

preparing tomorrow's surfaces



W Abrasives W Care W Tech

The future is now, The future is here, The future is us...

www.winoa.com

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EDITORIAL

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, has become the world leader in the sector with 8 factories, sales covering 120 countries, and over 800 employees.

«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 surpassed multiple crises and evolved stronger than ever.

It is in our hands, with the love for our company, passion to serve our clients, dedication to execute promises and the vision to evolve further... Further for at least another 60 years. From our hometown in Le Cheylas, to a global leader in abrasive products, was the story of the last 60 years. Now building on that base 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...

**The future is now,
The future is here,
The future is us...**

A journey from Wheelabrator Allevard to global leader

Winoa, a pioneer in abrasives and surface treatment solutions, has evolved from its beginnings as Wheelabrator Allevard through various transformations and expansions to become an industry giant.

ORIGINS

In 1961, Wheelabrator Allevard was founded in France as a joint venture between Bell InterCorp (USA) and Société des Hauts Fourneaux & Forges d'Allevard (FR). The partnership aimed to bring steel shot blasting, a revolutionary technique for sand removal and descaling, to the European market.

EXPANSION AND GROWTH

Wheelabrator Allevard expanded globally during the 1970s and 1980s, establishing manufacturing plants in Europe, North America, and Asia. In 2014, the company rebranded as Winoa, shifting its focus from steel abrasives production to providing comprehensive surface treatment solutions worldwide.

INNOVATION AND SUSTAINABILITY

Committed to innovation and sustainability, Winoa invests in R&D to develop high-performance, eco-friendly products and technologies. Recent innovations include Stelux™ stainless steel grit abrasive and WA Clean™ cleanliness measuring tool. Winoa's W Care brand now offers value-added services to ensure optimal performance and customer satisfaction.

PRESENT

Today, Winoa operates in over 100 countries, with a network of manufacturing plants, sales offices, and technical centers. Its dedication and agenda to innovation, portfolio expansion, sustainability, and digitalization has solidified its position as a top choice for cutting-edge surface treatment solutions. Winoa's history highlights its adaptability, growth, and unwavering commitment to excellence.

HISTORY



SINCE 1961

Heir of a long tradition in the French Alps, with a local tradition of steel making since the middle ages, Le Cheylas site was established in 1930.

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Be the leading partner
for our distinguished clients
with Innovative and Eco-friendly
surface preparation products,
solutions and services.

Vision



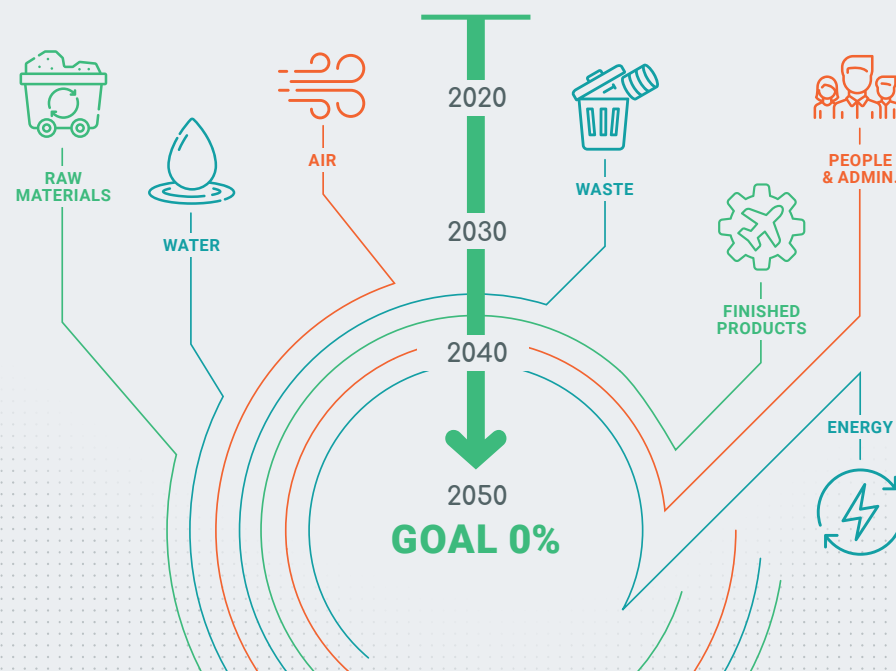
Target: zero carbon by 2050, on the road to success!

