



Paris, October 3, 2018

**WINOA INAUGURATES THE MOST MODERN AND EFFICIENT
STEEL SHOT INDUSTRIAL PLANT IN THE WORLD
IN BALMASEDA (Spain)**

October 3, 2018. The Winoa group is world leader in metal abrasives with 11 industrial plants in the world. It is a French company headquartered in the Isère region. Today, with an investment of more than 20 million euros, Winoa is inaugurating its new industrial plant in Spain, on the outskirts of the Biscayan town of Balmaseda. This plant is now the most modern in its field.

The factory covers an area of 30,000 m². Four inter-connected buildings have been erected to improve the distribution and communication in the production processes. It has induction furnaces, heat treatment furnaces, grinding stations and conveyor belts for storage and packaging. In addition, auxiliary installations use cutting-edge technology for water usage control and air treatment.

“The plant is completely automated and centrally controlled to ensure that only the very best quality metal abrasives are produced in an efficient and flexible manner. Thanks to these new installations, we are better able to adapt to the varying needs of our customers and to specialize in “Premium” products”, emphasizes Luis Resusta, MD of Winoa Iberica.

Sustainable shot production for a global market

The use of steel abrasives for surface treatment is essential in almost all industries: automotive, steel, renewable energies, rail and sea transport, aeronautical and construction, to mention only the main ones.

The plant in Balmaseda relies on the very latest production techniques in order to reduce its environmental footprint: a dual purification system to guarantee a clean environment inside and outside the plant; heat recovery equipment; smart sensors and a water treatment plant meeting the highest standards of efficiency.

About the Winoa Group

The Winoa Group is world leader in its field thanks to its 10,000 customers in 120 different countries who trust the company. To maintain its position as market leader, it aims to constantly renew its products and its services that are provided by technical experts and its 6 Test and Research centers.

“This new factory is an excellent example of our four strategic pillars: by offering the highest standards in terms of safety and environment, it contributes to making us a company of choice. Thanks to our ultra-modern equipment, this factory will enable us to optimize our operational efficiency, which will guarantee our competitiveness, ensuring that we stay ahead of market trends. And finally, by focusing its operations on Premium products and new industrial applications, it strengthens our position as a privileged partner in terms of customer services for surface preparation”, highlights Pierre Escolier, CEO of the Winoa Group.

The Winoa group has 1,000 collaborators, 11 industrial plants, 80 sales offices and warehouses in 30 countries.