



# W NEWS

JANUARY/FEBRUARY 2009 - N° 3



W Abrasives®  
your key success factor

## WHEELABRATOR ALLEVARD ASSISTS ITS CUSTOMERS AND INAUGURATES...



>>> W ABRASIVES, YOUR KEY SUCCESS FACTOR

## ...THE WA STONE INSTITUTE



**THE ONLY PLACE IN THE WORLD  
DEDICATED TO STONE CUTTING**

The WA Stone Institute, a test, consultancy, training and promotion centre, brings together all Wheelabrator Allevard's expertise and know-how in the field of stone cutting in a single place. It is located at Pognano in Italy and offers services to international customers seeking information on stone-cutting technologies and the dynamics of the market.

### Unrivalled skills

As the world's only manufacturer offering both gang saw + abrasive and multiwire machine technologies, Wheelabrator Allevard occupies a unique position on this market. It is therefore unrivalled when it comes to providing concrete, reliable and objective advice on the best technology available, whatever the customer's requirements.

### Leading-edge services

The WA Stone Institute draws on Wheelabrator Allevard's knowledge and skills network to provide extremely high-quality advice and training programmes.

Its main role is to offer the group's customers all the information they need to optimise their cutting processes, in terms of both costs and production capacity, thanks to its test centre and an exclusive facility, WA Simulator.

In addition to these purely technical aspects, the WA Stone Institute was also created to assist the profession in anticipating major trends in the market, which Wheelabrator Allevard monitors and analyses on a continuous basis.

### Thirteen modular training courses

The WA Stone Institute offer training courses on current stone-cutting markets and technologies. To date, a "Manager" programme, consisting of three basic modules, is already operational:

- The dynamics of the stone-cutting market and trends in the construction market.
- General presentation of stone-cutting technologies.
- WA Stone Cutting Simulator.

Beginning in April 2009, a new programme on customised cutting will be available for managers. This will be a more advanced course, including the three previous modules plus technical training on stone-cutting technologies.

## IN BRIEF

### WA STONE INSTITUTE LAUNCHED AT VERONA FAIR

Wheelabrator Allevard officially presented the WA Stone Institute at the 43rd Marmomacc exhibition held in Verona from 2 to 5 October 2008. Marmomacc is the international exhibition of stone design and technology and last year drew nearly 500 exhibitors and 65,000 visitors from 110 different countries.



# >>> 3 QUESTIONS FOR...

## THIERRY PARAT

### GROUP MARKETING STUDIES MANAGER AND HEAD OF THE WA STONE INSTITUTE

*What are the specific features of the courses offered at the WA Stone Institute?*

*T.P.: We are aiming at entrepreneurs who have little time to devote to training. We have therefore designed courses that are short and easy to adjust to the customer's needs. In half a day, the boss of a small to medium firm can gain a complete overview of his market in strategic, technical and economic terms. At the same time, we are thinking about increasingly specialised courses that should be ready by mid-2009.*

***“We have therefore designed courses that are short and easy to adjust to the customer's needs”***

*The WA Stone Institute has a facility called WA Simulator. What is it exactly?*

*T.P.: It's a configurator for comparing cutting costs in relation to 15 different parameters. The user enters the*

*size of the block, the thickness of the slice to be cut, the hardness class of the granite, the cutting technology used (abrasive gangsaw or multiwire machine) and the program then calculates the number of square metres that can be cut each month in optimum technical operating conditions. It also provides the associated fixed and variable costs.*

***“Demonstrations can be organised in the WA Stone Institute premises but also on site”***

*A sensitivity test can also be run on the parameters to determine which of them can be optimised in order to improve productivity. With this program, the customer can thus measure his performance in relation to "best in class" operation and adjust the parameters to optimise his production and costs. Only our salespeople are authorised to use this program. Demonstrations can be organised in the WA Stone Institute premises but also on site at the customer's request.*

*Why choose Italy for the WA Stone Institute?*

*T.P.: Pognano, near Bergamo, is located in one of the world's leading areas for stone cutting. But the geographical location should be seen in perspective. Wheelabrator Allevard always opts for the most efficient means of communication, in particular via the Internet. In actual fact, there is a "virtual" WA Stone Institute that can be accessed wherever our customers are located, and certain training modules can therefore be downloaded anywhere in the world by using a password.*

***“Wheelabrator Allevard always opts for the most efficient means of communication”***

For further information:

contact [stone.institute@whellebratorallevard.com](mailto:stone.institute@whellebratorallevard.com)

