

NEWSFLASH
WELSER PROFILE
Issue 01.2017

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PROFIL



WELSER PROFILE GOES U.S.

Our new sales office in Chicago is set to boost support for our American customers and our expansion into the U.S. market.
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GREATER EFFICIENCY THROUGH WELSER FLEX

Customers for our punched profiles will enjoy greater flexibility from our 3 new punch-tooling options. Experience Welsch's tooling expertise.
>>> Pg. 3

ONLINE PROFILE-CREATOR

Check the feasibility of your profile design ideas using our new online Profile-Creator. You don't even need to be a CAD expert.
>>> Pg. 3

The current dynamic market conditions are notable for their continually evolving challenges and opportunities. This marketplace, our customers and technological advances define our options. With our new Business Unit structure, we are further increasing our focus on our customers' needs.


Mag. Thomas Welsch



EDITORIAL



Thomas Welser
Business Unit Large-scale Production

Our Business Unit “Large-scale Production” focuses on our Global Accounts to develop a sustainable formula for success, including everything from preliminary development to mature full-service solutions.



Oliver Sonst
Business Unit Core Business

In the “Core Business” we take care of our key industry sectors, offering them customized solutions and in all regional sales offices the well-established portfolio of Welser Profile combined with an extended service level.

RESTRUCTURING: TWO BUSINESS UNITS

Welser Profile GmbH, as the central sales organisation and contractual partner, has been restructured into two Business Units (BUs) to further increase our customer focus. The key changes can be summarised as follows:

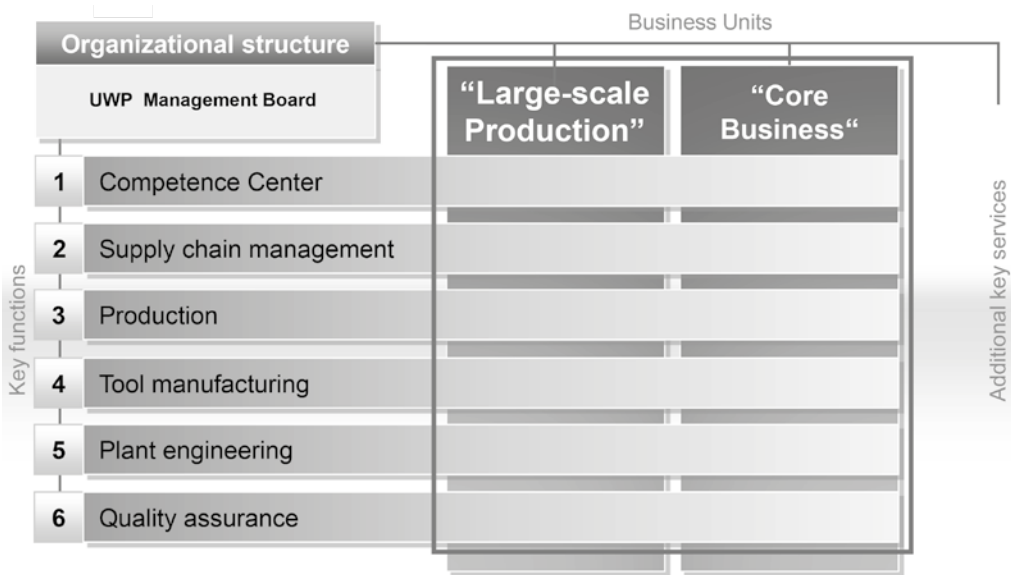
- Business Units restructured to increase the focus on customer groups, regions and industry sectors
- Expansion of our services and further strengthening of customers and regions
- Pooling of technical expertise for materials, processes and tools in a central competence centre to increase efficiency and competitiveness

This restructuring aims to safeguard our capacity for growth and performance, to facilitate an increased focus on our customers and markets, as well as to extend our service portfolio and to expedite cultural change within our organisation. A core element of this restructuring is the further development of the organizational structure towards a state-of-the-art “BU” management structure, orientated towards customers and business areas.

BU Large-scale Production:
Strategic key accounts will be directly managed by **Thomas Welser**.

This is where current relationships with top-customers are enhanced in terms of

proactive and forward-looking sustainable partnerships.



BU Core Business:
Oliver Sonst is responsible for all other customers with respect to international sales and the Transportation sector. This involves customer care at the Welser sales offices where the focus is put on sales of “Technology and Service”. The administration of enquiries and orders

WELSER GOES U.S.

The North American market offers the best opportunities to us as the technology leader in the course of the implementation of our internationalization strategy.

In addition to a great variety of new potential customers, our existing European customers have also expanded into the USA over the past few years. To support them in the best way possible, we have decided to establish a sales office in Chicago. We are proud to announce that

at the beginning of the year, Mr. Bill Johnson accepted the position of president and CEO of the Welser Profile GmbH in North America. His main tasks will comprise customer service and above all the preparation of a business plan to ensure optimum market presence.



