JOIN.

voestalpine Böhler Welding
Reports 2018/2019

voestalpine Böhler Welding
www.voestalpine.com/welding
Join us!

With over 100 years experience, voestalpine Böhler Welding is the global top address for the daily challenges in the areas of joint welding, wear and corrosion protection as well as brazing.

A comprehensive product portfolio of welding and brazing consumables ensures our customers the right solution for their applications. And with individual consultation by our application technicians and welding engineers, we make sure that our customers master the most demanding welding challenges. Our customers can rely on that, today and in the future.

The interplay of reliability with continuous development identifies our company as well as our products and services.

This is also shown on the following pages where we would like to introduce ourselves and recommend our quality products and services as your partner of choice for joint welding, wear and corrosion protection as well as brazing.

On behalf of the editorial team
Thomas Platzer
CSO

Owner and publisher:
voestalpine Böhler Welding GmbH
Kerpelystraße 199, 8700 Leoben, Austria

Project leader:
Jutta Hackstock-Sabitzer
VP Global Communication & CRM

Text and graphics:
Reichl und Partner Werbeagentur GmbH

Printing:
Kontext Druckerei GmbH

Photos: unless otherwise indicated, voestalpine Böhler Welding
voestalpine Böhler Welding is a company of tradition, but also of the highest dynamics. The foundation was recently laid for the future. An interview with CEO Günter Neureiter.
Have dynamic developments characterized the company in recent years?

**Günter Neureiter:** Without doubt. We have focused our entire company on the future and on maximum customer benefit. Our group of companies has been part of voestalpine since 2007, which is now also expressed in our name. But we have done much more than change our name. voestalpine Böhler Welding was a – not least through acquisitions – greatly expanded group of many individual enterprises and brands. In 2013, we restructured our group of companies and merged the individual companies into three category brands.

How are the market and the customers reacting to the new structure?

**Günter Neureiter:** The clear orientation was accepted very positively. There is no longer “duplication”, for example, products with the same properties and approvals appearing in several countries under different names. Especially globally operating customers greatly have welcomed this simple, clear structure. All over the world, voestalpine Böhler Welding can be relied upon to supply products based on European engineering with both high quality and availability.

What are the category brands and what benefits do they offer customers?

**Günter Neureiter:** voestalpine Böhler Welding has the broadest product portfolio in welding and brazing consumables that is currently available from a single source. We have focused our entire portfolio in three category brands, which we offer uniformly worldwide: Böhler Welding for joint welding, UTP Maintenance for maintenance, repair and cladding, and Fontargen Brazing for all brazing applications. We provide quick orientation for our customers with this clear focus on applications. Our customers benefit from a transparent product structure as well as from professional partners with the highest know-how.

Are there changes in product descriptions and approvals?

**Günter Neureiter:** The products and their descriptions, as well as approvals, certifications or procedure descriptions remain unchanged. The customer-oriented structure is expressed by our new packaging designs.

But there are more reasons to partner with voestalpine Böhler Welding. Could “You’ll never weld alone” be a guiding principle?

**Günter Neureiter:** Yes. We are always near our customers anywhere in the world! We see ourselves primarily as the partner for industries with high demands and complex applications. In addition to our large product portfolio, we also offer the greatest know-how in metallurgy and application technology. That is how we support our customers. They can always be sure to get the best solution for their requirements. Know-how and partnership are thus additional factors that distinguish us from other welding consumables suppliers.
**Günter Neureiter:** Though the sentence is frequently overused, our employees are our most important asset. We foster a culture of appreciation, support our employees, and try to encourage them to commit themselves to the company. Because I am convinced: Only satisfied and well trained employees can provide first class service.

How is the world of welding consumables developing and what role will voestalpine Böhler Welding play?

**Günter Neureiter:** On one hand, automation will continue to move forward. For us, this means further developing our good position in wire. There will still be niches in addition to automation. There will be new materials requiring new developments in welding consumables. Here we are one of the few providers globally that invest intensively in developments in highly specialized niche segments. Based on our metallurgical and application know-how, we will continue to profile ourselves as a professional partner for “high demanding industries”. Here, naturally, our membership in voestalpine is advantageous. We can develop new steel solutions and their optimum welding accessories almost in parallel and bring them to market in one company. Combined: We cover everything as the specialist for welding consumables. We have the proven welding consumables and are in the lead in new developments.
We are the partner for the ever more important sector of robotic welding. To increase the productivity of our customers, we develop and produce solid wires for the highest performance.”

Is that also being expressed in the central credo “Join”?

Günter Neureiter: “Join” is the central credo of voestalpine Böhler Welding. First, our products join materials. Second, by belonging to the voestalpine Group – the leading steel-based technology and industrial goods group – we join welding and steel know-how like no other supplier. Thus “Join” has an important human dimension for us. As a company, we are intensively linked with our customers and employees. Reliable, long-lasting partnerships characterize us.

