



Launch of the New Ercolina's Ring Roller

ECO-50

&

Competition Analysis



NEW RING ROLLER

In the world, the competition in the segment of the pyramidal ring rollers is more and more strong and tough. The crisis of the international economy is directing a lot of market bands toward economical products with an sufficient quality.

Conscious that this situation can create a problem to our market positioning and to the trend of sales, ERCOLINA created a New Ring Roller to fight into a low price markets, the **ECO-50**, which substitutes our former model EUR-76, that couldn't fight anymore with many competitive products. We are aware that **three rolls are not enough to make a ring roller**, so our R&D, driven by Commercial Department, has produced a very competitive price machine that doesn't make pivot only on the price, many additional technical features will give you the possibility to differentiate your offer in your local country market! We have used our long experience in bending to create a very reliable quality product grating at the same time the important feature of low-price. In this way we have enriched and complete our wide range of machines and we aim to give an answer to the new market requests.

The **ECO-50** is an hybrid machine, intermediary between the CE40H3 and the CE50H3. In fact, the machine will have the shafts and the maximum bending capacity of the CE50H3, however the minimum bending radius supplied by CE40H3, this because the **ECO-50** has the same frame (shoulder) of the CE40H3. You have enough experience to understand that this was our way to reduce costs and so prices for end user customers.

MACHINE DESCRIPTION








The **ECO-50** has:

- ✓ A robust frame body in G30 Cast-Iron to absorb vibrations and to give more stability to the structure that will grant high quality bends.
- ✓ The shafts are tempered and mounted on high precision conical bearings.
- ✓ The three rolls are independent driven with automatic speed compensation to look after of the difference rates of the inner and outer profile circumference during bend. In order to grant optimum results, high quality products normally present the speed of the top pressure roll faster and self-adjusted than the two bottoms ones. **ECO-50** does that!
- ✓ The adjustment of the central roll is hydraulic.
- ✓ The machine is supplied with electronic control system. The **ECO-50** can be programmed for one or more rolling runs (passes), with 8 different programmes blocks. **ECO-50** boards will be the same of CE50H3!
- ✓ CML decided to supply the **ECO-50** with same motor of CE50H3! So the motor power will be 1,85 kW. We want to give you a very powerful product.
- ✓ The machine will have one speed only this because this product market requires more quality than speed! Single speed means better bending performance. Don't forget low speed ensures high torque.
- ✓ ERCOLINA decided to supply included in the machine price a standard set of tools of big dimensions. With big rolls the machine can bend easily "L" profiles granting at the same time high force to control profile positioning.
- ✓ **ECO-50** can be sold with spiral bending accessory and anti-twist device for angle iron "leg in".
- ✓ The **ECO-50** is a very versatile ring roller, it is appropriate for bending tubes, tubular profiles and pipes. It fully satisfies the needs of blacksmiths and carpenters, whom is looking for a good quality with a competitive price.
- ✓ You'll recognize us that **ECO-50** has some good technical feature and to promote with new product in an era of price increase we decide to reduce machine price. Now **ECO-50** list price is **8.800,00 €**.

MACHINE PARTS



MACHINE MAXIMUM BENDING CAPACITY

Section	Dimensions, mm	Min radius, mm
 Gas Tube	2"1/2 x 3,6	450
	76 x 3,6	700
	60 x 60 x 3	500
	100 x 40 x 4	600
	40	250
	40 x 40	250
	60 x 60 x 6	400

Capacities based on materials with T.S. (tensile strength) 42Kg/mm² (psi 60.000) – Y.P. (yield point) 25 Kg/mm² (psi 36.000) and with many runs (passes)

MACHINE TECHNICAL SPECIFICATIONS

Description	ECO-50
Roll Shaft Diameter	50 mm
Standard Roll Diameter	178 mm
Roll Shaft Speed	9 rpm
Independent Drive Rolls	3 smooth
Motor	1,85 kW
Speeds	1
Frame	Cast-Iron G30
Machine operating position	Horiz./Vert.
Centre Roll Positioning	Hydraulic
Control	NC Touch Pad, Multi-runs with 8 programs
Dimensions	560 x 1430 x 980 mm

COMPETITION ANALYSIS

In order to understand the **ECO-50** competence for the low price Ring Rollers market and the position that ERCOLINA will have, we analyzed the technical characteristics of our main competitor's products which operate in the same segment of the market of competitive products in the range of Ø40 mm to Ø55 mm shafts.