Our goal to reduce our environmental impact is ambitious,
but it is in line with the climate challenge.

We are already working hard on our targets, but we must continue our
efforts. We have an aspirational however realistic roadmap that takes into
account the current state of knowledge and the impact of our actions.

We are determined to achieve our objectives.

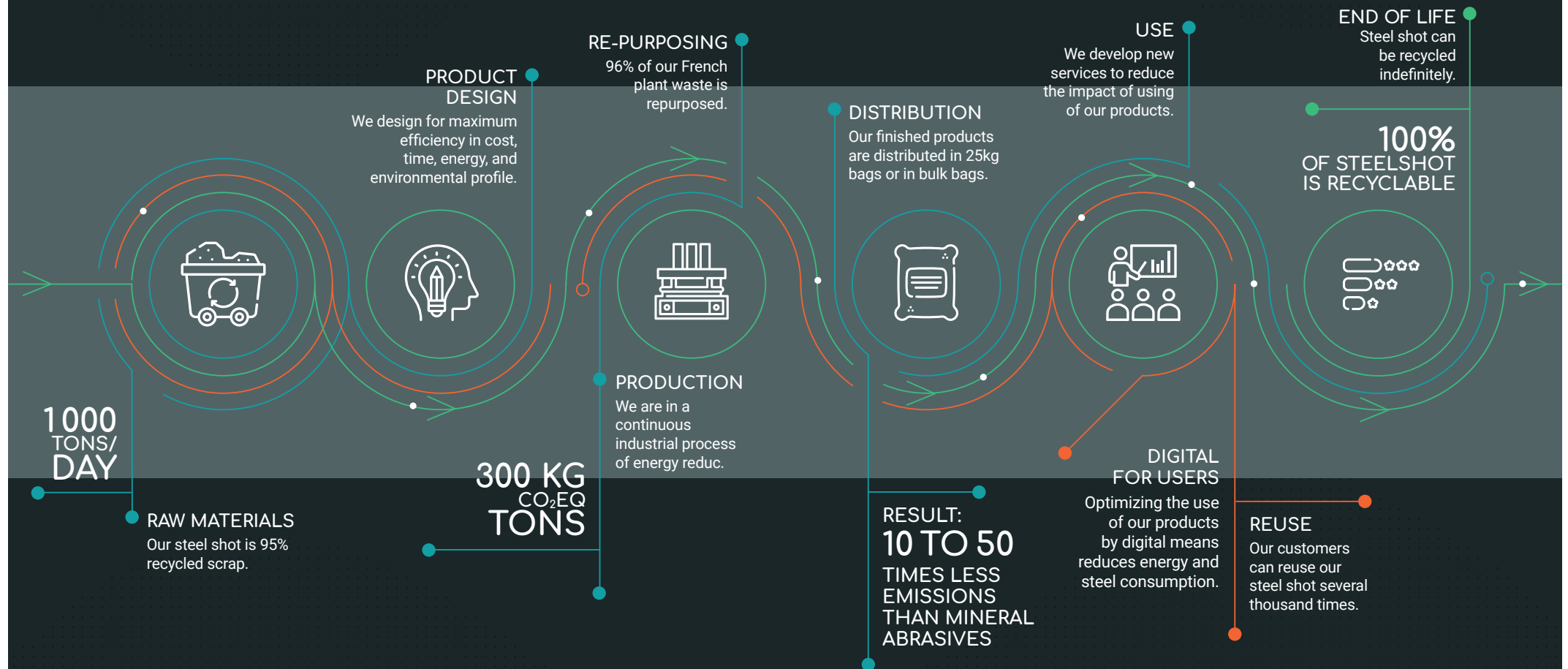
300KG CO₂ EQ/TON
PRODUCED DOWN TO ZERO



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With over 95% of our raw materials sourced from the **circular economy**, our business model has a strong environmental focus. And every stage of our **product life cycle** plays a key role in driving down our carbon footprint.