Bill Johnson, our sales representative in the USA.

INTENSIVE COOPERATION WITH KRONE FOR THE NEW PROFILINER 5

The new generation of profile solutions for the chassis has already been tested. Series production will commence in the second half of this year.

The development started as early as in 2014. Having proven ourselves to be a reliable partner to Krone for the current range of vehicles, we were invited by Krone to help develop the second generation of components.

The current components were reviewed,

and together we developed new products for the next generation of profile solutions in the chassis sector. Throughout the course of 2016, new and innovative products evolved into series product parts.

Brand new production processes, developed and tested at our parent plant in Austria, will be implemented into the series production facilities in our factory in Bönen, Germany, during the second half of the year. From the Bönen site we can benefit from proximity to our customer in Werlte, thus offering logistical advantages to complete the whole package.

We are looking forward to continuing our successful, long-term partnership!



Safely on the road with vehicles from Krone.

will be further centralized in order to increase the quality and speed of reaction. Key Account Managers, coupled with integrated engineering support, will now manage the Transportation sector, including the automotive market, trains and ROPS/FOPS cabins, to suit the growing customer needs in this area.



NEW: WELSER FLEX

A new, modular pricing model for punched profiles.



To help optimise the diverse customer requirements with the most cost-efficient punch tooling solutions, we can now offer three different punch tooling packages; Modular START, Modular COMPLETE and Welser SPECIAL. These are based on our specific expertise in the field of tool engineering. The selection of the most appropriate package is based on the complexity of the requested profile & associated hole pattern, and the life-cycle of the product the

profile will be used in. The packages have been designed so that our customers can benefit from short manufacturing lead-times, faster tooling modifications, as well as a simplified, good value cost structure coupled to our usual excellent quality, providing consistently accurate punching in your profiles. Please go to our web page for further details on our new service packages. Of course, our sales representatives will also be glad to help you if you have any questions!

THE WELSER PROFILE-CREATOR

How can the world familiarise itself with the infinite possibilities offered by the art of cold rolling?

One answer is to use Welser's new online Profile-Creator, available to everyone via our website. Our intuitive web-editor allows you to bring your profile design ideas to life, it offers a wide variety of solutions to design standard profiles and you can even bring in your own additional design features. Without any knowledge of CAD, or the installation of additional software, you may choose from a variety of different materials and more than 70 basic shapes. Even with all this functionality, Welser's Profile-Creator only includes a small part of the vast Welser profile product portfolio.

If you need special profiles or special-purpose assemblies, it is a sine qua non to contact the Welser team as early as possible in your planning stage. In either case, a new profile takes shape, customized to your needs.



Here are only a few examples of standard profiles which can be further developed by means of the Profile-Creator.

RP-ISO-FINELINE – HIGHLY EFFICIENT & STATE-OF-THE-ART

Introducing the RP-ISO-FINELINE – the very latest development in RP steel profile systems with thermal insulation for windows and partition walls.

RP Technik enhances its product portfolio with RP-ISO-FINELINE, a state-of-the-art profile system with thermal insulation. The system can not only be used in the restoration of listed buildings or the regeneration of older industrial or administration buildings, but also for new, design-driven buildings.

This enables us to offer products with excellent thermal insulation values for windows and partition walls due to their outstanding features and triple insulated glazing. A construction depth of 70 mm means this system can be used in combination with the RP-ISO-hermetic 70 / 70 Plus thermally insulated door and window systems.

RP-ISO-FINELINE achieves the highest static values whilst the lowest Uf values in this specific segment of steel profiles.



RP-ISO-FINELINE

SHORT-NEWS



COOPERATION WITH PERI

Our development partnership is bearing fruit!

Everybody was pretty excited when a multi-year co-operation agreement for another PERI-profile was signed.

From left to right:
Peri product manager Jürgen
Kürth, Kurt Killinger, Thomas
Welser and Rainer Bolz
(Head of R & D at Peri).



“THIS IS WHAT WE CALL CUSTOMER RETENTION”

Long-term business relationship concludes with a co-operation agreement.

We have entered into a co-operation agreement for the development of new products in the field of intra-logistics with a leading warehouse technology supplier. The co-operation aims at transferring our innovative technologies in the fields

of cold-rolling, punching and joining into our customer's product portfolio.

One of the first results of this co-operation is the very innovative, lightweight construction of a tray support.



Albert Knotz
hands over the signed
cooperation agreement.

WELSER PROFILE HAS REACHED THE PEAK

Or: How we encourage our customers to reach peak performance.

RayTar, a small but perfectly formed company from Moscow, producing high-end steel and stainless steel doors for the construction sector, has been cooperating exclusively with Welser since its formation.

