

OERLIKON KAYNAK ELEKTRODLARI

ENHANCING SHARE

OERLIKON Kaynak Elektrolari, a Turkish manufacturer of high-quality welding machines and consumables, will be promoting its Magmaweld brand of welding machines, electrodes, wires and TIG rods for the construction industry at this year's Big 5 show.

"Business has been growing over the last year and this has prompted us to showcase our innovative range of products for the first time at the largest construction event in the Middle East," says Seckin Akinci, export sales representative of the company.

By participating at trade shows such as the Big 5, the company hopes to enhance its share of the UAE market with the support of local agent Nasco Trading.

"We are the market leader in Turkey for high-quality welding consumables and we have expanded our production capacity by

around 30 per cent over the year to cope with the market demand," he adds.

Established as a small business in 1957 in Istanbul, Oerlikon has grown steadily with its production processes conforming to the ISO 9001 standards.



Oerlikon's Magmaweld ... high quality.

The company has a marketing and sales network covering the Middle East, with local representation in Dubai, Oman, Iran,

Jordan and Syria. The company is staffed by around 350 employees and registers a turnover of around \$ 30 million per year.

Oerlikon offers an extensive range of welding consumables and equipment that include shielded metal arc welding, gas metal arc and flux cored welding products as well as gas tungsten arc welding and oxy-fuel gas welding; submerged arc welding of mild, and low alloy steel, stainless steel and hard facing; brazing and powder spraying consumables and equipment; oxy-fuel cutting; plasma cutting; automation of welding processes with welding robots, positioners and manipulators; automation of cutting processes with CNC-controlled cutting tables and cutting tables with optical readers; and accessories such as electrode holders, torches, heads and wire feeders.

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STUDOR

PLUMBING ACE

STUDOR, a UK-based specialist in plumbing and drainage venting, will make its debut at the Big 5 show with a display designed to raise awareness of its products in the Middle East in a bid to support its regional distributors.

"Our promotional and marketing campaign in the Gulf countries has only just started and we are currently working with many new distributors to become an established name in the region," says Franz Arnold, CEO of the Studor Group, who will be present at the show.

"Although our products have been launched at the ISH kitchen and bathroom exhibition held in Dubai in May, they are so still so new to the market that they can be considered as new products," he adds. "Our product portfolio includes the Studor PAPA (positive air pressure attenuator), a world-

first product developed to solve the problems of positive pressures such as transients and back-pressure within drainage systems of multi-storey developments, in addition to the Studor range of air admittance valves (mini-vent, maxi-vent, trap-vent, Combi-Siphon Plus, Tec-Vent, Chem-Vent)."

Established in 1975 with the UK office set up in 2000, Studor is an international group of companies specialising in technologies relating to drainage pressures. The company designs, manufactures and distributes products for drainage venting such as air admittance valves (AAV) and for the attenuation of positive pressure transients in drainage systems (PAPA).

The company is constantly introducing new technologies, participating in academic research work and educating the global plumbing industry on recent trends and

innovations, says Arnold.

"Studor has been instrumental in the introduction of international standards for the manufacture and installation of AAVs worldwide and is keen to introduce Studor AAVs in the Gulf market," he says.

With the trend in the booming construction industry being towards high-rise construction, Studor believes it has the requisite technology and expertise to solve transient problems in drainage systems in high-rise and super high-rise buildings and is keen to be involved in projects in the region.

"Our participation at the Big 5 is only one step in this direction with more events, meetings and seminars planned for every market in the region," concludes Arnold.

Studor will be present at stand 2E70 at the Big 5 show.

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