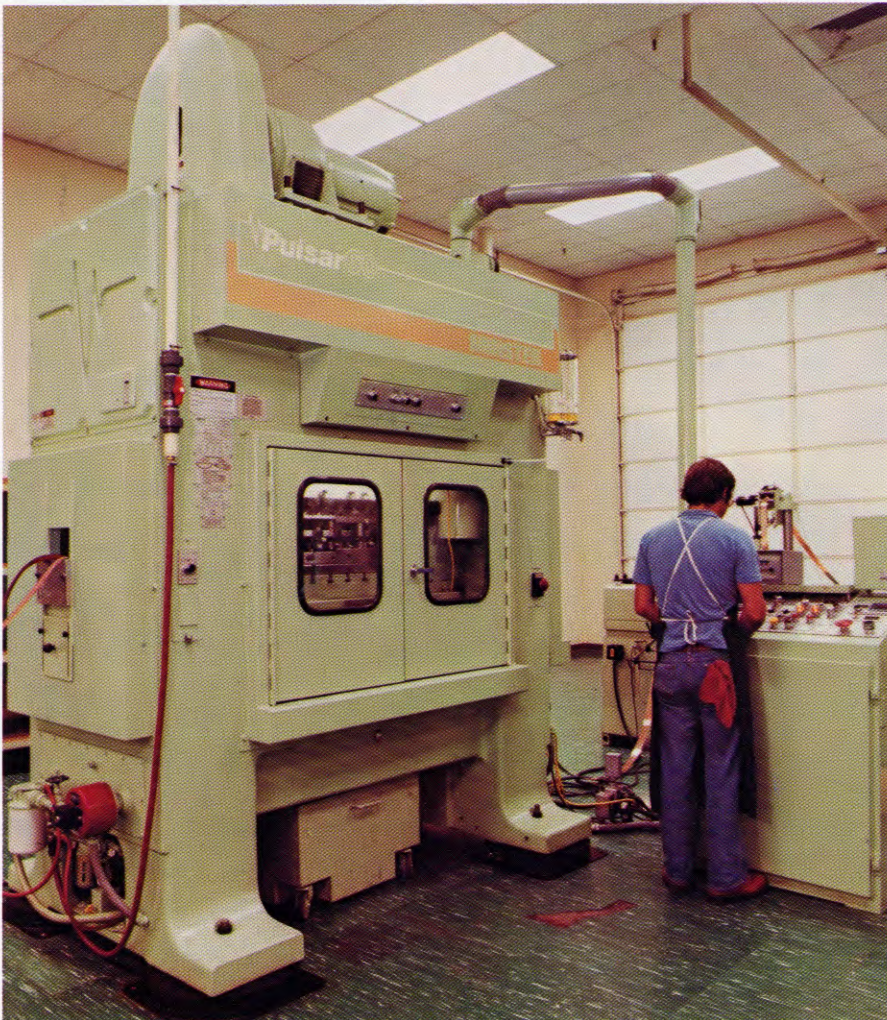
The *Pulsar*’s heavy, one-piece cast frame provides excellent rigidity and acts as a very stable platform for the reciprocating drive system of the press. Reservoirs located in each corner of the frame bed hold oil for the *Pulsar*’s high-volume, recirculating lubrication system. The design of this system also provides thermal control to balance heat expansion of press components.



Pulsars have helped increase productivity at Oberg-Arizona.



At Oberg-Arizona, the product is precision.



This Pulsar 60 is one of Oberg-Arizona's latest additions.

Oberg-Arizona, Inc.

"The **Pulsars** have been a positive addition to our operation," says Eric Oberg. "We like the **Pulsar's** large die area. Dies in our business are getting longer, and often it's not so much the press tonnage as it is the die area that's needed.

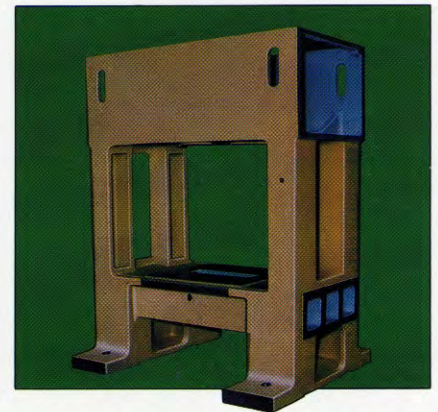
"Very often — because of off-center loads — parallelism suffers even well below the tonnage capacity of the press. The **Pulsars** hold their parallelism consistently, undoubtedly due to the slide guiding system."

Consistent part accuracy at high speed was the **Pulsar** design goal. Oberg feels the goal was met . . . "Many of the stampings we produce require very accurate coining. The **Pulsars** hold the depth of coin very well."

"Another example of **Pulsar** productivity for us is a die that used to give us a shear problem if we tried to run it in our other presses over 500 SPM. We put it in a **Pulsar** and ran at 1200 without shearing."

Eric Oberg feels that the **Pulsar** will play an important role in the future for Oberg's precision stampings. "We've been steadily increasing our capacity to meet the continuing growth in the semiconductor and electronics industries. I know that **Pulsars** will help us achieve our growth objectives."

A third **Pulsar** is now installed.



Massive, Unitized Frame Construction

Massive bed structure limits deflection to an absolute minimum, while at the same time provides generous bed opening dimensions and plenty of clearance under the bed for part ejection, scrap removal, and customer chuting.

The self-dampening effect of the cast iron frame contributes to reduced noise levels during operation.

*Oil reservoirs are located in each side of the frame bed. These reservoirs hold oil for the **Pulsar's** high-volume, recirculating lubrication system. This system also acts as a thermal control system to balance heat expansion of the press components.*