

## **Press Release**

### **From software developing to technical roll forming services**

#### **data M Software is now data M Sheet Metal Solutions**

**Valley. data M has been renamed, and the reason is rather simple: During more than two decades the company has changed a lot, and so has a great part of its business activity. The former company name did not precisely give evidence of what the company does and offers. So the management decided to rename the company.**

#### **The beginnings**

data M Sheet Metal Solutions GmbH's history began long before the actual founding of the company. Dipl.- Ing. Albert Sedlmaier, the founder of the company worked from 1982 until 1987 as a research engineer at the Technical University of Munich / Germany in the field of mechanical design, CAD/CAM and rollforming. On behalf of the Studiengesellschaft fuer Stahlanwendung/ Duesseldorf, Germany he worked and graduated on investigations concerning the subject roll forming (CAD/CAM, expert systems...). Co-founder Stefan Freitag graduated at the same University.

The results and developments in those days of research inspired the young engineers to found data M Software GmbH in June 1987 with the objective of developing mere software. At that time everyone was convinced that as much as possible in a production process should be automated. That was the mainstream trend in those days. Out of this work arose slowly the process simulation sector, but very soon the founders realised that the design software alone was not sufficient since the customers requested additional technical services. Consequently they in 1989 offered services and commenced design work themselves. This sector very soon became a business pillar of its own. Thus the engineers had an excellent tool at hand, which enabled them to also offer engineering solutions and controlling technology in addition to their manifold software solutions.

#### **data M expands its business**

R&D work is daily routine for the data M team. This routine established the reputation of the company as being a problem solver or, as Albert Sedlmaier comments with a smile, as trouble shooter. Companies from all over the world called for the Upper Bavarians and asked for their assistance. Very soon Sedlmaier realised the high potential, which derives from the internationalisation of his firm and its services. Consequently he and his co-founder Stefan Freitag began to look for distribution and engineering partners in Europe and overseas with whom they can market not only their software products but also their services. Goal of this expansion policy is to establish many so called "data M competence centres", in which the parent company holds the majority.

**data M Sheet Metal Solutions –  
a highly technical service centre**

So far data M delivered the feasibility studies and the tooling as well as the roll forming concept to its customers. These services will in future be added by a machine, which can produce prototypes of rolled sections. Not only on the basis of “flexible roll forming” or so-called “3D roll forming”, on which data M has been working for many years, the company in future will be in a position to offer its customers a complete concept consisting of theory and practical experience – from feasibility studies and the tooling concept as well as the rollforming concept to the prototype of the section.

**For further information contact:**

data M Sheet Metal Solutions GmbH  
Am Marschallfeld 17  
D-83626 Valley/Oberlaindern, Germany  
Tel: +49 8024 640-0  
[www.datam.de](http://www.datam.de)

**Press contact:**

STAHLnews Presse- und PR-Büro  
Schrieverspfad 15  
41516 Grevenbroich, Germany  
+49 2182 8869088  
[www.stahlnews.de](http://www.stahlnews.de)