

>>> W NEWS

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W Abrasives®
your key success factor

The screenshot displays the W Abrasives website interface. At the top, there is a navigation menu with categories: W ABRASIVES, DESSABLAGE / DECALAMINAGE / BRAYURAGE, PREPARATION DE SURFACE, SHOT-PEENING, GRANITE PIERRE, AUTRES APPLICATIONS, and CUSTOMER CARE. Below this, a main content area features a grid of six articles with images and titles: 'DESSABLAGE + DECALAMINAGE', 'PREPARATION DE SURFACE', 'SHOT-PEENING', 'GRANITE - PIERRE', 'AUTRES APPLICATIONS', and 'CUSTOMER CARE'. A sidebar on the left contains a 'NEWS' section with several short articles and a search bar. The bottom of the page includes a footer with contact information and the slogan '>>> W ABRASIVES, YOUR KEY SUCCESS FACTOR'.

WWW.WABRASIVES.COM

A NEW BRAND, A NEW WEBSITE!

As part of the deployment of the W Abrasives brand, Wheelabrator Allevard presents its new Internet site, thus affirming its intention to move "one step closer to its customers", in the words of Communication Manager Marie-Françoise Ferré.

"As the world leader in our sector of activity, we have a duty to innovate constantly in all fields, including that of communication. Wheelabratorallevard.com already provides institutional information, so we wanted to take another approach, aimed at meeting the very specific expectations of our customers. That is why the new site is completely devoted to their applications, with a special focus each time on the markets concerned. We hope it will be a genuine decision-aid tool for abrasives users."

Key technical information. In creating this site, Wheelabrator Allevard is laying emphasis on its customers' applications and activities, enabling them to access key technical information simply by clicking on the home page. It is designed to provide direct access to the various applications for which abrasives are used: desanding and descaling, surface preparation, shot-peening, granite cutting, etc. It is then simply a matter of selecting one of the "market" data sheets to discover the corresponding range of products, customer references, applications and the associated best practices.

With this tree structure, extremely precise information can be obtained in just a few clicks.

The "Customer Care" section, also accessible from the home page, gives details of the innovations introduced by W Abrasives to improve customer satisfaction, namely the new Premium approach and exclusive services such as *e-solutions*, *training solutions*, *test center solutions* and *on-site solutions*.

Spotlight on news. The "news" module is designed to appear on all pages and can thus be consulted at any time. The information it contains is adapted to the page being consulted and is frequently updated. Users can also find the group's quality and environmental commitments on wabrasives.com and download the relevant certifications.

Pooling experience. Wabrasives.com also has a link to bestofblasting.com, a forum devoted to metal abrasives markets and applications. It is used by experienced professionals and promotes high-level exchanges on technical issues. A further bonus is the agenda of events

organised throughout the world and liable to be of interest to the profession.

International readership. The site offers a choice of six languages – French, English, German, Italian, Spanish and Russian – guaranteeing a wide readership in most of the countries where W Abrasives products and services are marketed.

Link with the corporate site. Lastly, users can connect to the Wheelabrator Allevard corporate site (wheelabratorallevard.com) at any moment to obtain organisational or financial information.

Secure connection. With a login and password issued by the commercial department in each country, customers who so wish can access "My account", a customised area containing information relating to their own activities: a product library, market data, information on specific current events, etc.

FOCUS

HPG, STAINIUM, PROFILUM AND GRANITIUM ON-LINE

Each of the four Premium offerings – referring to the combination of a high-quality product and technical assistance – will soon have its own website. The first to go on-line concerns Stainium, a product used for descaling stainless steel sheet. Check out www.stainium.com for more information.

These new web pages give precise, detailed descriptions of the various components of the offering in question: specific characteristics, product quality, ease of use, cost, benefits customers derive by using them, etc. All of which is backed by references.

The entire on-line communication strategy that W Abrasives has been pursuing for over a year involves "communicating and sharing our know-how with all our customers by simple, clear and pertinent access to specific information concerning their market" stresses Marie-Françoise Ferré. "We are now going to have to develop new electronic communication media enabling W Abrasives to address its customers and partners throughout the world on a more regular basis."



www.stainium.com
on line since 1 July 2008

COMING SOON TO THIS SCREEN



www.granitium.com



www.hpgrit.com



www.profilum-grit.com

CONTACT:

W ABRASIVES
BP N°3 - 38570 LE CHEYLAS - FRANCE
www.wabrasives.com • www.wheelabroralleverd.com