We investigated the following competitors:

BRAND NAME	COUNTRY	PRODUCT
SAF	Italy	DS60HV
COMAC	Italy	LEONARDO H4 LEONARDO H5
EAGLE	USA	CP40H
COLE TUVE	USA	ARS-2 ARS-2.5
BAILEIGH INDUSTRIAL	USA	R-H 45 R-H 55
KNUTH	GERMANY (outsourcing Turkish AKYAPAK)	KPB45
ZOPF	GERMANY	ZB80/2MG ZB80/2H ZB80/3H APK45
AKYAPAK	TURKEY	
BIRLIK	TURKEY	PBM50 PBH40
AMOB	PORTUGAL	MAH40/3 MAM50/2 MAH60/3

In our analysis we are showing the average prices obtained in European market.

We will mark in red colour competitor features when they are inferior of our ECO-50.

Ercolina ECO-50 vs. SAF DS60 HV

Description	ECO-50	DS60HV
Photo		
Roll Shaft Diameter	50 mm	50 mm
Standard Roll Diameter	178 mm	175 mm
Roll Shaft Speed	9 rpm	8/16 rpm
Independent Drive	3 smooth	3 smooth
Rolls		
Motor	1,85 kW	1,85 kW
Speeds	1	2
Frame	Cast-Iron G30	Welded steel
Machine operating position	Horiz./Vert.	Horiz./Vert.
Centre Roll Positioning	Hydraulic	Hydraulic
Control	NC Touch Pad, Multi-runs with 8 programs	Display with no programming
Dimensions	560 x 1430 x 980 mm	760x1220x1380mm
Price	8.800,00 €	9.200,00 €

Ercolina ECO-50 vs. COMAC LEONARDO 4H/5H

Description	ECO-50	LEONARDO 4H	LEONARDO 5H
Photo			
Roll Shaft Diameter	50 mm	40 mm	50 mm
Standard Roll Diameter	178 mm	145 mm	175 mm
Roll Shaft Speed	9 rpm	3,7 rpm	4,4 rpm
Independent Drive Rolls	3 smooth	3 smooth	3 smooth
Motor	1,85 kW	1,1 kW	1,5 kW
Speeds	1	1	1
Frame	Cast-Iron G30	Welded steel	Welded steel
Machine operating position	Horiz./Vert.	Horiz./Vert.	Horiz/Vert.
Centre Roll Positioning	Hydraulic	Hydraulic	Hydraulic
Control	NC Touch Pad, Multi-runs with 8 programs	Display, no programming	Display, programming available
Dimensions	560 x 1430 x 980 mm	980x620x1160mm	1150x900x1250
Price	8.800,00 €	8.400,00 €	10.890,00€

Ercolina ECO-50 vs. EAGLE CP40H

Description	ECO-50	CP40H
Photo		
Roll Shaft Diameter	50 mm	40 mm
Standard Roll Diameter	178 mm	162 mm
Roll Shaft Speed	9 rpm	3,5 rpm
Independent Drive Rolls	3 smooth	3 smooth
Motor	1,85 kW	1,5 kW
Speeds	1	1
Frame	Cast-Iron G30	Welded steel
Machine operating position	Horiz./Vert.	Horiz./Vert.
Centre Roll Positioning	Hydraulic	Hydraulic
Control	NC Touch Pad, Multi-runs with 8 programs	Display with programming
Dimensions	560 x 1430 x 980 mm	-
Price	8.800,00 €	7.800,00 €