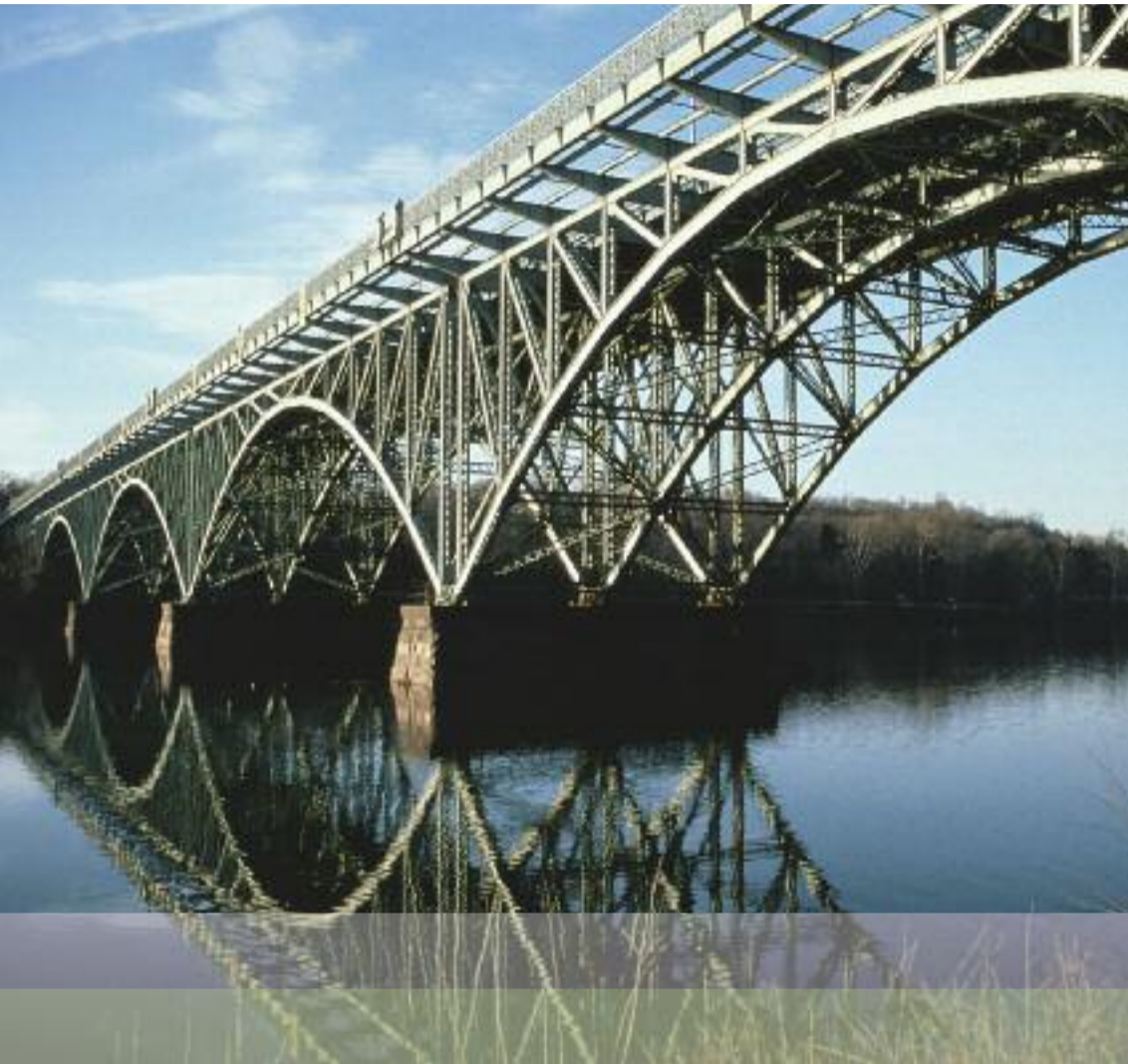
## ...NEW INDUSTRIAL INSTALLATIONS



Situated between Grenoble and Chambéry, the Wheelabrator Allevard plant at Le Cheylas is a major player in the region's metallurgical industry. It has just inaugurated an extension to its industrial installations, thereby increasing production capacity by 40%.

This extension called for an investment of 8 million euros and involved the purchase of three additional heat treatment furnaces, the installation of six new crushers, the installation of a sieving system and the creation of an industrial water treatment complex.

Le Cheylas is the group's largest production unit. Working on five continents, Wheelabrator Allevard must meet the requirements of local players and major international groups in the best possible conditions and assist its customers regardless of where their activities are situated.



## ...NEW SEGMENTATION, MORE IN LINE WITH MARKET REQUIREMENTS

### INTERVIEW

...

