

## **High-end:**

# **The long-standing business GLAESER Baden AG backs modernity**

**GLAESER Baden AG sees its challenge in fulfilling all orders that others can't fulfil. Orders with particularly high demands on material and quality, form and function. Orders with that certain extra 'je ne sais quoi'. It is in this niche that "GLAESER Baden AG" has found and maintained its place for more than 111 years now.**

GLAESER Baden AG has specialised in the design, development and production of special furniture. The Swiss company is one of the leading companies in the planning and realisation of individual and superior interior furnishings. The close cooperation with reputable national and international (interior) designers and the use of innovative materials are a matter of course here.

Customers from home and abroad, including famous national and international furniture brands, rely on the work of this Swiss company. Challenging retail areas (shop systems) are also included in GLAESER Baden AG's portfolio, as well as high-quality furnishing of restaurant and hotel businesses. Institutions – such as schools, museums or hospitals – also fall back on the special furniture of GLAESER Baden AG. This includes cabinet carcasses and shelving systems, counters and individual tables.

GLAESER Baden AG has made it its objective to use many innovative materials and to rely on state-of-the-art technology. According to plant manager Andreas Weissbrodt, "It's because of this that the share of wood in our daily work is steadily diminishing."

The use of unusual, innovative materials results in special production requirements for which entirely new concepts have to be developed in some

cases. That's why HOMAG AG, together with GLAESER, developed a new edge extrusion system for the BAZ 311 processing centre. It is able to apply an all-around joint-free, long-life edge to aluminium-core honeycomb panels, which exhibits a high mechanical strength, is very resistant to liquids or even chemical substances and is visually appealing into the bargain. The edge consists of polyethylene, which is heated to 300 degrees, extruded and inserted into the honeycomb panel. The revolutionary thing here is the adhesive mixture, which makes it possible to affix polyethylene to aluminium. A patent has been requested for this procedure.

Plant manager Andreas Weissbrodt also sets high demands for production when it comes to WOGG. WOGG is the childhood dream-come-true of founder and owner Willi GLAESER. For, in addition to the classic GLAESER Baden AG joinery, which he took over from his grandfather and father and expanded significantly, he brought his own furniture collection into life – together with famous designers from around the world. For over 30 years already, he has been selling the original pieces very successfully via the independent company WOGG – and he's been selling them worldwide.

Recently, the WOGG cabinet 49 was also created, which, like all WOGG furniture, is produced at GLAESER Baden AG. But initially, the special Dibond sliding door gave plant manager Andreas Weissbrodt a real headache. For its principle only works smoothly if the required grooves are milled into the 2 x 1.5 m panel with extreme precision. "First, we tried it on the CNC," says Weissbrodt. "But after just a few grooves, the material started to crimp. So we had to blow the panel off, turn it, make a few grooves on the back, turn the panel again and so on. Every three to four grooves we turned the panel back and forth, a total of around 15 times. In the end, we had been working on one panel for one and a half hours." In search of a solution, Andreas Weissbrodt finally tried the HOLZMA saw HPP 430 – the first model of the new series – which has been in use since February this year. And what do you know – it worked. The clamps and the pressure beam held the material perfectly; now the panel can be grooved on both

sides within just 20 minutes. Apart from turning the panel once, all work steps are performed fully automatically. Weissbrodt says, "The grooves are absolutely perfect – 2.6 mm wide and with a spacing of exactly 25 mm. The Dibond panel is 2 mm thick and is grooved to a depth of 8/10 mm on both sides, thus removing the top aluminium coating. In the end, we are left with 4/10 mm, exactly the polyethylene core."

The HOLZMA HPP 430 horizontal panel-sizing saw took the place of a vertical saw and its performance was to eliminate bottlenecks in cutting. Andreas Weissbrodt estimates the higher performance achieved to date at around 30%: On the one hand he saves several hours in cutting. On the other hand, all synthetic resin panels are now cut on the HOLZMA saw – previously, that was the task of an old veneering machine.

This leaves enough free space again for new and creative ideas, with which GLAESER Baden AG can impress its customers.

[www.GLAESER.ch](http://www.GLAESER.ch)

[www.wogg.ch](http://www.wogg.ch)

[www.holzma.de](http://www.holzma.de)

## Pictures



### Picture 1:

Andreas Weissbrodt, plant manager of GLAESER Baden AG, in front of the WOGG 49 cabinet with unusual door design, which can only be produced so rationally thanks to the grooving function of the HOLZMA saw.



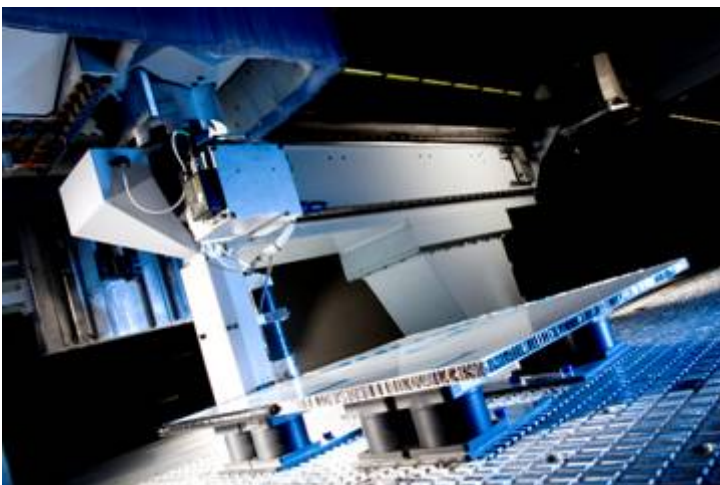
### Picture 2:

Andreas Weissbrodt (left), plant manager of GLAESER Baden AG, in talks with Peter Niederer, Managing Director of HOMAG Schweiz AG



**Pictures 3 + 4:**

Andreas Weissbrodt (left), plant manager of GLAESER Baden AG, with the aluminium-core honeycomb panel, which is given its edge by a technology developed specially for GLAESER Baden AG by HOMAG AG, and for which a patent has been requested.



**Picture 5:**

BAZ 311 processing centre by HOMAG AG, equipped with the special unit for applying the edges to the aluminium-core honeycomb panel



**Picture 6:**  
The Wogg AG showroom in Baden-Dättwil (Switzerland)



**Pictures 7+8:**  
WOGG 49 cabinet with Wogg 43 table and Wogg 42 chairs.



**Pictures 9, 10, 11:**

Premiere: The first HOLZMA model HPP 430 panel-sizing saw in action in the GLAESER Baden AG production hall.

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