

# winoa

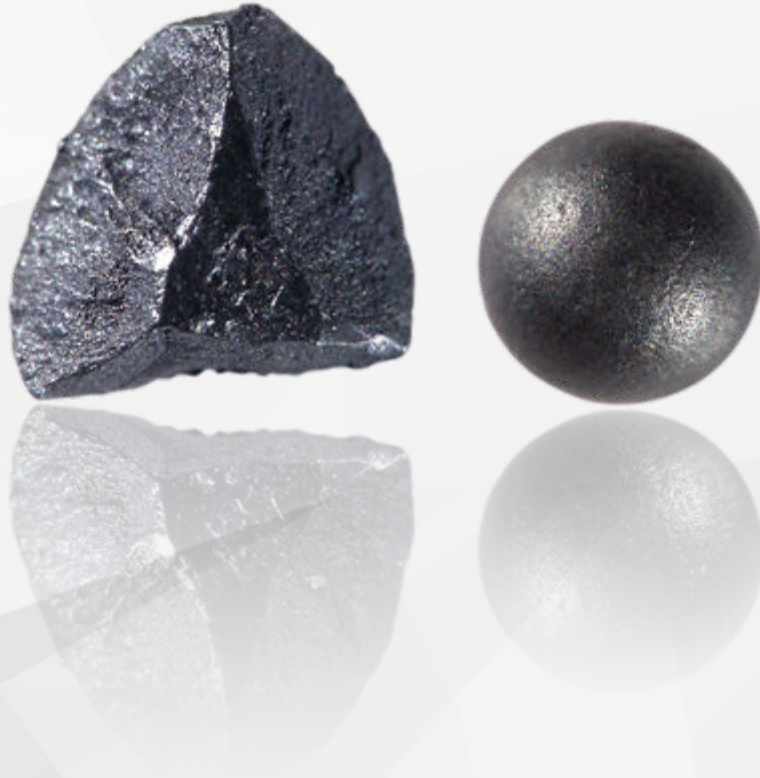
preparing tomorrow's surfaces

## PRESS KIT



World leader in sustainable surface preparation

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**WORLD LEADER IN STEEL ABRASIVES**



## RAMESH KRISHNAN

CEO of WINOA



Wheelabrator Allevard, founded in 1961 and renamed WINOA in 2011, was created to introduce new technology for surface cleaning and treatment in Europe: steel shot blasting. 60 years later, this French company, nestled in the heart of the department of Isère, is now world leader in the sector with 9 plants in 4 continents and 800 employees.

## SHAPING THE FUTURE... TOGETHER

" Arriving early 2020, I found a company with a long and nice history and strong values. The new Management embodies the essential characteristics of the company since its beginnings: corporate culture based on technical and management leadership delivering high performance. Together, with the members of the Executive Committee, we successfully and rapidly managed the health, financial and industrial crisis.

It is in our hands, with the love for our company, passion to serve our clients, dedication to execute promises and the fantasy to dream further. Further for at least another 60 years. From our hometown in Le Cheylas, now to a global leader in abrasive products was the story of the last 60 years. Now building on that base of product leadership and, emerging into a sustainable technology leader in surface treatment, is our vision for the next 60 years.

Let's start shaping the future, together and now...""



# **HISTORY AND PHILOSOPHY**



World leader in steel abrasives, Winoa provides added value in surface treatment using sustainable solutions tailor-made to suit their customers' specific requirements.

## ORIGINIS

A joint venture between Bell Intercorp (USA) and the Société des Hauts Fourneaux & Forges d'Allevar (FR), Wheelabrator Allevar was created in 1961 to introduce steel shot blasting to the European market: a new and revolutionary technique for grit removal and descaling operations in foundries and forges.

## DEVELOPMENT

60 years later, Winoa has achieved global leadership in their core business thanks to strong internal dynamics and to an active acquisition policy. In the 80s, the group underwent strong development with significant acquisitions in the UK, Italy, Canada and the USA. This development continued in the 90s, to the Czech Republic, Spain, Austria, Slovenia, South Africa, Brazil and in Asia (China, Korea, Thailand and Japan), and more recently to Russia where a new plant was created in 2010. For the company's 50<sup>th</sup> birthday in June 2011, Wheelabrator Allevar was renamed Winoa.