#### **RALUCA VATASEANU EXPLAINS** Surface Preparation Market Manager

## ENVIRONMENT-FRIENDLY PRODUCT AND PROCESSES



Metal abrasive is a 100% recyclable, clean product. It is nonetheless produced by a heavy industry and considerable investments are therefore needed to offset its environmental impact. Wheelabrator Allevard's action in this area focuses primarily on energy-saving, air quality, water treatment and the recycling of industrial residues.

**2008 extension: one-third of total investment for the environment.**

Two and a half million euros out of a total of eight were devoted to the industrial water treatment system. The programme, carried out in conjunction with the Rhône-Mediterranean-Corsica water authority, aims to reduce the quantity of water consumed, reduce the temperature of recycled water and guarantee its quality.

After water has been used to atomise the molten steel, its temperature (over

60°) and the concentration of metal oxides it contains mean that it has to undergo two-stage treatment – settling and cooling – before it can be recycled.

The facility at Le Cheylas is completely new. It has increased water treatment capacity from 850 to 1300 m<sup>3</sup>/h. The temperature of the treated water is guaranteed to be no more than 30° and the metal oxide and suspended solids content is no more than 15 mg/litre.

**Can you tell us about the new organisation introduced by Wheelabrator Allevard last June? What is the purpose?**

**R.V.:** *The new organisation is transversal and worldwide, based on four market segments that are representative of our activity: surface preparation, desanding – descaling – deburring, shot peening and granite cutting. The roles of the Market Segment Managers concern strategic marketing, market and sales analyses, development of new products, training and communication. Taken up by all the group's companies worldwide, the action of the Market Segment Managers is tuned to the local operational network. Thanks to our excellent commercial and technical coverage at local level throughout the world, we are thus able to pay careful attention to all our customers, whatever their geographical location and field of activity.*

**In addition to receiving even greater attention, what benefits can Wheelabrator Allevard's customers expect from this new set-up?**

**R.V.:** *We hope mainly to improve our knowledge of each of our markets. We will thus be in a position to adapt our products and services more effectively to customers' requirements, anticipate their needs and assist them with their technological development and quality procedures.*

*A better understanding of their complete process, in addition to blasting, will enable us to advise them more effectively with a view to reducing their production costs and increasing their productivity, particularly by developing specific new tools. Similarly, we hope to pool know-how more effectively and improve both our own and our customers' capabilities. To this end we are developing more customised training courses suited to the specific features of each segment.* >>>



>>> continued from page 3

**You yourself are responsible for the "Surface preparation" segment. What have you done since last June?**

**R.V.:** First of all, I wanted to familiarise myself with my segment through various qualitative and quantitative studies. In this way, I identified three main sub-segments worldwide, namely pipelines, shipbuilding and metal structures.

I then visited around twenty of our customers in Europe and Russia. This direct contact with the field really enabled me to identify new areas for common develop-

ment. As an example, additional facilities for measuring the results of blasting will soon be included in the technical assistance services dedicated to the market segment for which I am responsible, and we are going to develop new operational support material to help our salespeople and technical assistants in their day-to-day work.

**We launched a new Premium product, ProWheelium, specifically designed for surface preparation at the beginning of the year, and we have already identified a new project. [www.prowheelium.com](http://www.prowheelium.com)**

We launched a new Premium product, ProWheelium, specifically designed for surface preparation at the beginning of the year, and we have already identified a new project. Training also represents an important aspect of my work, whether in-house – to ensure consistency in the field of surface preparation know-how and resources – or externally, for our customers. For example, we organised a 3-day training seminar for Russian pipe coat-ers. Another area concerns

the development of a quality label for our customers' processes, to ensure that their methods comply with our recommendations. Lastly, in the area of communication, I hope to

promote the group's "success stories", pass on testimonials from our customers, and so on. As you can see, there is no shortage of projects and challenges...

In spite of the current crisis, the sector is in good shape and we are preparing even now to meet our customers' future requirements.

## WHO ARE THE MARKET MANAGERS?

**RALUCA VATASEANU**  
SURFACE PREPARATION

**BORIS PLANTIN**  
DESANDING, DESCALING, DEBURRING

**TONY PRÉZEAU**  
SHOT PEENING AND SPECIAL PRODUCTS

**ANDONI SAENZ**  
GRANITE CUTTING



## CONTACT :

W ABRASIVES  
BP N°3 - 38570 LE CHEYLAS - FRANCE  
[www.wabrasives.com](http://www.wabrasives.com) • [www.wheelabradorallevard.com](http://www.wheelabradorallevard.com)