

PRESS RELEASE

FOR IMMEDIATE PUBLICATION

17 March 2016

Multi Alloys extends portfolio with new welding consumables offering

South African leading supplier of nickel alloys, duplex and high alloy stainless steel as well as titanium, Multi Alloys, has strategically extended its portfolio and enters the welding consumables market with a new range of products.

Through a partnership secured with The Lincoln Electric Company in late 2015, the Midrand-based company is now focussed on stocking a range of consumables that are compatible with its core products namely the duplex and super duplex, and 904L grades of stainless steel as well as selected items in the company's nickel alloy range.

Multi Alloys owner Ken Perel emphasises that the decision to offer a more comprehensive range of core products stems from the need of customers for welding consumables that would support the company's products. "On occasions our customers have expressed frustration at not being able to locate the welding consumable for the job once they had purchased a duplex or super duplex plate pipe or bar. We have heeded their requests so this represents a logical development which came at the right time as it is now also possible for us to easily house the new stock our new and larger warehouse."

Perel explains that this development represents an incremental investment: "Multi Alloys will build on the initial range which comprises coated electrodes and TIG wire. Thus while we are focussing on a very narrow range of grades which does not include the consumables or the commodity grades of stainless steel, we believe that with the Metrode range of consumables available off-the-shelf, we will be able to assist customers in their efforts to fabricate 'specials' locally."

2/...Multi Alloys adds welding consumables

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Criteria that were considered in selecting the right supply chain partner included the ability to offer a wide range of items to support the 'multi alloy' products as well as a quality offering that is competitive in this sector. The manufacturing divisions of The Lincoln Electric Company and Metrode are ISO accredited. Furthermore, the company has an impressive training facility in Midrand and offers extensive technical expertise in welding. Technical specialists from The Lincoln Electric Company are available as back-up support for Multi Alloys. "Adding value has always been the Multi Alloys mantra and we believe that this partnership will offer a significant benefit to both Multi Alloys as well as to our valued customers," concludes Perel.

Multi Alloys was first ISO 9001: 2008 accredited in December 2009 and achieved re-accreditation in 2015. Perel attributes the company's 19 years of experience in supplying quality products to a niche market, coupled with the doubling of warehouse space with the recent occupation of a 2500 m² premises in Midrand with sister company stainless steel provider, *Energy Engineered Products*, as key factors for the company's success.

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Issued on behalf of: MULTI ALLOYS cc SOUTH AFRICA
No: 2 Brands Hatch Close, Kyalami Business Park, Midrand,
Johannesburg, South Africa.
www.multialloys.co.za

Contact: Ken Perel: kenp@multialloys.co.za
TEL: +27 (0)11 466 2480 / Alternative: +27 (0)87 985 2428
FAX: +27 (0)11 466 1692

BY: SONIA LAVERICK
LAVERICK MEDIA COMMUNICATIONS cc
TEL: 011 0400 818 / FAX: 086 671 6831
Email: lavmedia@iafrica.com/ www.laverickmedia.co.za