


6 # LEADERS



OREEL

GENERATIONS OF DIVERSIFICATION & ACCELERATION

“Reliability is always important”



Friesland, one of the northernmost regions in the Netherlands, is known as a culture capital in the Netherlands and it's easy to see why. The Frisian people pride themselves (and rightly so) on being the only region in the Netherlands to preserve their own language, Frisian, a Germanic language similar to both Dutch and English. In the world of athletics, the Frisians are world renowned speed-skaters and handball is a traditional sport. Lastly, you may have heard of the Frisian horse, a rare breed known for its rare combination of strength and elegance, although it's the classic black and white spotted cow that also originates in the region that holds significance for LVD customer Oreel.

In the 18th century, a breed of cow was brought from Denmark to replace other breeds that had fallen victim to disease and flooding, thus the Frisian cow came to be and the Dutch dairy market soared. Transportation of the milk was typically done with wooden milk churns, but because of the inconveniences this brought, the wood was replaced with metal and in 1855 coppersmith

Klaas Oreel found his market. The family-owned company exclusively worked in the dairy industry for over a century, Oreel didn't support other industries until its fourth-generation of business. Today, Oreel supports a large variety of industries, from defence to the foodstuff industry.

If the fourth generation was known for diversification it's easy to tell what the next will be known for.

“The new space is equipped with cutting-edge equipment, which makes Oreel open for business across more industries.”



“Acceleration” affirms Sytse Oreel, present-day owner and director. It’s not necessary to ask Sytse to explain, it’s clear by taking a walk through the brand-new 3000 m² addition. The new space is equipped with cutting-edge equipment, which makes Oreel open for business across more niche industries. Among the

machines is a 12 meter LVD Impuls laser. Sytse was interested in the Impuls when he heard of its unique layout LVD had developed with a past customer’s needs in mind. The largest Impuls version is extended so that raw material can be loaded on one side, and cut parts can be removed on the other, providing optimal

material flow, especially important to consider with the handling of large parts. “The distinct layout is a key advantage of the Impuls. This is the biggest laser cutting machine in the northern Netherlands, if not the whole country.” Sytse is satisfied with the results of the Impuls and was pleasantly surprised by a feature integral to the Impuls, the TOUCH-L control. “It corresponds with the logical thinking of the operator, it’s very intuitive”. The Impuls is also equipped with Adaptive Laser Cutting (ALC) technology. ALC automatically optimises laser cutting performance and quality, using a continuous feedback system to monitor the thermal cutting process. ALC

“Building your reputation never ends. You’re only as good as your last shipment.”

Profile

Company: Oreel

Website: www.oreel-hallum.nl

Since: 1855

Works with: steel, stainless steel, aluminium

Industry: The company evolved from a manufacturer of metal milk churns to a manufacturer for a large variety of industries, from the defence to the foodstuff industry.

Equipped with:

1 Impuls laser cutting system with ALC

1 PPEB-H tandem pressbrake, 1 Easy-Form® Laser press brake

Software: CADMAN®-L, TOUCH-L, TOUCH-B control



automatically adapts various cutting parameters in 'real-time' and provides up to a 10% increase in productivity while maintaining optimal part quality.

Sytse has recently expanded his bending capacities with the addition of a 12m PPEB-H tandem press brake. LVD's tandem press brakes are available in up to 3000 ton and dissimilar tonnage/lengths can be used. They are capable of operating with both machines synchronized with a single control but also independently with separate controls. Bends remain extremely precise despite the additional capacity for bend length and the tandem can even be equipped

with the *Easy-Form Laser*® in-process angle monitoring and correction system. High accuracy on his new press brake is a must for Sytse. "Reliability is always important on a press brake but even more so when we're planning on bending longer, thicker, more expensive material."

These investments are important, but so is Oreel's approach to business. "Frisians are known to be straightforward, and coincidentally, that's how we operate Oreel." "We're a flat organization," explains Sytse. "We can stay focused on our customers since we aren't bogged down with corporate bureaucracy. No excessive meeting or paper work here,

customers are always dealt with directly". Through their rich history, always with a focus on quality, Oreel has made a name for itself but Sytse keeps aiming higher. "Building your reputation never ends. You're only as good as your last shipment."

What's next? Sytse plans to continuously invest in the latest machinery as he believes it's a core factor to continued growth. The business has changed vastly since his forefathers supported the dairy industry many years ago. Despite this growth, Oreel has always managed to stay true to the hard-working, straightforward nature of the Frisian culture.