On the 30th of January, 2014, a consortium led by KKR Asset Management (KAM) acquired Winoa, owned until then by LBO France. On the 30th of June, 2017, KPS Capital Partner LP became majority shareholder.

Since February 2021, Blackstone investment fund holds the majority of the shares.

## TODAY

The group's new strategic plan, Agenda 2025, is based on 3 main axes: providing the customer with a global solution, developing sustainability by promoting the circular economy with the ambition of moving to carbon neutrality and finally digitizing management and economic model. Digitization has already taken root, notably with the launch of 3 e-commerce sites this year, in Italy, Brazil and Mexico.

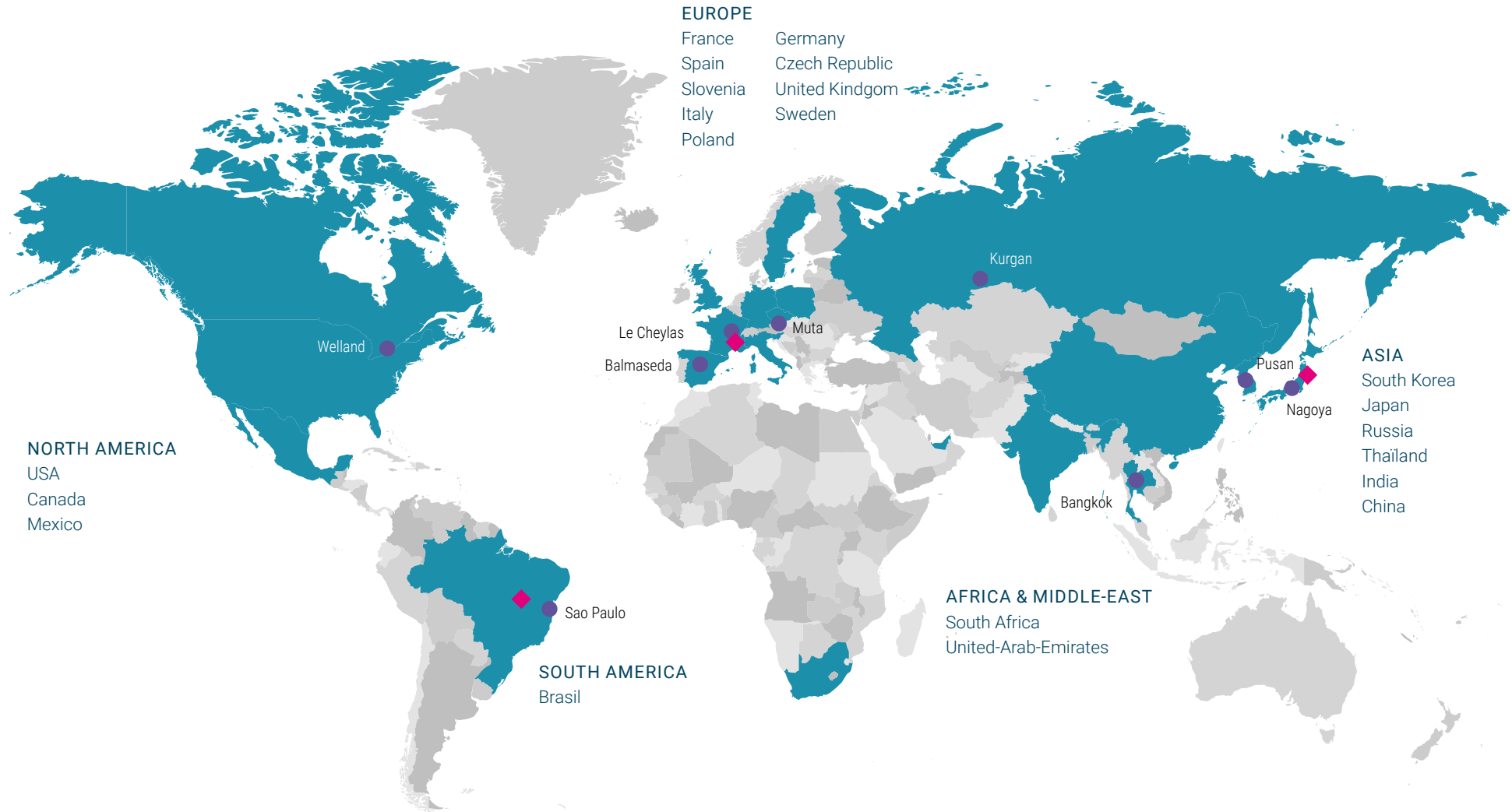
This roadmap aims to ensure the sustainability of Winoa and to all the players in this industry, a future that is at least long and fruitful than the first 60 years.



