

Greetings from 80th anniversary events

ATA Gears celebrated its anniversary with long-standing friends, customers, partners and Moomins...

ATA's 80-year history is based on persistence, innovation and wise business decisions, but also on responsibility and a strong value base. As a family business, the company has always been committed to its workers' well-being and customers' satisfaction. This tradition is reflected in the personnel's long work careers and sustainable customer relationships.

These family values were clearly visible at ATA's anniversary celebrations held in the autumn of 2017 – one for current and former employees and the other for customers and partners from all over the world. As comments from the participants prove, both events took place in a very enjoyable and joyful atmosphere.

ATA people's own gathering

On 30 October, ATA welcomed over 160 guests to an internal anniversary evening at Tampere Hall. In addition to current personnel and their spouses, many retired employees arrived to meet and share their memories of the company's long history.

After ATA's president **Antti Kontiainen's** welcoming words, **Mrs Sari Eliander-Gregson** gave a speech as a representative of the owners. Then, the guests were taken to a musical trip by the astonishing *kantele* player and singer **Ms Ida Elina**. This young, internationally recognised artist surprised her



audience with her own versions of famous melodies – from James Bond themes to compositions by Jean Sibelius.

Among the guests, there were many employees whose career at ATA has spanned even over decades. "When I started at ATA, the company was celebrating its 10th anniversary. It is no wonder that the machines have changed," said **Mr Kalevi Tattari**, who retired in 1986 after working at a slotting machine for 37.5 years.

CNC machinists **Marjo Tumelius** ja **Heli Rönni** have both worked at ATA for almost 30 years. They were very impressed by **Ida Elina's** concert and the whole event. "It feels great to celebrate ATA's 80th anniversary. I'm glad that the company has remained as a family business. I truly trust the owners of ATA," stated **Mrs Tumelius**.

Supervisor **Matti Åkerlind** described the evening as "The best 80th birthday party I ever been to!" He was just about to retire and leave his position to **Mr Terjo Linnanen**. The men found many commonalities between ATA and the 100-year-old Finland: "They both have gone through a lot of similar stages and changes in their history."

One particularly interesting guest was **Mr Rabbe Duncker**, the son of ATA's founder **Erik Duncker**. He spent his entire working life in different positions at ATA before retiring. "I still make brief visits there sometimes. As a pensioner, it's nice to watch people working," said **Mr Duncker** with a smile.

The anniversary day for customers

The celebrations continued on 16 November with customers and partners from around the world.



A whole-day programme included a factory tour of the Hautala Hall, and a visit to Tampere University of Technology with a demonstration of ATA's endurance test rig for spiral bevel gears.

In the afternoon, it was time to enter Tampere Hall for an anniversary seminar on industrial and technical topics. This magazine includes some articles related to the speeches given.

Dr Matti Sommarberg's views on digitalisation are found on page 6. He is TUT Industry Professor at the Tampere University of Technology and also ATA's Chair of the Board.

Mr Tami Komssi, ATA's Manager of Thermal Process and Material Technology, spoke about 'The Modern Art of Carburising'. The summary of his presentation is on page 10.

Gear Engineer Jesse Rontu gave a presentation about 'Application Specific Gear Design and Optimisation'. His views on this theme can be found in the 1/2017 issue of *in Motion*.

The last speaker was **Mrs Marja-Leena Mäkinen**, Managing Director of SEW Industrial Gears Oy which specialises in the engineering and manufacturing of large industrial gear drives and drive packages. An article about the company starts from page 4.

Moomins and other magical moments

The evening programme included a visit to Tampere Hall's Moomin Museum which comprises a wide collection of the original Moomin art widely loved throughout the world. The entirety of over 200 works was donated to Tampere Art Museum by the Moomin artist **Tove Jansson** herself in the 1980s.

Another kind of miracles was then provided by the famous Finnish magician and mentalist **Mrs Noora Karma**. Over the years, she has performed worldwide on most of the continents, attracting her audiences with mysterious illusions and experiences.

