



LOYALTY PROGRAM OF FRONIUS UKRAINA Ltd. IN CRISIS PERIOD AND ITS RESULTS

In the period of June 25–September 25, 2009 the Fronius Ukraina Ltd. presented «Loyalty Program and Sales Stimulation» to its clients. The purpose of the Program is stimulation of purchases of the Fronius welding systems and machines for plasma cutting of the Powermax type, and support of Ukrainian enterprises-manufacturers.

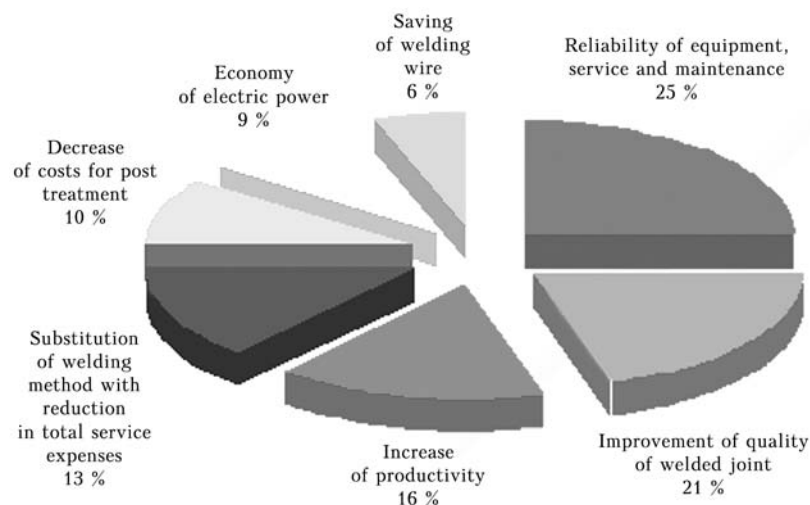
Owing to excellent welding-technological characteristics, high reliability and flexibility, the Fronius welding systems and machines for plasma cutting of the Powermax type give an opportunity to increase quality and appearance of products and to reduce as a whole the cost of operations and to decrease the total industrial expenses. This is very important in nowadays economic situation and complex market conditions, when industrial companies are looking for new possibilities to cut expenses and save the funds.

The enterprises, using welding technologies in their production cycle, could choose in purchase of equipment one of three most suitable variants of Loyalty Program from Fronius Ukraina Ltd.:

- receiving an additional discount on welding system;
- delay of payment (120 days);
- program «from rent to property».

In all cases the customers together with specialists of Fronius Ukraina had to evaluate efficiency of implementation of purchased welding system (or cutting system); determine main criteria of obtained advantages and *predict finally the saving costs at further service of these systems.*

The mentioned efficiency of implementation of systems into the production was evaluated on the basis of the following criteria for different types of equipment.



Criteria influencing efficiency:

- substitution of welding method with reduction of total service costs;
- saving of electric power (consumed current at welding currents 100/200/300/400 A — earlier and now);
- saving of welding wire due to decrease of spattering (measurement of wire mass for welding of the first workpiece — earlier and now);
- decrease of expenses for post treatment;
- increase of productivity (welding speed or coefficient of deposition);
- reliability of equipment, service and maintenance;
- improvement of quality of welded joint.

Type of equipment:

- MIG/MAG
- TIG



- MMA (electrode)
- Plasma cutting «Hypertherm»

Required welding samples with relative measurements were made at the territory of customers or in the Fronius Ukraina Technological Centre.

Over the period of validity of the program more than 50 domestic enterprises participated in it having put into their production new highly-efficient welding equipment and technologies (based on the analysis of efficiency of payback of their investments to the new equipment).

The generalized data on main criteria of selection of equipment «Fronius» are given in the Figure.

Six technological advantages why plasma «Hypertherm» overcomes oxygen cutting are as follows:

- excellent cut quality;
- high flexibility;
- high productivity;
- low cost of cut;
- simple in use;
- increased safety.

We hope that the presented information will be useful to wide range of specialists in welding at modernization or improvement of welding processes of production with the purpose of increase of compatibility of enterprises.

The Fronius Ukraina Ltd. thanks to all participants of given program and is looking forward to the further mutual cooperation.

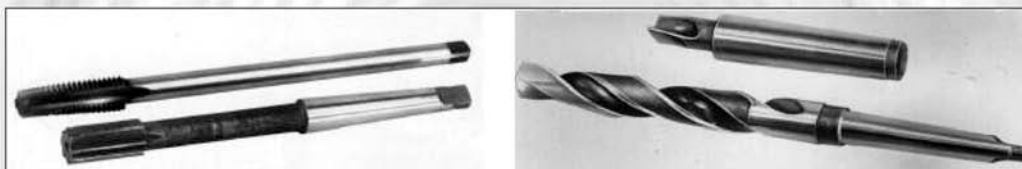
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TECHNOLOGY AND EQUIPMENT FOR FLASH-BUTT WELDING OF CUTTING TOOLS

E.O. Paton Electric Welding Institute developed technology and equipment for flash-butt welding of tool steel to structural steel, in particular, high-speed steel of R6M5 grade to structural steels 45, 20Kh, 40Kh, etc., for making bimetal metal-cutting point tools (drills, taps, broaches, finger mills).

The developed technology guarantees producing sound flash-butt welded joints of cutting tools equivalent to the base metal.

The welding process is fully automated, has program control and a system for real time monitoring of welding parameters.



Samples of welded bimetal tools

The developed technology was the basis for designing specialized and upgrading all-purpose flash-butt welding machines K802, K793, K724A, K838, which allow welding tool billets of 7 to 8000 mm² cross-section. This equipment can be applied independently or as part of automated lines of tool manufacturing.

Purpose and application. Technologies and equipment for flash-butt welding of bimetal tools are designed for application in the tool and machine-tool construction industries.

Status and level of development. Developed technologies and equipment for their implementation correspond to the world standards and are protected by foreign patents and authors' certificates.

Forms of co-operation. To be determined during negotiations. Technology and equipment can be introduced, and all-purpose equipment can be upgraded on contract basis.

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