**A FRENCH SME AND A WORLD LEADER**

# PLANTS NEAR WINOA CUSTOMERS

In less than 60 ans, the Winoa group has experienced exceptional development, going from a regional company to world leader in steel abrasives and a major player in the treatment of metal surfaces.



## EUROPE

- France
- Spain
- Slovenia
- Italy
- Poland
- Germany
- Czech Republic
- United Kindgom
- Sweden

## NORTH AMERICA

- USA
- Canada
- Mexico

## SOUTH AMERICA

- Brasil

## AFRICA & MIDDLE-EAST

- South Africa
- United-Arab-Emirates

## ASIA

- South Korea
- Japan
- Russia
- Thailand
- India
- China

● Steel abrasive production plants

◆ R&D testing centers

■ Countries with Winoa subsidiaries

The many Winoa sites around the globe provide customers with local service, and ensure lower transport costs and better lead times.





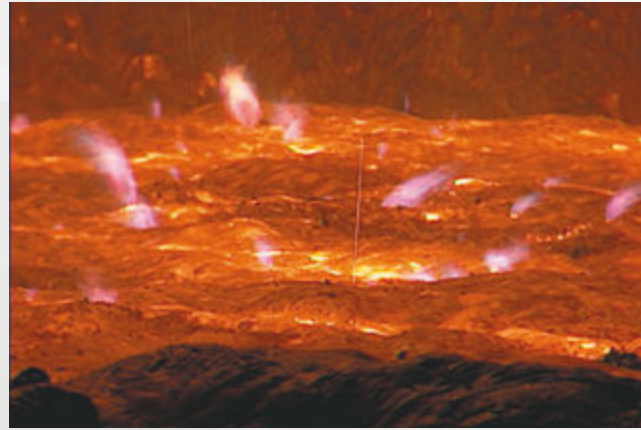
**PRODUCTION PROCESSES:  
FROM SCRAP METAL TO STEEL SHOT**

## 1. SCRAP METAL SUPPLIES



Scrap metal is the main material in steel abrasives.

## 2. FUSION



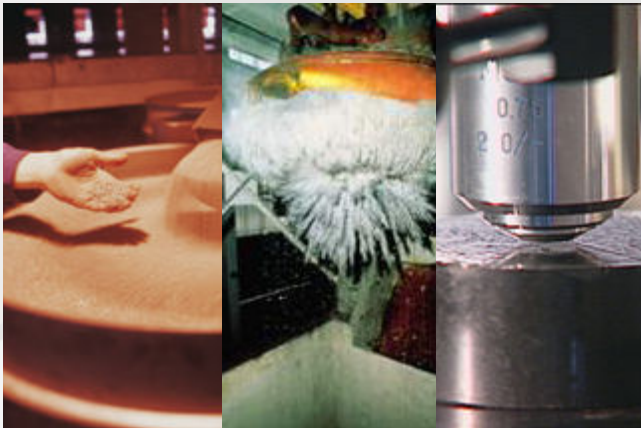
Scrap metal is melted and alloys are added.

## 3. ATOMIZATION



When it comes into contact with water, the liquid steel is atomized into small metal pellets.

## 4. DRYING/SORTING/INSPECTION



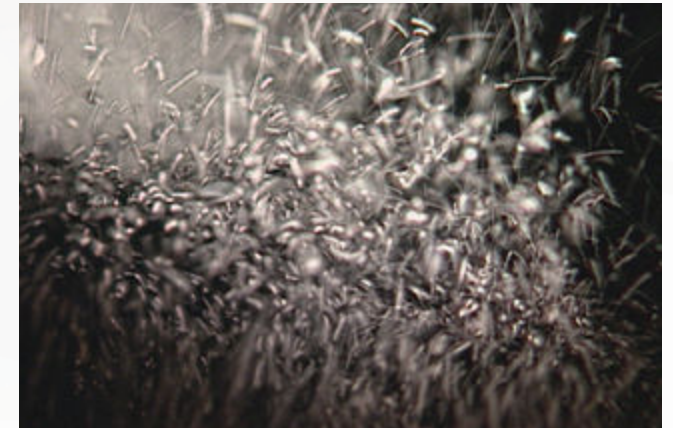
Once they have been pulverized, the metal pellets are dried, sorted and inspected.

