

## “The foundry industry is a key sector for us”

The Winoa Group, formerly Wheelabrator Allevard, based in the French city of Les Cheylas is world-wide one of the largest abrasives producers. A quarter of its sales goes to foundries throughout the world. Winoa-CEO Yves Barraquand spoke to CP+T International about the reasons for changing the company name, on the product range and the future challenges facing his company

**Mr. Barraquand, at the GIFA fair 2011 in Düsseldorf your company renamed itself from Wheelabrator Allevard to Winoa. Why did you do this and was it a good decision for your business?**

We wanted to have a new name for 2 principal reasons:

» The name “Wheelabrator” belonged to the equipment manufacturing company. So we could not use it as a brand.

» For our employees, we wished to enhance the pride of belonging to a growing and innovative group.

The timing was also perfect with the celebration of our 50th anniversa-



Yves Barraquand, a graduate of France's prestigious Ecole Polytechnique and Ecole des Mines, was appointed as head of the Winoa Group in 2003 (Photo: Winoa)

ry and the launch of the new name Winoa!

After some time now, the decision appears to be a very good one, as we are increasing our intimacy with our customers and the rhythm of innovations.

**The foundry industry represents the main outlet of the metallic abrasives industry. Which abrasives do you offer for iron and non-ferrous foundries and for what applications are they used?**

The foundry is indeed for us a key sector with 25% of the total metallic abrasives applications. The main applications are road transportation and equipments goods. In foundry, our key product is our Premium HPG, with also our standard shots and grits, according to the customer's needs.

Regarding the non ferrous foundries, our key product is our Premium Stelux, as well as our standard shots and grits. These Premium products, under our worldwide best-in class brand W Abrasives, are fully integrated in our so called Value approach to reduce the blasting cost of our customers.

**A new generation of shot-blasting machines with very high speed wheels and greatly enhanced productivity will probably trigger a surge in low carbon shot and cut wire usage as they sustain far better than their high carbon counterparts the stress due to high velocity wheel machines. Winoa is supplying high carbon particles. How will your company react on this development?**

We do not believe low carbon has a bright future; high carbon with its versatility and ability to mix shots and grits offers much more flexibility to our customers. The global trend in abrasives is more grit products and finer products. Moreover, we are working on the measurement of machine wear and will very soon propose the best W Abrasives practices and solutions.

**How do you expect the foundry business of metal abrasive companies will develop in the next years?**

We notice a growing trend in new light alloys. Hence we team up with all our foundry customers by developing new easy-to-use, economical and ecological solutions. To take one example, with regard to cleanliness, our high carbon solutions provide optimum results, even when complex shapes are involved, thanks to the high energy transmitted and the high rebound. In addition, with regard to roughness, even the smallest particles have enough energy to impact the surface, providing a higher number of peaks and ensuring optimum adhesion of the coating.

Winoa is developing a new product range for its foundry customers aimed at ensuring overall cost reductions.

[www.winoagroup.com](http://www.winoagroup.com)

**WACost**  
YOUR BLASTING COST REDUCTION

Bullets for cost killers.



**Want to save money ?**  
WACost is the right solution for cost killers who want to **definitively reduce** their blasting costs.



Discover more about the benefits of our new solutions and find your local W Abrasives contact on [wabrasives.com/WACost.html](http://wabrasives.com/WACost.html)



[wabrasives.com](http://wabrasives.com)



**W Abrasives**  
your day to day partner