Ercolina ECO-50 vs. COLE TUVE ARS-2

Description	ECO-50	ARS-2
Photo		
Roll Shaft Diameter	50 mm	50 mm
Standard Roll Diameter	178 mm	140 mm
Roll Shaft Speed	9 rpm	10 rpm
Independent Drive Rolls	3 smooth	3 smooth
Motor	1,85 kW	1,5 kW
Speeds	1	1
Frame	Cast-Iron G30	Welded steel
Machine operating position	Horiz./Vert.	Horiz./Vert.
Centre Roll Positioning	Hydraulic	Hydraulic
Control	NC Touch Pad, Multi-runs with 8 programs	no programming
Dimensions	560 x 1430 x 980 mm	864 x 1016 x 1397 mm
Price	8.800,00 €	7.200,00 €

Ercolina ECO-50 vs. BAILIEGH INDUSTRIAL R-H 45 / R-H 55

Description	ECO-50	R-H 45	R-H 55
Photo			
Roll Shaft Diameter	50 mm	45 mm	55 mm
Standard Roll Diameter	178 mm	148 mm	170 mm
Roll Shaft Speed	9 rpm	12 rpm	11 rpm
Independent Drive Rolls	3 smooth	3 smooth	3 smooth
Motor	1,85 kW	1,5 kW	1,85 kW
Speeds	1	1	1
Frame	Cast-Iron G30	Welded steel	Welded steel
Machine operating position	Horiz./Vert.	Horiz./Vert.	Horiz./Vert.
Centre Roll Positioning	Hydraulic	Hydraulic	Hydraulic
Control	NC Touch Pad, Multi-runs with 8 programs	Digital Display/ 1 program	Digital Display/ 1 program
Dimensions	560 x 1430 x 980 mm	1200 x 770 x 1450 mm	1300 x 840 x 1570 mm
Price	8.800,00 €	8.013,00 €	9.063,00 €

Ercolina ECO-50 vs. KNUTH KPB 45 / AKYAPAK APK 45

Description	ECO-50	KPB 45	APK 45
Photo			
Roll Shaft Diameter	50 mm	45 mm	45 mm
Standard Roll Diameter	178 mm	152/162 mm	152/162 mm
Roll Shaft Speed	9 rpm	8 rpm	8 rpm
Independent Drive Rolls	3 smooth	3 smooth	3 smooth
Motor	1,85 kW	1,5 kW	1,5 kW
Speeds	1	1	1
Frame	Cast-Iron G30	Welded steel	Welded steel
Machine operating position	Horiz./Vert.	Horiz./Vert.	Horiz./Vert.
Centre Roll Positioning	Hydraulic	Hydraulic	Hydraulic
Control	NC Touch Pad, Multi-runs with 8 programs	Display / 1 program	Display / 1 program
Dimensions	560 x 1430 x 980 mm	780 x 950 x 1650 mm	780 x 950 x 1650 mm
Price	8.800,00 €	7.480,00 €	7.200,00 €

