



WHEELABRATOR ALLEVARD: PREMIUM COMPANY, PREMIUM SOLUTIONS



>>> W ABRASIVES, YOUR KEY SUCCESS FACTOR

AT WHEELABRATOR ALLEVARD, WE PRIDE OURSELVES ON BEING MORE THAN JUST A PRODUCT SUPPLIER. WE ARE A PREMIUM COMPANY GUARANTEEING INNOVATION AND ADDED VALUE FOR OUR CUSTOMERS. TO THAT END, WE HAVE DEVELOPED A FULL RANGE OF PREMIUM PRODUCTS TOGETHER WITH A PREMIUM SERVICE APPROACH. THIS CONCEPT IS SUPPORTED BY OUR VALUE TEAM - A WINNING COMBINATION THAT ENABLES CLIENTS TO REACH NEW HEIGHTS.

THE PREMIUM APPROACH: ADDING VALUE FOR OUR CUSTOMERS

Many people dismiss shot and grit blasting as “traditional” processes. However, when handled correctly, these actions can be turned into an opportunity for real value creation. That’s why Wheelabrator Allevard’s Premium approach helps customers generate maximum results.

Shot and grit blasting may seem like old news to many manufacturers. But when these processes are not done properly, they can immediately turn into costly procedures. Poor surface treatment shortens the life-span should be life span, good quality abrasives can be wasted, and the blasted profile may not pass quality control tests.

Wheelabrator Allevard developed the Premium approach for all of these reasons. Working hand-in-hand with customers, our skilled sales teams show how shot and grit blasting can be turned into a value creation step for surface performance enhancement. Our objective is to add value to the blasting process through a global method, innovative solutions, and an all-inclusive package. With the Premium approach, we go beyond the typical role of a product supplier to a solution provider with a value proposition.

Premium – A Dedicated Approach

The Premium approach is a pillar of the Wheelabrator Allevard's philosophy. It's an exclusive combination of a Premium Product ensuring better performance than standard products and a Premium Service to guarantee

their optimum use. This value-added formula means improved quality and cost for our customers.

Our Premium products target four of the major traditional applications of steel abrasive. Should be steel abrasives. Continuous research and development work involving our Research Center, Test Centers and partner customers ensures regular expansion of this range of products, which covers a new segment each year.

Premium Steel Abrasives

The value proposition starts with high-quality abrasives developed for the specific needs of our customers. At Wheelabrator Allevard, we believe that every customer is unique. We understand that your applications require much more than a standard product offer – which cannot answer the challenges of different industries.

Our high-performance blasting media are designed and developed to offer effective, innovative product solutions for meeting new material and surface requirements. The Premium Steel Abrasive range is the outcome of our years of expertise and continuous innovation.

THE PREMIUM STEEL ABRASIVE RANGE INCLUDES:

- > Profilium
- > ProWheelium
- > HPG
- > Stainium
- > Stelux
- > Granitium

THE PREMIUM APPROACH: SUCCESS IN 7 STAGES

Here's how the Premium approach works for you:

1. Checking and upgrading equipment
2. Cost reduction offer: assessment of potential advantages, common objective, agreement on prices
3. Testing at a Test Center: validation of the results, parameter adjustment
4. Launching of the industrial test phase: regular monitoring by a technical expert
5. Training on site: guarantee of successful project implementation and shared objectives
6. Monthly evaluation: monitoring, refining, confirmation of partnership and customer's commitment
7. Assessment of industrial test: evaluation of real benefits, confirmation of expected improvements, extension to other installations, etc.

Discover more about our Premium ranges and services in the rest of this newsletter!

>>> PREMIUM PRODUCTS...

SUPERIOR PERFORMANCE, SUPERIOR VALUE

Discover the value our premium products bring to abrasive blasting processes.



PROFILIUM

Specifically designed for air blasting surface preparation, Profilium provides improved and accelerated surface cleanliness. At the same time, this Premium product ensures improved coating adhesion and optimum paint consumption – all while boosting productivity and reducing costs. Tested by top global players in the marine industry, our product outperformed expectations in terms of blast efficiency, surface roughness and paint consumption. www.profilium-grit.com



PROWHEELIUM

A premium product for wheel blasting, ProWheelium is specially developed for sharp surface profile preparation before coating, painting, enameling and metalizing. Customers cite advantages such as better profile consistency as well as 30% less abrasive consumption and 20% less blasting machine wear. www.prowheelium.com



HPG (HIGH PERFORMANCE GRIT)

HPG is tailor-made to improve shot blasting performance in foundry applications. It works faster and longer with an unrivalled capacity for removing contaminants, achieving a brighter aspect. Customers gain a considerable reduction in terms of blasting cycle time, abrasive flow and throwing speed – all of which saves energy and wear on equipment. www.hpgrit.com



STAINIUM

Stainium provides optimum performance in descaling stainless steel sheets. Stainium is the stainless steel producers' product of choice as it improves both the quality of blasted surface and the efficiency of mechanical descaling process. Customers give testimonials about the accelerated line speed and increased productivity after switching to Stainium. www.stainium.com



STELUX

The newest member of Premium family, Stelux is developed for the cleaning, preparation and finishing of non-ferrous metals, stainless steel castings and forgings, as well as granite and marble. Stelux offers a truly ecological alternative to other surface treatment solutions. What's more, it's fully recyclable and respects even the most stringent health and safety regulations. www.stelux-shot.com



GRANITIUM

Granitium is a range of steel abrasives specially developed to provide optimum performance in granite cutting. This combination of product and service ensures the best results from the granite cutting operation – and gives the customer real added value. www.granitium.com

SUCCESS STORY

SOLUTIONS FOR SUCCESS: THE PREMIUM HPG RANGE

The foundry industry in the United States knew Wheelabrator Allevard was the natural choice for abrasive solutions when the company rolled out its new HPG (High Performance Grit) range. These superior products, paired with WA's Premium concept, provided a powerful combination of high-tech efficiency and value-added customer service. Two of the US's most important foundries benefited from unparalleled technical expertise and exceptional service when WA introduced its Premium HPG range, a line created for the de-sanding of engine blocks, brake discs, HGV rear axles, pump bodies, flues, and roadway accessories.



