

ESAB *Solutions*

In this issue:

- *Cored Wires Debut*
- *What's New*
- *Helping Customers Work Smarter*
- *Success Stories*

Innovation at the Core

Recently, we introduced two new cored wire products – Coreshield® 6 and Coreweld® C-6 – both developed to provide superior solutions for customers in well-defined, growth market segments. Already proving popular among their targeted client markets, these cored wires have tremendous sales potential for our company.

Coreshield® 6 is User-Friendly and FEMA-Tough

Developed especially for bridge and structural applications in seismic areas, Coreshield 6 is an E70T-6 self-shielded flux-cored wire, classified under AWS A5.20. While Coreshield 6 meets FEMA 353 specifications for earthquake-prone regions, its benefits go beyond the tough of the welds. It combines exceptional strength and weld quality with extremely high welder appeal, making it more “user-friendly” than any other wire in its class.

Coreshield 6, designed for flat and horizontal welding, joins another recent addition to our cored wire line. Coreshield 8 – with the same welder-friendly characteristics and FEMA certification – is ideal for all-position welding. We developed these Coreshield products to provide fabricators with wires that meet stringent building codes for seismic zones, while enhancing productivity because they're easy to use. And our efforts have paid off. Customers are telling us that Coreshield 6 and Coreshield 8 help them certify welders for jobs in record time.

Continued on back ↻



Fall 2002



**ESAB - Your Partner
in Welding & Cutting**

From the Desk of Sam Thomas

Helping Customers Work Smarter is Smart Business

While statistical indicators are giving mixed signals with regard to economic recovery, the industrial production sector continues to show strength. In June, manufacturing activity increased for the sixth straight month. That's good news for ESAB, as this sector relies on welding. At ESAB, we're doing all we can to take advantage of opportunities for expansion.



Sam Thomas is
President and CEO of
ESAB North America

ESAB has always been a company that seeks growth by anticipating the needs of our customers. We're pioneers when it comes to providing solutions that help customers work "smarter," solve dilemmas and reduce operating costs. This is particularly important in our current economic environment, where efficient operation is crucial for a company's success.

We are also constantly aware of new and expanding markets to be sure we have the products that meet these needs. As you read about the new Coreweld and Coreshield wires featured in this issue, you will see prime examples of how we're helping our customers improve productivity, how we're able to offer superior product solutions for niche markets, and how we're taking advantage of growth opportunities.

At ESAB, we're committed to maintaining our leadership role in the welding and cutting industry. Our unique combination of product innovation, market foresight, pro-active sales efforts and customer support will continue to give ESAB a leg up on our competition.

Success Stories

We're already hearing – from our customers and our people – how new products featured in this issue are exceeding expectations. Following are some stories of success.

Wowed by Coreshield 8 – and ESAB Service

Lake Welding Services in Utah was using wire for a difficult project. Owner Darrell Lake was looking for a better solution when he contacted ESAB. Sometimes our customers say it best, so we thought we'd share Darrell's email comments:

Stan [Ferree]!

I am awed and amazed by you and your people! I received your helpful e-mail and was appreciative of your wisdom. The next thing I know, a 25# sample of your Coreshield 8 shows up on the doorstep! WOW! I've never experienced such customer service from anyone. I tried the wire immediately and needless to say, I'm IMPRESSED at how smooth it runs! And now I'm mad at myself for putting up with that garbage for so long. You've got a loyal ally in this customer from now on!