What are the business objectives for the near future?

Günter Neureiter: We have an ambitious vision. By 2020, we want to be among the top three providers worldwide, in which we are striving for the number one position in the sector of medium to high alloy consumables through absolute customer and solution orientation.

Products and services in 3 category brands

Maintenance, repair, surface, and corrosion protection

Joint welding

Brazing

voestalpine Böhler Welding

Fontargen Brazing

UTP Maintenance
We offer the best metallurgical know-how for the welding applications of our customers – that is our main customer promise. It determines our thoughts and actions and is our daily incentive.

The basis for our customer-oriented strategy is our industry-leading expertise in combination with a strong network of internal cooperation and our efficient worldwide corporate organization. We focus on our own development of welding consumables for joint welding, wear and corrosion protection, as well as for brazing products. Our customers need to be certain that they have the best partner with voestalpine Böhler Welding – for the full 100%.

You only make really well what you make with 100% passion. We support our customers comprehensively, not just in finding a solution, but also in finding the best solution for their daily challenges.
Focus: Customer First

Absolute customer orientation is our guiding principle. Specifically, this means: Our company, all employees, business processes, and products are designed to bring our customers maximum benefit.

100 percent Customer first

We see it as our task to be the solution provider of first choice for demanding welding challenges – with the best advice, best products, and services. We ensure the selection of the appropriate joining, wear & corrosion protection, and brazing products and their correct application and develop matching products for special requirements in cooperation with and for our partners.

Concentration on consumables

Our entire company is 100% dedicated to joining, wear & corrosion protection, and brazing products and offers a complete alloy portfolio. Whether a standard application, or the most challenging task – we have the solution for any type of challenge.

In-house developed products

We know the chemical composition and the mechanical properties precisely because we have trust in the products that we develop and manufacture ourselves in our 12 production sites around the globe. The entire value chain is in our hands and under our control. This also ensures the highest quality.
INSIDE

People Make Success
Knowledge creates the competitive edge. As a cross-linked and cross-linking service platform, the Welding Academy has only one goal: Anyone who takes on the challenge receives the greatest possible benefits.

Welding Academy

The Welding Academy of voestalpine Böhler Welding is an industry-recognized institution. Employees, customers, and supplier partners find the best way to acquire professional know-how here. Based on its unique metallurgical know-how, voestalpine Böhler Welding brings them together and gives them knowledge. A variety of technical courses is on the agenda. Practice and success-oriented, they are precisely tailored to the needs of the respective target groups and areas of responsibility.

Experience & excellence

We are a responsible partner on whom you can rely, now and in the future. This is based on our excellent employees. Our best-trained staff, with their know-how and personal commitment, ensure the long term success of our company and our customers. We work together closely as a team, exchanging our knowledge across all borders and can thus always provide our customers with the best solution. Exceeding our customers’ expectations is our standard. Like our products, our business relations are characterized by durability and longevity.

Gerhard Posch, Vice President Welding Academy

“Industry-leading metallurgical and application know-how sets us apart. We share this knowledge with our customers.”

If you stand still, you are already outdated. We must continue to develop our products and services. The pursuit of excellence is our goal. Only then can we, in turn, provide our customers with excellent service.

Our best-trained staff, with their know-how and personal commitment, ensure the long term success of our company and our customers. We work together closely as a team, exchanging our knowledge across all borders and can thus always provide our customers with the best solution. Exceeding our customers’ expectations is our standard. Like our products, our business relations are characterized by durability and longevity.
Product and technology consulting

Our experts provide advice on which filler metal is best for the base material of our customers and with which welding consumables the specified technical values are guaranteed. They are always available to advise if the question arises whether the technical requirements of the base material are met by the weld. Technical feasibility and economic efficiency are checked for each product offering. Our customers receive a both technically and economically sound solution in the written quotation.

On-site support

Our suitcase is always packed! Not every problem can be solved from a distance. Our experts are quickly on the spot worldwide. But it’s not just about what is being welded, but also how to weld - with the existing equipment. Therefore, we also provide on-site individual product and welding training for the professional staff of our customers.
ON-SITE

Application Services
Innovation Meets Service

Research and development at voestalpine Böhler Welding has one goal: the highest benefits for the customer. We are therefore breaking new ground, both in the global-regional organization of research and development, as well as in service offerings for our customers.
Research and innovation

Our developments are oriented toward market requirements. This gives our customers advantage in tomorrow’s competition.