## 5. THERMAL TREATMENT



A range of thermal treatments make the steel abrasives sufficiently hard and durable for their purpose.

## 6. GRINDING



Round abrasives are ground to produce angular abrasives.



# **STEEL ABRASIVES: A UNIVERSAL PRODUCT**

# AN ESSENTIAL PRODUCT FOR ALL INDUSTRIES



W Abrasives®  
*your key success factor*

The shot, high carbon steel balls from 0.125 mm to 2 mm, round or angular of different hardnesses, are used in all the applications which require the cleaning, the preparation or the reinforcement of metal surfaces. The products are marketed under the main brand of Winoa W Abrasives. Each factory of the Winoa group is ISO 9001 certified and part of an improvement process quality for its products.

A.

Cleaning (45% of volume): in this essential phase, a turbine machine projects abrasives onto the surface of melted or forged steel components to remove traces of residual sand and oxide.

C.

Shot peening (5% of volume) is a process specifically designed to increase the fatigue strength of components subjected to significant cyclic stress.

B.

Surface preparation (40% of volume): in this phase, a free jet machine projects abrasives to create a profile on metal surfaces and provide sufficient roughness so that coatings (paint, enamel etc.) adhere.

D.

Granite cutting (10% of volume): angular abrasives are combined with water and lime in a framework to cut granite blocks into thin slices.



A.



B.



C.



D.

# WINOA: WITH YOU EVERY STEP OF THE WAY: Industrial applications

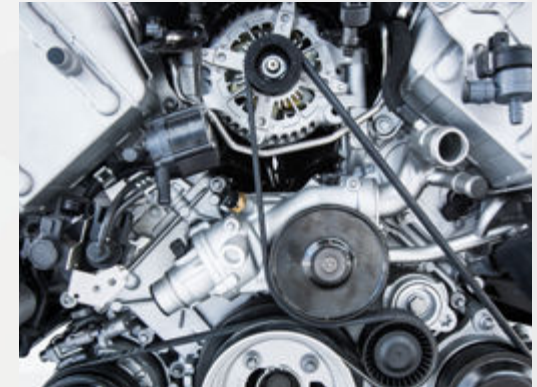
## METALLURGY

- Long products (bars)
- Flat products (laminated/slabs)
- Tubes (including water pipes)



## CARS AND COMMERCIAL VEHICLES

- Engine blocks
- Powertrains
- Brakes
- Suspension framework
- Gear boxes and connections



## CONSTRUCTION AND INFRASTRUCTURES

- Metal frameworks for construction
- Steel profiles
- Bars for frames
- Granite cutting



