

# Less Is More

by:

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The handling, productivity and value retention of components for straightening process materials are of essential importance.

The saving of resources and the aspects of sustainability and flexibility of products influence the economic efficiency during the life phase and will decide in the future on the use of the products. With this in the background, the technical design of straighteners and straightening systems, their manufacture in well-adjusted quantities and the exploitation of the technical possibilities of the straightening process are important influencing factors, which offer scope for creative reflection and further improvement of the understanding of the process.

As a manufacturer of components, **WITELS-ALBERT GmbH** is committed to this environment and presents a revolutionary new concept for the design, manufacture and use of straighteners and straightening systems with the introduction of the SM series of straightening modules.

Inspired by the very popular toy bricks from our northern neighbor Denmark, which have been part of a cleverly designed modular system for generations, WITELS-ALBERT GmbH transfers the basic idea of discretization to the design, manufacture and use of straighteners and straightening systems.

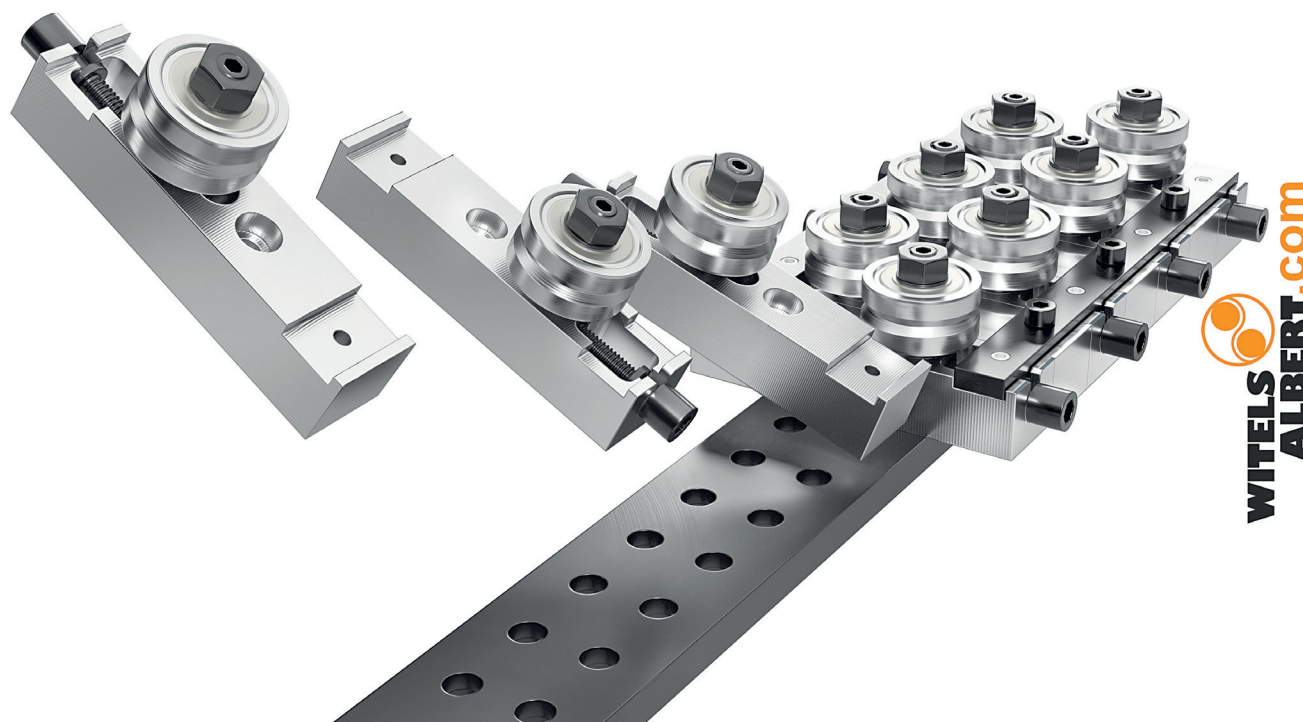
## Revolutionary new straightening modules series for use in the production of fasteners.