In 2013, during a visit to complete the first article inspection of a new profile, both owners expressed a desire to climb a 1,000 m high mountain, and so we climbed up the Prochenberg, in Ybbsitz. This experience left such a deep impression that - back down in the valley - new plans were laid to climb a 2,000 m high mountain during the next visit. As our business relationship expanded to cover further new profiles, another first article inspection was required, and so we could convert this plan into reality.

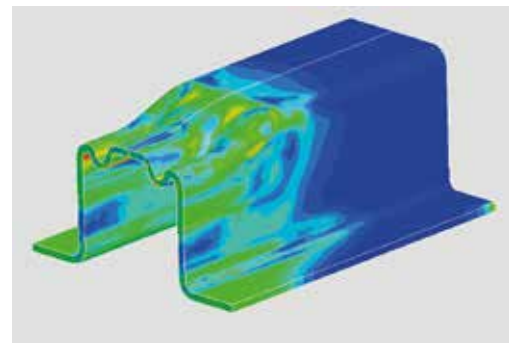


Arrival at the mountain peak of the "Admonter Kaibling" (2,196 m), a breath-taking mountain with a steep rock face.

SIMULATION TECHNOLOGY AT WELSER PROFILE

For our feasibility tests we use FEM-simulation technology. This helps to avoid costly modification loops.

In former times, feasibility tests for new projects were mostly evaluated by experience; when we dealt with complicated processes, many times we had to carry



The FEM-simulation - optimizing profile development.

out complex tests. To simplify this way of proceeding, we implemented the FEM-simulation.

Currently, the simulation is mainly used for feasibility tests and for the dimensioning of tools. In former times, when we initiated production, we frequently had to modify tool contours. These additional costs can now be avoided upfront by means of FEM-calculations.

Nowadays, when starting a new development, we can elaborate on perfect solutions by means of FEM-simulations.

IMPROVED SERVICE THROUGH EXPANSION OF THE STORAGE AREA

The new hall 24 in Gresten and a new canopy at the Bönen site offer additional storage areas.

While construction of the new canopy with 3,500 m² at the Bönen site is planned to be finished by the end of the year, the additional storage area in Gresten has been in operation since the end of last year.



The new depot at the production site in Gresten.

EXCURSION TO BMW, FACTORY DINGOLFING

Tour at the premises of the world biggest BMW factory and start of the serial production of the BMW 5 Series.



The visit at BMW provided a good impression of the further processing of our profiles to our team.

After having started delivery of steel profiles for hydroforming at the beginning of 2014, we opened a new chapter last year by delivering ALU-IHU tubes.

In close cooperation with BMW we reached a quality level which puts us way ahead of other market players. The efforts made by our project team were the reason why we visited BMW to directly witness further processing of our profiles.

BMW introduced their project G31 (the BMW-internal name for the 5 Series Touring) to all participants and explained further processing of our profiles to point out what we should observe in detail during

production. The interest of the participants in further processing steps of our profiles at BMW was immense.

The willingness on the part of BMW to show us their production and the interest shown by our team emphasizes again the close cooperation of both companies.

**MORE RECENT
TOPICS
CAN BE FOUND
ON OUR WEBSITE:
www.welser.com**



CALENDAR & EVENT SCHEDULE

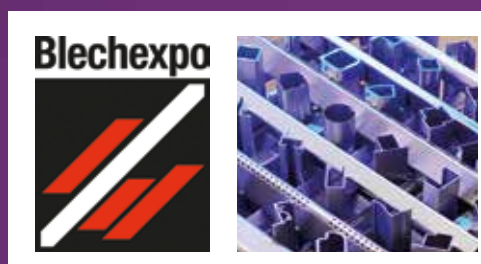
FABTECH – CHICAGO FROM 6 TO 9 NOVEMBER



For the first time we will exhibit at the biggest trade fair for metal working in the USA as US-based company Welser Inc!

We want to take advantage of the opportunity to introduce the company at the fair as a local one. With our new sales office in Chicago and our CEO for Northern America we want to draw the attention to our expanded presence.

BLECHEXPO – STUTTGART FROM 7 TO 10 NOVEMBER



At the Blechexpo we will present the whole process chain of sheet metal cold rolling.

Once more we will position ourselves as the leader in cold rolling technology, but we also will demonstrate our target audience our recent developments in the fields of cutting, punching, bending and joining techniques by means of selected exhibits.

ELMIA - JÖNKÖPING FROM 14 TO 17 NOVEMBER



This time we will present our new modular tooling/pricing model for perforated special profiles.

During the four days at the biggest trade fair for subcontractors in Northern Europe we will present the three packages of our new "Welser FLEX" and our most recent product innovations to both, customers and interested parties.

**welser
profile** 

IMPRESSUM

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