



*Continuous path to improvement for more than 60 years*

## A NEW STAGE IN DEVELOPMENT OF PATON TRADE MARK

Development of welding equipment manufacture in Ukraine has almost a century of history, of which 62 years are closely connected with the activity of PWI Pilot Plant of Welding Equipment, which was founded at PWI in January of 1959 to implement new developments of PWI and PWI EDTB specialists. During the entire period from its establishment and up to now the Plant has manufactured hundred thousands of welding equipment units for enterprises of different profile almost on all the continents of the world. At present PWI PPWE is a major manufacturer of welding equipment in Ukraine and one of the market leaders in the post-Soviet space. Owing to proprietary developments, high production standards and considerable experience of the Plant specialists, the welding units and electrodes under PATON™ trade mark are highly evaluated by welding experts both in Ukraine and far beyond its borders.

Expansion of export markets for sale of its products is one the highest priorities of the Plant development strategy. At present PATON™ products are supplied to more than 50 countries all over the world: from Latin America to the Far East. And the list of these countries is constantly growing! Just from the beginning of 2021 it was complemented by a number of European (Denmark, Great Britain), African (Kenya) and Middle East countries (Saudi Arabia, Bahrain).

The Plant management took a decision on updating the Company name and changing it to PATON INTERNATIONAL, exactly to enhance the export



vector. It is anticipated that such a step will allow emphasizing for the users and partners of the Plant the international focus of the business, which has long overgrown the limits of Ukrainian market, and will facilitate promotion of the PATON™ brand in the world. As it often happens, the need for such changes was dictated by the market itself, as in modern realities even the company name should meet certain user requirements: simplicity, conciseness, comprehensibility and clarity.

Some time ago the Plant, together with its partners, initiated the process of establishing representative offices in those countries, where the largest quantity of products are exported. The main purpose of creating



such offices is to ensure effective operation of the Plant in the local market and to provide high-quality support to local users. Later on it is planned to unify the names of the offices, using a common trade mark — PATON Poland, PATON Great Britain, Paton Denmark, PATON Egypt, PATON Georgia, PATON South Korea, and more than 20 other offices. And just the current name of the main company with experimental-design base and production facilities located in Ukraine, enables logically uniting all the offices within a single business — PATON INTERNATIONAL. This is exactly the name that will be equally understandable for users and partners of the Plant in any country and will promote formation of trust in the Ukrainian brand.

The Plant has an impeccable reputation of a reliable manufacturer and supplier of high-quality welding equipment and consumables and it is committed to maintaining its reputation at such a high level. Owing to the Plant cooperation with the leading Ukrainian and international certification bodies, PATON™ products meets all the necessary requirements and is certified on a regular basis. In order to strengthen its positions in the international market, as well as minimize the risks of export activity, the

Plant has signed a cooperation agreement with an export-credit agency. Such cooperation opens up possibilities of extended insurance of international shipments of the Plant products, additionally guaranteeing fulfillment of shipment conditions by all the parties in this process. During the short period of this agreement existence, the Plant has already used it during recent deliveries to Burkina Faso, Nigeria, South Africa and Kenya. Use of this additional insurance mechanism has the purpose of further improvement of the image of PATON INTERNATIONAL Company as a reliable international trade partner and strengthening the position of PATON™ products in the global market.

Owing to the above measures, the Plant continues to move towards the posed goals: ensuring stable development of its research and production potential, increasing its production of high-quality welding equipment and consumables and advancing PATON™ products among the greatest possible number of welding specialists from different countries, thus enhancing its own contribution to development of the Ukrainian manufacturing industry and popularization of «MADE IN UKRAINE» brand among consumers around the world.



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