

Industry News

Ellison Technologies, Inc. Appointed Exclusive U.S. Importer for ONA

The European builder, ONA, specializing in EDM technology, has named Ellison Technologies, Inc. as their exclusive U.S. importer responsible for sales, support and distribution.

ONA is a pioneer in EDM technology, developing its first die-sinking EDM in 1955. For the past 65 years, ONA has developed their own technology combining the expertise of applications and R&D&i. Today they offer quality EDM solutions, both wire and die-sinking EDM machines, along with customer-specific solutions.

“We are confident that our new partnership with Ellison will help U.S. customers to discover our full potential and capacity and will bring a new bright future for us,” said Javier Gonzalez, CEO of ONA.

As the U.S. importer, Ellison Technologies will provide existing and new ONA customers with enhanced local support, including sales and project management, engineering solutions, and national technical response centers for service and parts fulfillment.

“We are pleased to represent ONA EDM products in the U.S.,” said Graham Hooper, CEO of Ellison Technologies. “Much like Ellison, their mission is providing solutions that offer productivity and profitability for manufacturers through their advances in EDM technology.”



Absolute Machine Tools Announces Promotion of Nicole Conrad to CMO

Leading importer and distributor of CNC machine and automation equipment Absolute Machine Tools, Inc. recently promoted former sales and marketing coordinator Nicole Conrad to chief marketing officer. As CMO, she is responsible for developing Absolute’s marketing strategies and maintaining relationships with partners.

Conrad is looking forward to exceeding expectations in her new position and growing with Absolute. She shared, “I’ve been a part of nearly every department here, and it has definitely helped me become familiarized with the machines

and the industry as a whole. I learn something new every day, and that’s one of my favorite parts of this job.”

Conrad is currently pursuing her Master of Business degree at Kent State University, where she also earned her Bachelor of Business Administration degree Summa Cum Laude in 2020 with minors in Marketing and International Business. Conrad graduated from Lorain Community College in May of 2018 with an Associate of Arts degree in Entrepreneurship with honors.



Jason Smith Hired as National Sales Manager for Production Turning Products at Absolute Machine Tools, Inc.

Jason Smith has been hired as the new national sales manager for production turning products at Absolute Machine Tools, Inc., leading importer and distributor of CNC machine and automation equipment. Smith’s duties are primarily to build strong business relationships by meeting client needs.

“I’ve landed at a really great company,” said Smith. “Absolute offers resources dedicated to production turning. Other machine tool distributors offer solutions within that segment of the market, but Absolute Machine Tools separates itself from others by dedicating subject matter experts to service customers within that segment. “My goal is to use the resources at Absolute Machine Tools to provide exceptional customer service.” Smith plans to use his background in manufacturing engineering and technical sales to excel in his new position.

Prior to joining Absolute, Jason had spent 20 years in the machining industry, the majority of which was focused on production turning. He started with simple set up positions and soon became capable with a wide array of machining process.