

Product Market Growth Leadership Award 2009 Recognised by Frost & Sullivan

Description of the Award

Though there has been a low demand for welding equipment and consumables owing to the market recession, the company has not only sustained its market share but also grown it by focusing on customer value addition through the development of specific application and end user solutions.

While several companies have lost market share with declining demand from key end users like automotive, construction and shipbuilding, Castolin Eutectic diversified and increased market penetration in other industries such as power generation, waste and offshore.

Castolin Eutectic has one of the widest ranges of high alloyed electrodes, cored wires, wearfaced welded plates / tubes, atomised powders and brazing alloys for repair and maintenance applications in industries such as cement, glass, steel, oil, automotive, and waste and recycling. These high-quality, proprietary alloy formulations are developed from their studies in materials science, metallurgy, wear protective coatings and their related processes. These special-

ised alloys are designed to perform beyond the limits of standardized normal welding consumables available on the retail shelves. Castolin Eutectic's product portfolio, specifically designed for repair and maintenance, now includes a new generation of cost effective NanoAlloy® wires and atomised powders for the power, cement, steel and recycling industries where exceptional wear resistance under harsh service conditions are vital.

An important reason for the increased market share in 2009 is the personalized marketing approach. Castolin Eutectic has direct contact with most of its marketing key end-user industries through its dedicated salesman. In addition, technical "Industry teams" are close to maintenance engineers and provide them with technical and application expertise. These well experienced "consulting" teams reach out technology to customers and maintain the company's brand image in its key targeted industries. Castolin Eutectic also participates in specific events, congresses or exhibitions conducted by these industry players.

Frost & Sullivan Awards

F&S, founded in 1961, has 31 global offices with more than 1700 industry consultants, market

research analysts, technology analysts and economists. F&S is world leader in growth consulting and the integrated areas of technology & market research, best practices, customer research and competitive intelligence.

Each year, Frost & Sullivan presents this award to a company that has demonstrated excellence in capturing market share within its industry through unique products. The award recognizes the fastest measured rate of change of market share within an industry.

Castolin Eutectic

With over 2,000 employees worldwide, representation in all major markets, manufacturing in 5 continents and 104 years of experience in improving industrial efficiency and conserving resources, Castolin Eutectic is setting the standards for customer service, technology and superior quality.

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or www.eutectic.com



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Castolin Eutectic**



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Customer Service Leadership Award 2010 Recognised by Frost & Sullivan

Description of the Award

With end users becoming more aware of their welding requirements and also demanding a higher standard of service, Castolin Eutectic has raced ahead of competitors by providing improved services and paying more attention to critical issues like technical support, training courses and subcontracting facilities.

The repair and maintenance welding industry needs an arsenal of diverse alloyed consumables for different repair and maintenance applications for which traditional welding products are not designed. Castolin Eutectic's proprietary alloys have helped it maintain a very strong historical relationship with the cement, oil & gas, waste and recycling, glass, pulp and paper and other industries. For the end users to achieve highest productivity gains through its special products, processes and services, Castolin Eutectic believes in providing them with technical know-how and training about how different alloy choices could best reduce their production downtime.

The company's international team of experts conduct production site surveys to identify "weak links" and show clients the potential cost savings to be made. Furthermore, Castolin Eutectic regularly organises workshops with its dedicated team of technical experts having full access to its unrivalled applications data base, TeroLink®. Its customers can now also subcontract all the welding operations to the Casto-Lab® Services teams. In this way, the customers can have their work done professionally by qualified technicians. This service is valuable if insufficient welding skills or equipment exist in-house.

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Each year, Frost & Sullivan presents this award to a company that has demonstrated excellence in the timeliness of offering a novel service. The award recognizes efforts towards innovation, quality and cost effectiveness as well as the impact on customer satisfaction.

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