The bricks of the straighteners and straightening systems of the future are the new straightening modules of the SM series, which are optimized in every detail.

This optimization is accompanied by the project planning, the design and concerns in particular the production of the module bodies by modern CNC machines without personnel employment as well as the assembly of the straightening modules, straighteners and straightening systems in short time. The calculation results of the project planning determine binding specifications for the designs that focus on simplicity and minimization of the number of individual parts. That is why SM series straightening modules represent the essence of the straightener product. They are reduced to the absolute minimum, just like the world-famous toy bricks from Denmark.

The majority of famous designers follow the design concept of simplicity. The results of our efforts over the months are simple as well, but nevertheless offering an impressive variety and great possibilities.

- Just one type of module per size is used for a straightener or a straightening system.
- Manless and fast mass production of straightening modules ensure a good availability and price for customers.



Concept design of using straightening modules SM series.

- Simple and fast assembly of straightening modules and straightening modules to straighteners and straightening systems.
- Enlarged straightening ranges (min. and max. process material diameter) with smallest possible roller spacing.
- Optimization/extension of straightening ranges (min. and max. process material diameter) by means of easily adjustable roller spacing or ex-works adjustable roller spacing, e.g., for processing specific profiles or tubes.
- High flexibility with regard to the number of rollers per plane.
- Sale of straightening modules with or without basic and cover bars.
- Client-side design of specific base and cover bars for specific applications.
- Scalable design for straighteners and straightening systems in terms of roller spacing and number of rollers.
- Compatible accessories for straightening modules for ensuring straightening processes in up to four straightening planes per straightening system including inlet and outlet guide blocks.

Using straightening modules, the SM series powers the generation of value-added products. It gives freedom for customer innovations, as other configurations can be created by using the possibilities the straightening modules offered and by adding accessories and peripheral equipment.

At a lower cost, our customers have the freedom to influence the production design and to be more agile. Less is more.  
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#### WITELS-ALBERT at WIRE 2020:

At the *wire 2020* trade fair in Düsseldorf, Germany, **WITELS-ALBERT GmbH** will present many new products, including the ones mentioned in this article. "We have focused for decades on applications in the wire, tube, strip, cable and rope industry. Customers worldwide use our products for guiding, straightening and feeding process materials. The technical solutions we design stand for simple handling, high productivity and stable value. Services support the daily routine, the planning of processes and the development of products." Contact **Marcus Paech** at [paech@witels-albert.com](mailto:paech@witels-albert.com) or **Bob Flower** at [info@witels-albert-usa.com](mailto:info@witels-albert-usa.com) to get a PDF copy of a newsletter outlining our products to be featured in Germany, March 30 through April 3, 2020.



Alternating mounting of straightening modules on base plates in two planes.

#### Company Profile:

**WITELS-ALBERT GmbH** is a specialist in the processes of wire straightening, transporting and guiding. **WITELS-ALBERT** manufactures apparatus and machines for the production and processing of wire and multi-wire process materials. The company's history goes back to 1898. Supported by a branch in the USA and more than 20 agencies worldwide, the company's export share is around 65%. An optimal production organization (KANBAN) ensures the rapid availability of all standard products and customer-specific solutions. Permanent investments in research and development result in innovative products that offer customers added value. [www.witels-albert.com](http://www.witels-albert.com)

**Witels-Albert USA Ltd.**, is the exclusive stocking office for North America, South America and Central America and many other countries around the world, for **WITELS-ALBERT GmbH** of Germany. **WITELS-ALBERT** specializes in wire straighteners, tube straighteners, straighteners, wire and tube feeders and drive units, guides and preformers for wire, tube, strip and flat wire, cable, wire rope and profile shapes. The company's products are engineered and produced in the German tradition of innovation, precision and quality. [www.witels-albert-usa.com](http://www.witels-albert-usa.com)