

Sonnimax AS to Celebrate 40th Anniversary

SONNIMAX HISTORY

In March 1969, Søren Max Nielsen ("Max") made one of the rooms in his home into an office and the story of Sonnimax began. Over the years, Max built a good reputation and strong relations with large and small clients within the Danish steel industry. After five years, Max moved his business and family to another residence closer to industry and located virtually in the middle of Denmark. "Stribgaarden" became known in the industry as the center of surface technology. During the next couple of years, Sonnimax expanded its activities and more employees entered the company. During the eighties, Sonnimax developed the largest and most diverse spare parts and abrasives stock in Denmark. In mid 2005, Max sold the company, now a public limited company, to the next generation, his son Erik. Erik had been the company sales manager for 10 years and he was ready to take Sonnimax further. As part of this process, Sonnimax moved its headquarters in 2007 to the central industrial quarter in Middelfart.

On March 1, 2009 Sonnimax turns 40. This anniversary will be celebrated on Feb. 26 and 27, 2009 when we turn our headquarters in Middelfart, Denmark into an "Eldorado" for our clients in Surface Technology, Coatings, Engineering and Foundry industries. The event will take place as an open house where many of our international partners will exhibit products (machines, equipment, blast media) and share information through presentations on surface treatment, shot blasting, sand blasting (wheel and airblast), metallisation, shot peening, blast machines, blast cabinets, blast media, foundry techniques, etc. Sonnimax will give talks on why it's advantageous to have us service their machinery.

Since our beginnings in 1969, our focus has been on service. Over the years this concept has naturally evolved with our clients' needs and the best solutions in our field. We service all types and models of wheel and air blast machines and plants. We inventory Denmark's largest stock of spare parts for our own brands as well as external brands.

Our company's know-how has grown solidly over the years. One example is our "field testing" of airblasters. Field testing is a test of our client's blast process in which we measure different parameters such as air-flow, blasting time, abrasive consumption, cleaned surface, etc. The tests are made by the client's own machine operator. The results of the test are supervised by Sonnimax, and possible changes/adjustments are made by our technicians while the client is present. The test results are entered into a data sheet, and the best results and possible cost savings are clearly evident.



Sonnimax's facility in Middelfart, Denmark.

For Sonnimax, no task is "business as usual". In close cooperation with Danish sub-contractors within steel and coating industries, we have pointed out large savings for our clients. Particularly for customers in the Danish windmill industry and the steel shipyards, our expertise has provided large financial advantages. We are continually working on transferring these good results to other types of industries.

Wheelblasting has always been a core element for Sonnimax. Even though we service many different kinds of wheelblast clients, we always help each client save money even while they increase their production flow. We have also updated machines to meet the demands of "heavy duty" production.

Our experience tells us that customers often do not think about the cost of seemingly minor problems. For instance: The airwasher is wrongly adjusted, the load (measured in amp) on the blast wheels is not equally distributed, or parts of the wheel are worn. We calculate the cost per year for a poor setup compared to the savings of our recommended setup.

How much money can a typical company save by using a correct setup with their present yearly tonnage (capacity)? Very often savings of \$100,000 per year or more is possible. And this should be seen in relation to the fairly small expense of our services. We see it as a very good and safe investment for our clients.

In addition, as part of our service concept, we have the only abrasive lab in Denmark. We conduct flow measurements including airflow, abrasive flow, flow speed (velocity), surface tests, noise measurements, and more. ●



In September, Sonnimax held a flapper and shot peening seminar. Sonnimax is expanding its peening services to help customers create in-house peening programs.