

SPARE PARTS  
HEADS  
EQUIPMENT  
HIGH-PERFORMANCE

**GENERICA GmbH**  
An der Wehd 8  
97447 Frankenwinheim  
Germany  
Fon: +49 (0) 93 82/31 88 40  
Fax: +49 (0) 93 82/31 88 42 7  
kontakt@generica.net  
www.generica.net

**GENERICA**

THE BEST ALTERNATIVE

SPARE PARTS  
HEADS  
EQUIPMENT  
HIGH-PERFORMANCE



**GENERICA**

## GENERICA - THE BEST ALTERNATIVE!



Generica has been supplying a growing number of customers from all areas of industry ever since 1994.

We supply top-quality spare parts for all the big manufacturers in the fields of strapping heads, strapping tools, cutting tools, shears, tape dispensers and accessories.

## WE COULD BE JUST THE PARTNER YOU NEED

### The big advantage we offer over original equipment manufacturers is:

- that we do not charge high, fixed prices.
- We provide a specialist, cost-effective service.
- With us, you only pay the actual price of the items you need!

### Added Value from Generica

As well as saving 30% on high-usage spare parts, you also get top quality with our „Generica parts“, which are now available worldwide. All Generica products are made by ISO 9001-certified companies and have been tested in everyday use over long periods of time. We have even increased the service life of some spare parts by using surface finishes, geometric alterations and other modifications.

### Independence is an Important Economic Factor

Specialist reports say that we offer top performance and reliability. Just take a look at one of the independent reports issued by the Arcelor Mittal Purchasing News 11, September 2008, p. 10:

*Global purchasing has developed an alternative source of spare parts for the strapping function that can deliver substantial cost savings and improved efficiency, without losing out on quality.*

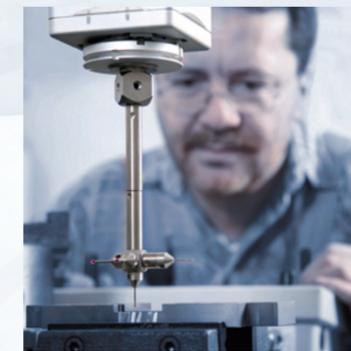
*[...] Global purchasing has negotiated a non-binding supplier agreement with Generica, giving us a 30% saving on all available brands of spare parts. We receive a quarterly report from Generica on which spare parts have been purchased within the company, so we know which of our sites and machines are developing business with Generica.*



If you make yourself independent from the big manufacturers, you get more freedom of choice and give yourself more options. Generica opens up a better choice than the bundled packages offered by OEMs. We also offer long-term support and guaranteed availability of spare parts.

### Huge Selection of Top Quality Items:

We can supply you with spare parts from approximately 70 production plants that specialise in German-made, high-precision components for industrial applications. We help to make improvements to the assembly and materials of the spare parts and can even meet customer-specific requirements. The result for you is longer service intervals, improved tool life and higher productivity!



### Specialist Knowledge and Top-Class Service:

- You can rely on our expertise and professionalism.
- We offer service contracts that are not linked to any specific manufacturer, creating the best and easiest solution for your company's needs!
- You can contact us from 8 a.m. to 5 p.m.
- Our industry-trained experts will be available to answer your questions by telephone or in person.
- You can also visit our website at [www.generica.net](http://www.generica.net) to see our wide range of products and to use our online product advisor.

## GENERICA - SPARE PARTS



Our real prices have a purely commercial basis. We are not trying to abuse a monopoly in a specific market segment, so we only focus on cost-effective planning and top-quality working methods.

With our spare parts, you save money on the purchase price and lose nothing in terms of material and manufacturing quality.



### The problem:

A feed wheel in one of your strapping heads made by manufacturer A is worn out, the sealing mechanism of a strapping machine made by manufacturer B is defective, and the electronics in a handheld device made by manufacturer C are malfunctioning.

### What you used to do:

Previously you had to deal with three different suppliers. You had no influence on the price or delivery time.

### The best alternative:

Just give us a call! We can deliver top-quality, precision-made spare parts for all your devices, whatever the manufacturer. We can also offer you a better price and, on request, visit you on-site to help you develop a practical service contract for all your machinery.

### We believe 100% quality

is the minimum our customers should expect, and Generica products are as good quality as their OEM equivalents. „The best alternative“ is our motto, and that means supplying you with superbly optimised spare parts.

### Spare parts and more!

In many cases, it is a good idea for companies to carry out retrofitting of some of their existing machines. Using either our own in-house developments or customised products that meet a specific customer's needs, we improve the spare parts of a company's existing equipment, from strapping heads and hand-held hydraulic shears to hot knife cutters in the steel industry.