## EQUIPMENT

- Farming and mining machinery
- Tanks
- Booms and lifting equipment



## AERONAUTICAL, MARINE & RAIL

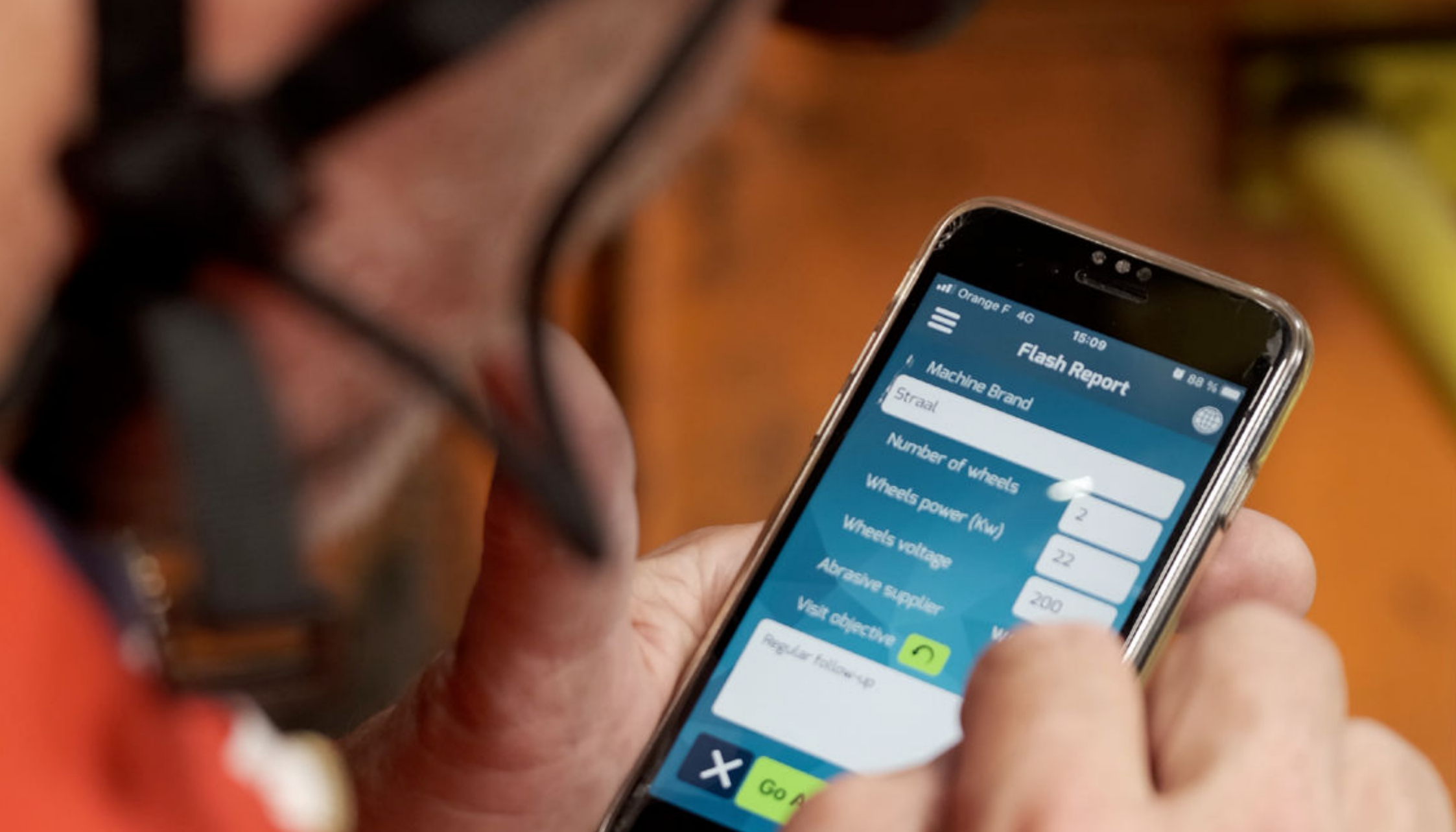
- Shipyards (hulls, ballasts, platforms)
- Railways
- Compressor blades
- Reactor vanes
- Jet engines
- Landing gear



## ENERGY

- Wind turbines
- Pipelines (petrol and gas)
- Gas pipes





**BEYOND OUR PRODUCTS: OUR SERVICES**

# ADDING VALUE

Winoa's specialty is their desire to guide each customer to improve their use of steel abrasives, this offer is living under the brand of W Care

## CONSULTING

Winoa supports its customers to offer them personalized advice and improve their shot blasting parameters. Each process and its equipment are audited to offer suitable solutions.

## TESTING

With the assistance of technical experts, customers find an answer to their specific requests in Winoa test centers: process optimization or resolution of problems experienced in the field. They can thus implement and test different solutions on their own parts and validate the best solution without disrupting their production line.

## TRAINING

Personalized training in shot blasting techniques, tailored to customers, is organized in test centers or on customer sites. They thus offer the possibility of discovering, deepening and implementing the advice that will be given to them during these training days.