KNUTH machine is a customized product made by Turkish AKYAPAK

Ercolina ECO-50 vs. ZOPF ZB80/2MG – ZB80/2H – ZB 80/3H

Description	ECO-50	ZB80/2MG	ZB80/2H	ZB 80/3H
Photo				
Roll Shaft	50 mm	50 mm	50 mm	50 mm
Diameter				
Standard Roll	178 mm	192 mm	182 mm	190 mm
Diameter				
Roll Shaft	9 rpm	8,5 rpm	8,5 rpm	7 rpm
Speed				
Independent	3 smooth	2 knurled	2 knurled	3 smooth
Drive Rolls				
Motor	1,85 kW	1,5 kW	1,5 kW	1,5 kW
Speeds	1	1	1	1
Frame	Cast-Iron G30	Welded steel	Welded steel	Welded steel
Machine	Horiz./Vert.	Vertical	Horiz./Vert.	Horiz./Vert.
operating		(horizontal		
position		optional)		
Centre Roll	Hydraulic	Manual	Hydraulic	Hydraulic
Positioning				
Control	NC Touch Pad, Multi-runs with 8 programs	Foot pedal	Dipaly / 1 program	Display, multi- programs
Dimensions	560 x 1430 x 980 mm	1050 x 600 x 1200 mm	900 x 650 x 1070 mm	760 x 800 x 1300 mm
Price	8.800,00 €	9.200,00€	10.100,00 €	12.520,00 €

Ercolina ECO-50 vs. BIRLIK PBM 50 / PBH 40

Description	ECO-50	PBM 50	PBH 40
Photo			
Roll Shaft	50 mm	50 mm	45 mm
Diameter			
Standard Roll	178 mm	155 mm	155 mm
Diameter			
Roll Shaft Speed	9 rpm	3,6 rpm	6 rpm
Independent	3 smooth	2 smooth	3 smooth
Drive Rolls			
Motor	1,85 kW	1,5 kW	1,5 kW
Speeds	1	1	2
Frame	Cast-Iron G30	Welded steel	Welded steel
Machine	Horiz./Vert.	Horiz./Vert.	Horiz./Vert.
operating			
position			
Centre Roll	Hydraulic	Manual	Hydraulic
Positioning			
Control	NC Touch Pad, Multi-runs with 8 programs	No programming / foot pedal	Display / 7 programs
Dimensions	560 x 1430 x 980 mm	933 x 730 x 1380 mm	760 x 1220 x 1380 mm
Price	8.800,00 €	5.900,00 €	9.200,00 €

Ercolina ECO-50 vs. AMOB MAH 40/3 – MAM 50/2 – MAH 60/3

Description	ECO-50	MAH 40/3	MAM 50/2	MAH 60/3
Photo				
Roll Shaft Diameter	50 mm	45 mm	50 mm	55 mm
Standard Roll Diameter	178 mm	148 mm	148 mm	170 mm
Roll Shaft Speed	9 rpm	12 rpm	13,6/27,2 rpm	11 rpm
Independent Drive Rolls	3 smooth	3 smooth	2 smooth	3 smooth
Motor	1,85 kW	2.2 kW	1,5 kW	2,2 kW
Speeds	1	1	2	1
Machine operating position	Cast-Iron G30 Horiz./Vert.	Welded steel Horiz./Vert.	Welded steel Horiz./Vert.	Welded steel Horiz./Vert.
Centre Roll Positioning	Hydraulic	Hydraulic	Manual	Hydraulic
Control	NC Touch Pad, Multi-runs with 8 programs	Display / 1 program	No programming / foot pedal	Display/ 1 program
Dimensions	560 x 1430 x 980 mm	1200 x 770 x 1450 mm	950 x 910 x 1200 mm	1300 x 890 x 1570 mm
Price	8.800,00 €	6.800,00 €	5.300,00 €	10.145,00 €

CONCLUSION QUALITY-PRICE

The ECO-50 is better than:

BIRLIK PBH 40

BIRLIK PBM 50

COMAC LEONARDO 4H

EAGLE CP 40 H

COLE TUVE ARS-2

BAILEIGH INDUSTRIAL R-H 45

KNUTH KPB 45

AKYAPAK APK 45

ZOPF ZB 80/2 MG

ZOPF ZB 80/2 H

AMOB MAH 40/3

AMOB MAM 50/2

The ECO-50 is a good alternative to:

COMAC LEONARDO 5H

BAILEIGH INDUSTRIAL R-H 55

ZOPF ZB 80/3 H

AMOB MAH 60/3

SAF DS60HV

ERCOLINA will expect your cooperation to penetrate your local markets with this new products.

Good work

Export Department