



*Manufacturer of 30 years
in High Precision Solid
Carbide Cutting Tools.*



PARTNERING WITH IME

“The experience of working with IME has been very good. We find the information and solution provided by IME to be very useful; we look forward to more collaboration with them in our process improvement especially related to Industry 4.0.”

Herroz Sdn Bhd started out as a cutting tools company in 1978 and eventually grew to become a distribution arm of the cutting tools division of HPMT Industries Sdn. Bhd in Malaysia. Since its inception, Herroz has consistently maintained a competitive edge over the other local cutting tools trading companies, as it possesses the skills and knowledge to select and recommend the optimum cutting tool for a wide variety of applications according to its customers’ specific projects. They are now the producers for solid carbide cutter for industries such as oil and gas, automotive, mould and die and aerospace. They aim to one day become Asia’s largest solid carbide cutter producer.

BEYOND CUTTING TOOLS

The integration of SOLIDWORKS allows the quality and Herroz’s high precision solid carbide cutting tools is meet. With SOLIDWORKS, they can support their clients by offering a program that can ensure a reduction in production cost while maximising the client’s production output. SOLIDWORKS Simulation allows Herroz to extend its services beyond providing cutting tools to now performing troubleshooting for machining issue.

NEED FOR SPEED IN BUSINESS

As market demand increases, speed is of the essence in winning business. The integration of SOLIDWORKS into their design process significantly allow Herroz to work more efficiently in designing the cutting parameters. With SOLIDWORKS Simulation tools, they can quickly identify high stress and potential failure areas before cutting the parameters. Data also digitalised, and design steps can be automated, resulting in a much more efficient process with shorter delivery lead time.