Warm greetings from Norway and Japan

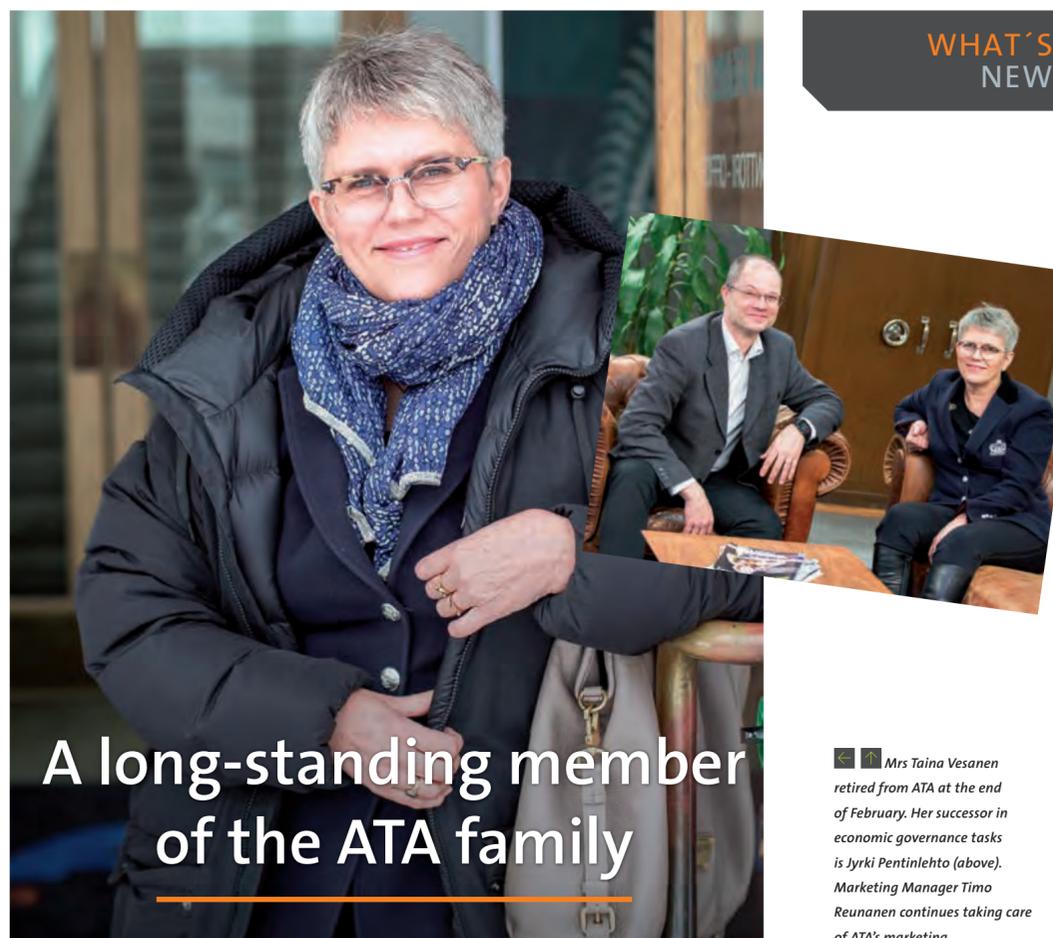
ATA's customer event gained very positive feedback from all participants. One of them was **Mr Bård Brunvoll**, Strategic Purchaser of Brunvoll AS. This Norwegian company has been a world-leading manufacturer of thruster systems for over 50 years, and also ATA's customer since the 1970s.

"ATA's representatives have always been dedicated collaborators with good know-how of the products they are selling. This customer event provided a good balance between practical and theoretical information. The presentations

in the afternoon session were in synchrony with the impressions from the factory tour done in the morning. We were impressed by ATA's dedicated young employees. The new machine shop at Hautala and the heat-treatment process were also amazing," said **Mr Brunvoll**.

He also praised the evening programme with Moomins and the magic show: "The well-informed guide explained very lively about **Tove Jansson's** life and how she developed the Moomin characters and stories. And even though you followed very closely, you were simply dazzled by the way a world-known magician can perform magic. A very good show!"

Kamome Propeller Co. Ltd. has over 90-year history as a developer and manufacturer of advanced marine propellers and control systems. Their General Manager **Kunichika Gohara** was present at the celebration. "We are very satisfied with ATA's support and cooperation and hope to continue the pleasant relationship with them. Overall, the anniversary celebration was also well organised and attracted me," said **Mr Gohara**.



A long-standing member of the ATA family

Director of Finance, Marketing & Development **Taina Vesanen** was part of the ATA family for 25 years. In February, she retired with nostalgic feelings and joyful memories of close colleagues and customers.

During her career at ATA, **Mrs Taina Vesanen** was responsible for financial governance and marketing, e.g. this customer magazine. She also actively participated in organising ATA's 80th anniversary celebrations.

"Beforehand, such big events always cause a little nervous feelings, but I think we succeeded very well. The guests found the atmosphere both festive and relaxed, and I was really proud of our people and their performances."

It's all about people

When coming to ATA in 1993, **Mrs Vesanen** noted that her role was very wide and independent. This did not surprise her: "In another previous job, my job description

had included the responsibilities designated to me "...plus everything that did not belong to anyone else," she laughs.

During the years, one key factor for her job satisfaction was ATA's family values. Being more interested in people than technology, **Mrs Vesanen** loved the company's open and human atmosphere. It enabled enjoyable relations with customers and colleagues, including the new young experts who boost ATA's development and keep also their older colleagues' motivation in motion. Her position at ATA also opened doors to various social networks like the Chamber of Commerce, Tampere Business Campus and other development projects.

Time for hobbies and friends

While becoming one of global technology leaders, ATA has attracted a lot of new markets and customers but also maintained its older long-term partnerships. Leaving them after 25 years felt naturally nostalgic, but **Mrs Vesanen** looks forward to the company's future and her own free days with confidence.

"I believe that my successor brings new fresh things to ATA. Meanwhile, I can focus on reading, travelling, and hobbies like photography and drawing. I also want to take care of my physical health and spend more time with family and friends. However, ATA's story goes on, and I will follow it with great interest," states **Mrs Vesanen**.

Mrs Taina Vesanen retired from ATA at the end of February. Her successor in economic governance tasks is **Jyrki Penttinen** (above). Marketing Manager **Timo Reunanen** continues taking care of ATA's marketing.

FAIRS
Looking forward to seeing you
in 2018

SEPTEMBER 4–7, 2018

SMM maritime trade fair, in Hamburg, Germany

The first in the line is Smart Shipping and Industry, or SMM, the world's #1 trade fair for the maritime industry. Including an ambitious congress programme, the event will take place between September 4–7 in Hamburg. ATA Gears' know-how of spiral gears for shipbuilding products will be on show in the Finland Maritime Pavilion in Hall B1. We look forward to meeting and discussing your needs there!

Meet us at: Finland Maritime Pavilion, Hall B1

SEPTEMBER 25–27, 2018

International Subcontracting Trade Fair Alihankinta 2018, in Tampere, Finland

The Alihankinta Subcontracting Trade Fair is Finland's leading industry expo gathering approximately 20,000 technology experts, suppliers and decision-makers every year in Tampere. We warmly welcome you to the 2018 Alihankinta event with a visit to ATA Gears' Booth No. 1235 in Hall A. Let's talk about how ATA Gears can help enhance your productivity!

Meet us at: A1235