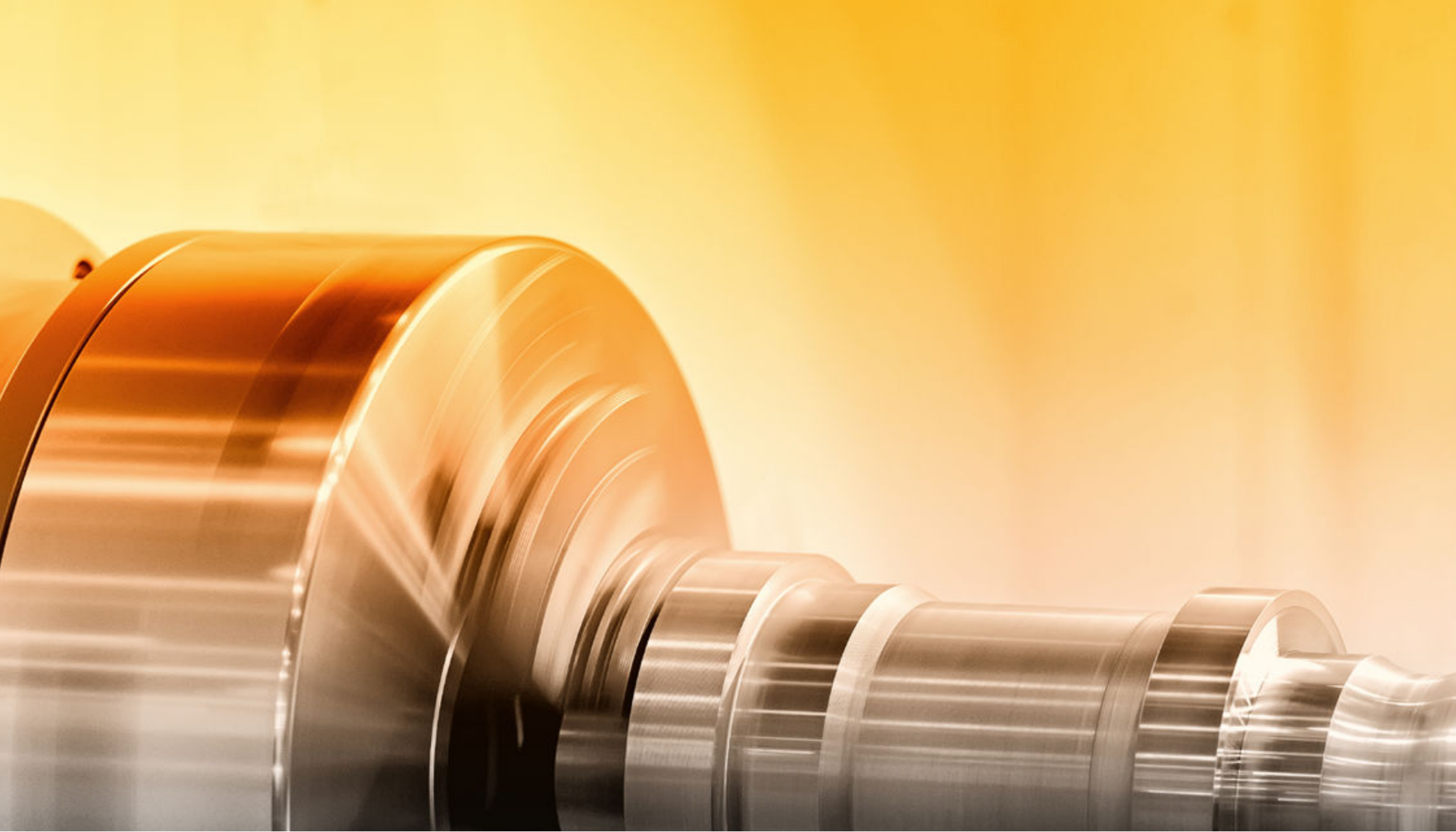
## OPTIMIZATION

Winoa increases the efficiency of the blasting processes while reducing the costs of its customers thanks to operational and mechanical checks carried out on their systems and on the results of the abrasives used.

## MAINTENANCE

The technical experts carry out maintenance actions and repair the equipment following the diagnostics made on the customers' machines. This new service also includes part replacements and annual service contracts.





**INNOVATION IS PART OF WINOA'S DNA**

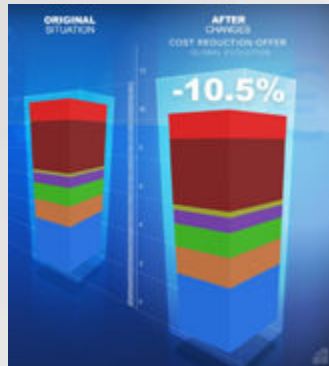


# WINOA'S TECHNICAL EXPERTISE IS AMPLIFIED BY THEIR TECHNOLOGICAL EXPERTISE.

Winoa maintains its place as leader in the sector by anticipating its customers' requirements to create innovative technology. Finding new solutions to help customers improve their industrial processes drives the company's everyday decisions.