RECENT INNOVATIONS

<table>
<thead>
<tr>
<th>alform® welding system</th>
<th>The world’s first coordinated system of steel and welding consumables for high-strength and ultra-high strength welded construction.</th>
</tr>
</thead>
<tbody>
<tr>
<td>UTPperform</td>
<td>The practical system made of mobile welding equipment and preselected electrodes for absolutely independent welding at any site.</td>
</tr>
</tbody>
</table>

Laboratory expertise

Customers and businesses profit from the services of approved laboratories. Quality assurance and the testing as well as development of new welding consumables must be performed in approved laboratories. voestalpine Böhler Welding has welding laboratories, chemical laboratories, and material testing laboratories that provide their services to external customers. With its well-trained employees and modern equipment, they are the reliable partner for a wide range of experiments and precision results. The wide-ranging expertise of the laboratories is also confirmed by the regular successful participation in international round robin tests.

Application technology centers

Transmission of customer-oriented know-how and technical support worldwide.

From Suzhou to Houston – all production facilities and larger sales offices have their own application center. They are research and training facilities for customers, dealers, and employees. Customers receive support here in optimizing their individual challenges in voestalpine Böhler Welding’s fields of expertise: joint welding, wear and corrosion protection as well as brazing.
Lasting Connections
Enduring connections of the highest quality
Do you have a welding job? We have the solution – with a worldwide unique product portfolio.

Klaus Blome, Vice President Global Product Management

Unifying partnerships

The most demanding industries trust in the corrosion-resistant, creep resistant, and high-temperature resistant welding consumables. So on the one hand, the motto “Lasting Connections” refers to the high-quality welds with Böhler Welding products and on the other hand, to the sustainable long-term partnerships with customers.

2,000 reasons for Böhler Welding

The Böhler Welding brand unites more than 2,000 products in a globally unique portfolio for joint welding in all common arc welding processes, in which the extensive range is continually adapted to the current specification of industries. The special focus is on medium- to high-alloyed material grades.

PORTFOLIO

Coated stick electrodes
Solid rods
Solid wires
Cored wire
SAW solid wires and fluxes
Finishing chemicals
weldCare – all-round protection
Automation
Tailor-Made Protectivity™
Welding consumables for repairs, wear and corrosion protection.

utm maintenance by voestalpine
Double benefit

With decades of industry experience, application know-how, and a comprehensive product portfolio, UTP Maintenance ensures greater productivity, protection, service life, and performance of machinery and equipment. UTP Maintenance guarantees the ideal combination of protection and productivity. The combination of these two concepts is the core benefit of UTP Maintenance: Protectivity.

Comprehensive portfolio

The portfolio of over 600 products is constantly adapted to an international clientele and different market requirements, taking into account the highest quality standards. UTP Maintenance provides innovative and customized filler metals for non-alloyed and fine grain steels, low-alloyed steels, stainless steels, acid and heat resistant steels, nickel-based alloys, cast iron, copper and copper alloys, manganese steels, tool steels, and cobalt steels.

“Our individual solutions have one thing in common: They ensure our customers greater cost effectiveness.”

Siegbert Hafenscherer, Vice President Business Unit Maintenance & Cladding
In-depth Know-how
for all forms of brazing
Brazing is experience

Brazing is not a theoretical science, brazing is practice and experience. For the best brazing result, it is crucial to have insight into the processes and to understand them. Empirically-based solutions and findings from numerous applications form the expertise of Fontargen Brazing.

Proven products with German technology

Exemplary application or process consulting and a high-quality portfolio, based on German technology, make Fontargen Brazing the internationally sought-after partner in the focus industries:

- Automotive body – with specific solutions for qualified requirements with respect to tensile strength, surface coating, and sheet thicknesses.
- Automotive engine construction – with solder paste on copper and nickel base, which are adapted to the respective gap and the process parameters.
- HVAC & R – with high-quality brazing consumables.
- Tooling – with solders and brazing technology for the brazing of carbide and diamond tools.

“We share our experience of over 50 years and an additional 300 new projects each year with our customers.”

Steffen Merten, Head of Sales Fontargen Brazing

PORTFOLIO

- Bare and coated silver rods and wires
- Flux
- Copper-phosphorus rods and wires
- Copper and aluminum wires
- Copper, tin, silver, and nickel solder paste
- Solder preforms
- Solder foils

“We share our experience of over 50 years and an additional 300 new projects each year with our customers.”

Steffen Merten, Head of Sales Fontargen Brazing
1,000 times closer to our customers. Worldwide

With more than 1,000 selected merchant partners, we are directly on site worldwide — and wherever our customers need us. voestalpine Böhler Welding merchant partners attend to the needs of a broad spectrum of customers in specific market segments and regions which are not directly served by voestalpine Böhler Welding.

Comprehensive distributors program

With premium products and premium support, voestalpine Böhler Welding is a sought-after, reliable partner for distributors. Both distributors as well as customers profit from the high engagement.