**Our excellent overview of the market can help you to find a low price while breaking free from original equipment manufacturers.**

### Price development:



### Quality:



## GENERICA - HEADS



Ever since the introduction of automated packaging systems, standardised strapping heads have been integrated in individual packaging machines. There are very few producers supplying highly-specialised precision components for such a wide market.

Our many years of experience with spare parts for strapping heads from all the big manufacturers helped us to take the next logical step, which was to develop better alternatives!

Our in-house development work integrates the advantages of other systems while systematically improving their weak points.

## OUR PRODUCTION SERIES:

- **Hydraulic steel strapping head HSK 13 / HSK 16 / HSK 19**

Designed for 13 mm, 16 mm or 19 mm steel strap, sealless

- **Pneumatic steel strapping head PSK 25 / PSK 32**

Designed for 25 mm and 32 mm steel strap, sealless

- **Electromechanical steel strapping head PSK 25 / PSK 32**

Designed for 25 mm and 32 mm steel strap, electric-powered

- **Ultrasonic plastic strapping head UKK**

We set new standards! Thanks to the „Soniq Twist“ (pat. pending), an innovative example of ultrasonic engineering, our strapping head can seal plastic strapping in the sizes 16 mm, 19 mm, 25 mm and 32 mm.

A normal seal on plastic strapping is a potential weak point, with a resistance to tearing at the sealing point that is only 85 - 90% of the strap's resistance. The major benefit of our new ultrasonic technology is the fact that it makes the sealing point even stronger than the strapping itself!





We offer professional solutions for setting up and up grading complete packing lines and process-controlled strapping machines, hydraulic cutting and shearing systems and multi-purpose manual strapping tools.

## THIS IS WHERE WE GIVE YOU BACK YOUR FREEDOM!

With Generica as your partner, you get the results of detailed market analyses, many years of experience in the industry and a strong negotiating position in dealings with original equipment manufacturers.

By working with us, you can be sure of getting the right tool for your specific application without being tied to a single manufacturer. As well as selecting a suitable tool, the important thing is to perform an analysis of running expenses over the long term.

Generica can provide you with an all-round service: independent, well-founded analyses, long-term availability of spare parts, a service contract that meets your specific needs and regular availability of a specialist support team.

Our products also include strap cutters, hand shears for steel strapping, robust tape dispensers and a selection of additional tools for practical industrial use in the packaging industry.

Remember: we can provide you with tools and spare parts for all the leading manufacturers!

You can save time by purchasing items from our product range on our regularly updated website [www.generica.net](http://www.generica.net), which is available 24 hours a day. Please call to ask about special terms and conditions. We provide a reliable delivery service to ensure you receive your items within 48 hours.

Our package post delivery service is insured, and you can track your items on the Internet right up to the point of delivery.



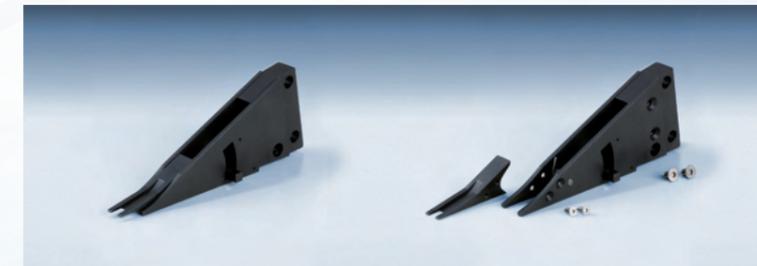


The Best Alternative! That is Generica's motto.

We provide the very best quality. Strapping tools and machines must be optimised using a practical and intelligent approach. The aim of our extensive in-house development work is to increase service life, improve installation options in the case of repairs and reduce the number of components that are subject to wear. Many of these developments were initiated and tested while working together with our partners in order to meet specific customer requirements.

BETTER IS THE ENEMY OF GOOD

One example is the strap guide key for the AK200 strapping head. Since only the top of the part is subject to wear and tear, we decided to improve the design. With our spare part, only the affected top part is replaced, not the whole unit. This enabled us to reduce the replacement costs in the case of repairs by 80%!



**Original**  
strap guide peak  
not changeable

**Generica-Modification**  
strap guide peak  
separately changeable

The movable cutters in the M40 strapping heads are a typical example of Generica quality. Instead of only using hardened tool steel, we also add a titanium nitride coating. With a hardness of around 2450 HV, our cutters have a much longer service life.



**Original**  
without titanium nitride coating

**Generica-Modification**  
with titanium nitride coating

Another example is our Generica hot knife cutter. We have reduced the wear and tear on the cutting edges by using special sintered metal alloys. This increases productivity with a service life that is up to 20 times longer. That is the kind of potential that we could help you to find too!



**Generica hot knife cutter**  
with special sintered metal alloys

Generica – we deliver top-class performance.