## NEW PRODUCTS, SERVICES AND TECHNOLOGY WITH HIGH-ADDED VALUE

Tools to calculate the total cost of blasting operations are used to identify ways to improve customer blasting processes and estimate projected savings (an average 10.5% saving on the total cost of blasting operations)



For more than half a century, Winoa has provided its customers with superior products and services dedicated to improving shot blasting operations.

Today, Winoa takes a step forward by expanding the scope of its services and offers customers a one-stop solution from consulting to optimization & maintenance services under the W CARE brand.

Exclusive technologies for inspecting blasting processes:

- WA CAM: hot spot audit of the blasting installation
- WA CLEAN: objective and quantitative measure of cleanliness of components after blasting



PREMIUM products to meet specific requirements of certain customers and applications. Flagship products:

- Profilium: high-performance angular abrasives to improve productivity in surface preparation operations using compressed air
- Hybrid Shot: combination of round and angular abrasives with special thermal treatment to optimize the balance between productivity and machine wear for removing grit from foundry components.
- HPG: high-performance angular abrasives for improving productivity of grit removal operations on foundry components.



# **CORPORATE SOCIAL RESPONSIBILITY**

Winoa may be an SME, but they have adopted Corporate Social Responsibility (CSR) standards worthy of the largest international groups.

## RESPECT FOR MEN AND WOMEN

### CONFORMITY

Winoa's ethical vision of business is demonstrated in their daily operations around the world, earning the company a reputation as honest and fair with their employees, customers and all other partners.

### HEALTH & SAFETY

Winoa has adopted an active approach to ensuring each unit within the group respects their effective health and safety management system which has attracted international recognition.

**Certification ISO 45 001** (health and safety management system) for all production sites.

### SPONSORSHIP

As part of their corporate social responsibility, Winoa has made a long-term commitment to helping underprivileged young people in developing countries where the company has activities.

## RESPECT FOR THE ENVIRONMENT

### ISO 14001 Certification

minimize impact on the environment

### ISO 50001 Certification

energy management

## SKILL DEVELOPMENT

### LEAN

Winoa aims to improve the efficiency and competitiveness of their plants by involving employees in a unifying project: the Winoa Operating System is a lean approach that aims to standardize best operational practices throughout the group.

### TRAINING

Created in 2001, Winoa's internal university, the Winoa Academy ensures high skill levels through the development of all the groups' employees.