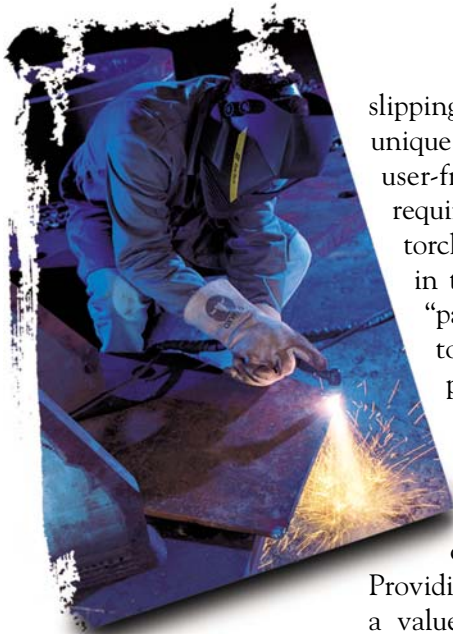
MANY THANKS to you and your firm for great products and great service!!! The wire was sent to me by Paul Perkins of Layton, Utah. WHAT A DIFFERENCE over the competitor's product!!! Can't seem to find the words to express the relief I feel in finding out about your wires! I've regained the confidence I lost because of the continual frustration in trying to get satisfactory results from the other wires I had been using! I feel like I should close by saying AMEN! THANK YOU!

Darrell Lake, Lake Welding Services



A 1500 Demmed is a 1500 Sold

So says Rodney Williams, Equipment Specialist. He's discovered how a great product – like the PowerCut™-1500 Plasmarc™ package – sells itself. In his message on the back cover to Greg Stauffer, National Sales Manager of Equipment, Rodney also makes it clear how critical product demonstrations are.



What's New at **ESAB**

PowerCut™ Line Expanded



PowerCut™-1500

Now, the same rugged durability, cut-anywhere convenience and super-efficient torch design of the PowerCut™ Plasmarc™

line are available in a higher capacity machine. The PowerCut™ cuts 1-1/2" and severs 1-3/4". This new machine features the tough, composite case and compact design of the PowerCut packages, so it's ideal for the harshest conditions and tight spaces. The 1500 is equipped with the revolutionary PT-32EH torch, which permits 30% higher travel speeds, with lower operating costs.

PT-32EH Torch

In another development, the PT-32 torch has a new ergonomic handle. Now known as the PT-32EH, this torch's textured handle is more comfortable for the operator and prevents

slipping. The handle also features a unique dual-switch capability. More user-friendly, the PT-32EH only requires one step to energize the torch; there's no added lever to get in the way. For greater safety, the "parts-in-place" design means the torch will not operate unless parts are properly positioned.

PowerCut™-650

At the other end of the PowerCut machine line comes the PowerCut™-650. Providing outstanding performance in a value-priced machine, this newest Plasmarc package offers 5/8" cutting capacity (3/4" severing) in the sturdy casing of the PowerCut family. This new machine is equipped with the compact, easy-to-use and easy-to-maintain PT-31XLPC torch with a new quick-connect switch plug. The PT-31XLPC also has the PowerCut line's new torch cable, designed to last longer and prevent snagging.



Multimaster 260 Goes Pulsed

Multi-process versatility has reached a new level in the Multimaster 260. Now, with an optional module, this compact, high performance industrial machine also offers Pulse MIG capabilities. The Multimaster 260 comes with a built-in four-roll wire feeder and MIG gun. Its advanced SuperSwitch technology makes it easy to select MIG, TIG or Stick.



New Marathon Pac™

With several design improvements, the new octagonal shape Marathon Pac™ offers more advantages than any bulk wire container on the market. Thanks to an innovative spooling technique – which eliminates cast and helix as wire exits from the gun – the wire feeds straighter. This allows more precise wire placement in joints and reduces feed motor wear. In addition, the new Marathon Pac is designed to be more environmentally friendly. Made from corrugated board – with a moisture resistant barrier – it is easily collapsible and 100% recyclable. Currently, a wide variety of Spoolarc wire types and sizes are available in the new Marathon Pacs, in package weights from 600 to 1500 lbs.