Personal. Local

Our distributors know their local markets and customers. They supply the voestalpine Böhler Welding product program with their specialized knowledge and – with the support of voestalpine Böhler welding – offer strong services from product demonstrations to on-site consulting. voestalpine Böhler Welding application technicians are available to the distributors without restriction.

Excellent. Powerful

The distributors provide high performance and quality of service to their customers. This is documented by voestalpine Böhler Welding awards for excellence as a Silver, Gold, and Platinum partner.

“voestalpine Böhler Welding and its distributors have a common goal: to always guarantee our customers the best solution.”

Otto Schuster, Senior Vice President Distribution Management
Specialist in Demanding Industries

Worldwide customers speak favorably about voestalpine Böhler Welding as this excerpt of statements shows:

“The solution for each application”

“Quality and individuality in wire”

“What we order is delivered quickly”

“voestalpine Böhler Welding was already a partner when started. And I’ve been in the business for 30 years”

“The greatest cladding experience”

We concentrate on industries with high technical requirements. To do this, we have experts for the various industries who are available as a contact partner.

Our focus industries are: oil and gas, pipeline, chemical, power generation, transportation, automotive, steel-making, cement, mining, earthmoving, food & agriculture, HVAC, tooling. Our products have all relevant certifications and approvals.
“Technicians are quickly here and at the construction sites”

“Rapid, uncomplicated support”

“We even work together with R & D”

“Top for high-strength welding consumables”

“100% reliable”

“Individual solutions for our plants in corrosive climate zones”

More current references and statements can be found here.

CERTIFICATIONS AND APPROVALS (AN EXCERPT):

Snamprogetti, Gaz de France, VNIIST, ABS, Bureau Veritas, DNV, TÜV, GAZPROM, Germanischer Lloyd, Seproz, ÖBB, DB, KTA 1408, AREVA, CWB, STATOIL, Lloyd’s Register, HAKC, RINA, ASME.
The first choice for welding consumables
On 4 continents.

With our company’s network of 43 locations in over 25 countries, we are a customer-oriented partner with an international presence. We are known worldwide for European quality standards and with our 14 global production facilities, guarantee that our customers always and everywhere receive the same consistent high quality.
JOIN | voestalpine Böhler Welding reports

TURKEY
voestalpine Böhler Welding Group GmbH
Küçükçekmece Mah. Dedeboyu Cad. No:3A
Brandunum AVYM R5 Blok K:13 D:79
34750 Istanbul
+90 216 5261616

ASIA
CHINA
voestalpine Böhler Welding (China) Co., Ltd.
121 Xingpu Road, Suzhou Industrial Park
215126 Suzhou
+86 512 6763 1288

voestalpine Böhler Welding Trading (Shanghai) Co., Ltd.
Room 408, Block M, Waterfront Place, No. 10
Lane 168 Daduhe Road
200062 Shanghai
+86 21 6228 8080

INDIA
voestalpine Böhler Welding India Private Limited
B-206, Universal Business Park
Chandivali Farm Road
Off Sakinaka, Charkop, Mumbai 400 072
+91 22 4228 4400

voestalpine Böhler Welding India Technology Private Limited
Office No. 201D, 1nd Floor, D-21, Corporate Park, Sector-21, Near Dwarka Sector-8 Metro Station
110075 Dwarka, New Delhi, India
+91 11 65363100

INDONESIA
PT. voestalpine Böhler Welding Asia Pacific
Jl. Industri Selatan 2 Blok J1 No. 7-10
Kawasan Industri Jababeka
Cikarang Selatan
17530 Bekasi
+62 21 8937572

SINGAPORE
voestalpine Böhler Welding
Asia Pacific Pte Ltd
8 Boon Lay Way, #10-05
TradeHub 21
609964 Singapore
+65 6896 9780

MIDDLE EAST
UAE
voestalpine Böhler Welding Middle East FZE
Showroom No. 53A25R04
Jebel Ali Free Zone – South
P.O. Box 26 28 40 Dubai
+971 4 887 07 04

CANADA
voestalpine Böhler Welding Canada Ltd.
1745 Meyerside Dr., Units 1-3
Mississauga, ON L5T 1C6
+1 905 564 0589

USA
voestalpine Böhler Welding USA, Inc.
1601 Gillingham Lane, Suite #110
Sugar Land, Texas 77478
+1 281 499 1212

MEXICO
voestalpine Böhler Welding
Mexico S.A. de C.V.
Avenida Henry Ford 16
Fraccionamiento Industrial San Nicolás
54030 Tlalnepantla de Baz
Mexico State
+52 55 5321 3070

AMERICA
BRAZIL
voestalpine Böhler Welding Saldas do Brasil Ltda.
Rua Amaldo Magnicarco, 371
04691-060 São Paulo
+55 11 5694 8377