**A COMPANY AND A VALLEY**



# winoa

preparing tomorrow's surfaces

## CONDUCTIVE TO PERSONAL AND PROFESSIONAL DEVELOPMENT

DYNAMIC  
APPEALING  
ACCESSIBLE

SHARING  
WELL-BEING  
CONVIVALITY

WORLDWIDE  
ETHICAL  
DIGITAL



# KEY FIGURES

**300 M€**

TURNOVER

**800 EMPLOYEES**

OF 20 DIFFERENT NATIONALITIES  
INCLUDING 19% IN FRANCE

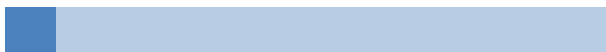
**9 PLANTS**

ON 4 CONTINENTS

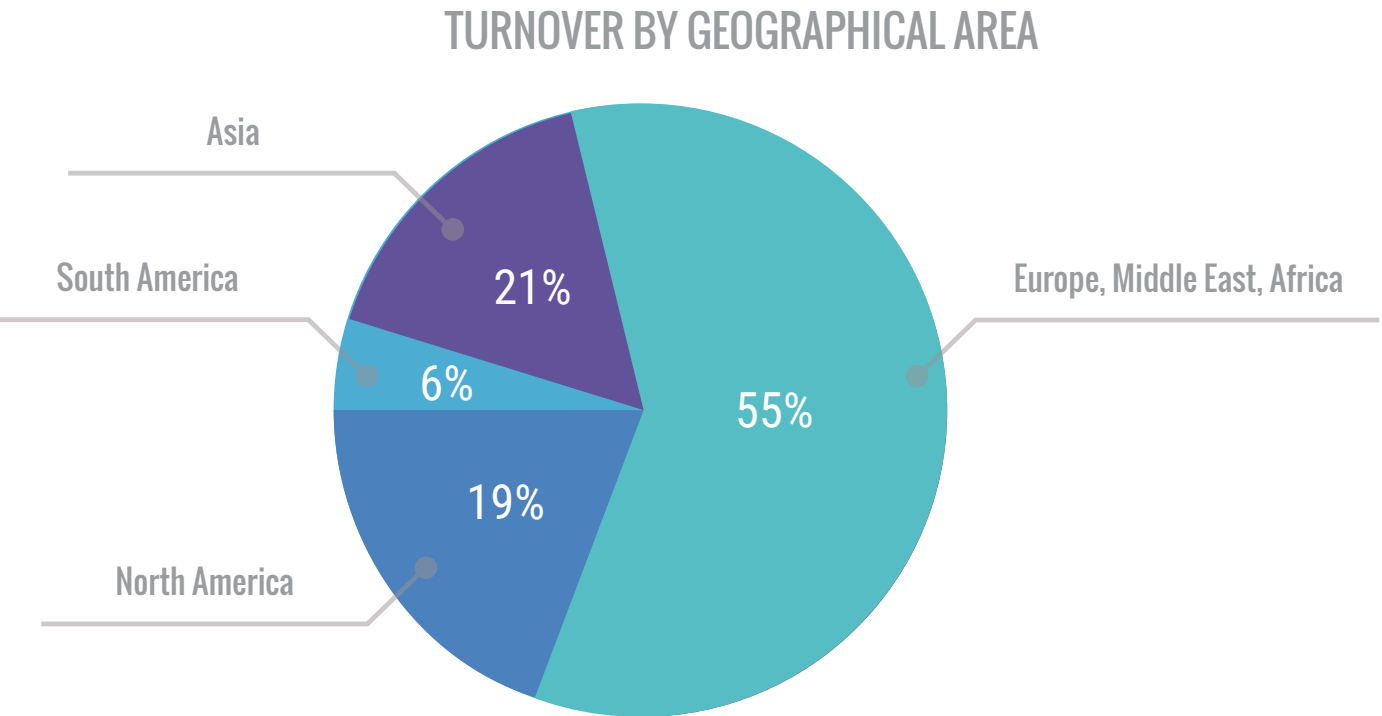
**80 SALES OFFICE**

AND WAREHOUSES IN 30 COUNTRIES

**4** TESTING AND **3** RESEARCH CENTERS



**120** SALES REPRESENTATIVES



**240** AGENTS AND DISTRIBUTORS



**10 000** DIRECT CUSTOMERS IN 120 COUNTRIES



# SATISFIED CUSTOMERS

## METALLURGY

Arcelor Mittal / Thyssen Krupp / Bharat Forge / Calvi Holding / Georgsmarienhütte / Tata Steel / Baosteel / Atlantis Foundries / North American Stainless

## ROAD TRANSPORT

Daimler / Volkswagen / BMW / Honda / Fiat / Volvo / Toyota / PSA / MAN / Hitachi Metals

## MACHINERY

Manitowoc / Caterpillar / Flender / Faber / Saint-Gobain / Genie / Zanussi / John Deere

## OFF-ROAD TRANSPORT

Samsung / STX / Daewoo / Airbus Helicopters / Hyundai / Snecma / Railtech / Bombardier

## CONSTRUCTION

Eiffage / Voestalpine / Severfield / Prezioso Linjebygg / Zamil Froup / Muehlhan AG

## ENERGY

Vestas / Shawcor / PSL / Mülheim / Welspun Group / Gestamp Wind / Titan Wind

# ID CARD

Surname - Winoa

**World leader in steel abrasives**

Date of birth - **1961**

Turnover - **300 million euros**

Address - **528 avenue de Savoie - F 38570 Le Cheylas, France**

## MANAGEMENT

**Ramesh Krishnan**, CEO

## PRESENCE

**9** plants on **4** continents

**80** sales offices and warehouses in 30 countries

## SITE

[www.winoagroup.com](http://www.winoagroup.com)



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