DuraDrive4 Series Wire Feeders

Engineered for exceptionally smooth operation, our new DuraDrive4 wire feeders are easy to use – yet they outperform anything else on the market when it comes to feed force, feedability (even with difficult wires) and rugged durability for the toughest conditions. All models have dual-groove feed rolls, four-roll drive systems, and electronically controlled dual speed range. The DuraDrive4-30 has 30 mm rolls designed to accommodate the most popular size wires used today. The DuraDrive 4-48HD offers the industry's largest feed rolls (48 mm) as well as the most powerful motor.



Success Stories (cont.)

Greg,

I had two PowerCut-1500 demos on Thursday and they both went great. My first demo was for a customer who needs large cutting capacity to work on heavy equipment (bulldozers, graders, shovels, etc). He also uses plasma to fabricate stainless toolboxes, gas tanks and heavy brush guards for his equipment. I demoed the unit on a rusty piece of 1-1/2" carbon steel using single phase 230 volts. The 1500 performed wonders. No one could believe that a 97-lb. plasma machine could cut 1-1/2" with such ease. Four guys, who have never used a plasma, sliced and diced the 1-1/2" piece of carbon steel.

The second demo was at a maintenance shop of a large carpet manufacturer, using 3 phase 460 volts. They were amazed by the high-quality cuts they were getting on 1" stainless. Things really started to go well when I changed the nozzle to the 40 amp and cut 1/4" stainless at lightning speed.

These machines speak for themselves when they are hard at work. Very easy piece of equipment to sell. Nothing on the market compares to this unit at this time. I believe each 1500 demoed will be a 1500 sold.

Rodney Williams

Top-Notch Teamwork. First-Rate Machine.

Following a demonstration of the product, Burlington Northern/Santa Fe Railroad (BNSF) purchased a PowerCut™-1500 Plasmarc™ package. They thought it would be ideal to replace their PCM-100/PT17A packages for the heavy-duty cutting and gouging work done to repair their railcars. After using the PowerCut-1500 for three months, BNSF loved the results and wanted more of these remarkable machines. They did, however, want a 50 ft. power cord, which was not standard on the package. And ESAB delivered. In fact, we're delivering one machine every two weeks for six months – providing BNSF with a total of 12 PowerCut-1500's.

Greg Stauffer compliments the great ESAB teamwork.

"We made this sale as a team effort. Jeff Kinder was the TSM, ES Joe Paulsen did the demo, and Elena Horne got us the part number for the PowerCut-1500 with a 50 ft. power cord. Great job, team!"

Greg Stauffer



Innovation at the Core

is continued from cover

Coreweld® C-6
Is Ideal for High
Productivity
Industrial
Welding

Coreweld® C-6
joins Coreweld

Ultra and Coreweld 70 in our

line of E70C-6M metal cored wires.

We designed this new wire especially for high productivity applications such as the automotive industry. By combining the high deposition rate of a metal cored wire, for increased productivity, with the high deposition efficiency of a solid MIG wire, Coreweld C-6 helps operators cut production costs, while achieving excellent weld results. The high travel speeds possible with this wire make it ideal for robotic, automatic and hand-held welding in auto manufacturing, rail car production and other similar applications.

Showtime

Be sure to visit ESAB Booth #16002 at FABTECH 2002, in Cleveland, Ohio, Oct. 29-31. All that is new from ESAB will be spotlighted at the show, demonstrating why ESAB continues to be your partner in welding and cutting.



ESAB Welding and Cutting Products

411 S. Ebenezer Road • Florence, SC 29501-0545 • 1-800-ESAB-123

6010 Tomken Road • Mississauga, Ontario L5T 1X9 • (905) 670-0220

801 Wilson Avenue • Hanover, Pennsylvania 17331-1058 • (717) 637-8911

ESAB Mexico, S.A. de C.V.:

Ave. Diego Diaz de Berlanga 130 • Apartado Postal 4259-F

Monterrey, N.L. 64000, Mexico • 52-8-305-3700

www.esabna.com

**ESAB - Your Partner
in Welding & Cutting**