Specially designed products

Specially developed for the foundry application of materials, Premium HPG solves the problem of the large quantities of grit required for blasting molded parts. With this new range, customers can reduce their blasting times as well as prices, without compromising quality. Premium HPG products address four key customer needs:

- Optimum performance in terms of working life and de-sanding efficiency
- Improved cleanliness and appearance of blasted surfaces
- Reduction of abrasive consumption

The Premium approach

But high-performance products are only one part of the

solution. Craig Wallbank, a key member of the VALUE team at Group Wheelabrator Allevard, notes that each customer is unique – and deserves a tailor-made service. "We stay in tune with our clients," he explains. "Thanks to our Premium approach, we're able to sense unmet needs, and then apply our technology and knowledge to bring added value to their blasting processes." And that was the factor that made a difference for the foundries. The results? In terms of cleanliness, the de-sanding level is at least the same as before with 10% less amps, meaning 10% less abrasive is thrown. In addition, the foundries observed a 30% in abrasive consumption. The successes in the US foundry industry prove that Wheelabrator Allevard goes far beyond traditional abrasive manufacturing with cutting-edge products and a dedication to customer value creation.



COMING SOON! PROFILUM PRO23

**A CUTTING-EDGE
SOLUTION FOR THE WIND
TURBINE MARKET**

Introducing the latest addition to Wheelabrator Allevard's range of Profilium Premium products – **Profilium PRO23**. This new special size completes WA's dedicated offer designed specifically for the wind turbine market – the answer to ALL of the industry's stringent requirements. This premium grit reaches high roughness levels with a ready-to-use operating mix that enables optimum performance in air blasting operations. What do customers gain with the Profilium range products?

Process cost optimization

- Lower abrasive consumption, which means less industrial waste
- Lower paint consumption, thanks to optimum combination of profile depth and peak density

Increased productivity

- Highest productivity compared to all other blasting media

Improved working conditions

- Lower dust emissions protects operators
- The interface between the blasting surface and coating is preserved

Discover more about what Profilium PRO23 can do for you from your local WA sales representative and WALUE team member!

Find out more about Profilium PRO23 at www.profilium-grit.com

WHEELABRATOR ALLEVARD'S EXPERTISE

Wheelabrator Allevard is a global leader in abrasive processes. The proof is in our centers of excellence: WA's exclusive **WALUE** (Wheelabrator Allevard Leading Unit for Expertise) team and **WASI** (Wheelabrator Allevard Stone Institute). These complementary organizations provide customers with the best service on the market. Whether it's offering on-the-ground technical support with **WALUE** or sharing state-of-the-art stonecutting techniques at **WASI**, the experts at Wheelabrator Allevard help customers grow their businesses.



WALUE: TAKING VALUE FURTHER

WA takes your success seriously. That's why the **WALUE** team – Wheelabrator Allevard Leading Unit for Expertise – is behind our customers every step of the way.

Wheelabrator Allevard knows that there's more to abrasive processes than just products. Our 23 on-the-ground technicians take our value proposition further. Their mission? To provide customers worldwide with unique services designed to improve productivity and reduce costs – all while sharing knowledge and expertise. What's more, the **WALUE** team goes beyond customer support – our skilled technicians also leverage their in-depth customer knowledge to create new, innovative solutions.

The **WALUE** team offers clients the opportunity to:

- benefit from on-site technical expertise to identify improvement opportunities
- access WA's trial centers to optimize processes by safely testing the benefits of our products and recommendations
- train their staff in their plants or in our training centers
- calculate actual blasting costs and reductions
- validate processes requiring precise specifications (shot peening, surface preparation)

WALUE services address all of the WA Group's clients (foundry, shipyard, stainless steel, pre-painting surface preparation, shot peening) and their blasting processes (turbine, compressed air). By partnering with a world leader, our customers have turned basic abrasive processes into new opportunities for success.



WA STONE INSTITUTE: TARGETED TRAININGS

Based in Pognano, Italy, the **WA Stone Institute** is an international center of excellence for stone cutting. Our one-of-a-kind institute trains and advises customers from across the globe.

Wheelabrator Allevard is the only manufacturer in the world able to provide its customers with both gang saw and multiwire technologies. The **WA Stone Institute** leverages on this market-leading position to objectively advise customers on the best technology, as well as find solutions to optimize the cutting process. Clients benefit from all of Wheelabrator Allevard's expertise and know-how in one location.

On March 2nd – 4th, 2010, seven managers from India and Turkey took part in a three-day training to strengthen their knowledge of stone cutting methods. Participants deepened their understanding of gang saw and steel grit production with an in-depth look at everything from quality aspects to marketing tools. In addition, managers discovered multiwires technology via an overview of the diamond bead process as well as potential problems and solutions for machine operators. It wasn't just about theory, however – participants also observed a multiwires machine in action, gaining valuable practical experience.

The sessions were complemented by open discussions about the worldwide extraction market, importation/exportation trade flows by country, the evolution of sawing technologies, and sawing costs. Unanimous positive feedback from participants proves that the **WA Stone Institute** is fulfilling its promise as a center of excellence.



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