THE LIFE CYCLE OF STEEL SHOT





OUR BRANDS



W Abrasives

Cast Steel Abrasives
Stainless Steel & CW
Other Specialties



W Care

Consulting
Maintenance, Repair and Operation (MRO)
Spares



W Tech

Accessories
Tools (Conventional & Digital)
Technologies

«Being a global leader
in abrasive and surface
preparation products».

Beyond steel shots: our comprehensive abrasive solutions

At Winoa, we offer a full range of eco-friendly abrasives, services, and technologies. Composed of over 95% recycled materials, our abrasives are 100% recyclable and reusable hundreds of times, making them an ideal green alternative to expendable abrasives. Choose Winoa for effective and reliable abrasive solutions that prioritize sustainability.

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W Abrasives

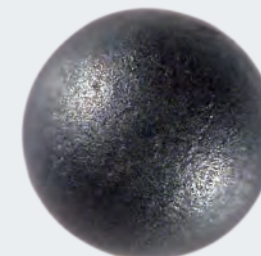
Innovative range of abrasives

Superior performance and
cost-effective solutions for cleaning
and surface preparation challenges

Mission: provide a full
range of high-quality metallic
media, including cast steel
shot and grit, stainless
steel, cut wire shot, and
cast iron blasting media,
to help customers improve
operational performance
while reducing costs.

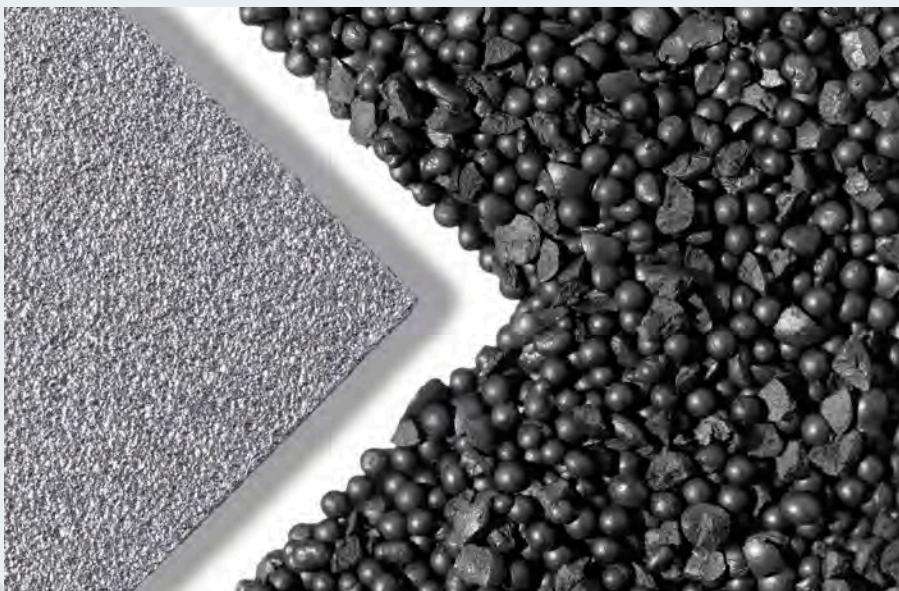
HIGH CARBON CAST STEEL SHOT & GRIT

World's leading product,
tough and highly recyclable
abrasives for intense blas-
ting and optimal results.



PREMIUM ABRASIVES

Maximize blasting performance with exclusive W Abrasives' Premium shot blasting media and services. Our complete range of Premium abrasives ensures optimum quality, performance, and cost-effectiveness for traditional and emerging applications.



PROFILUM®

Ready-to-use air blast grit mix for homogeneous surface profile with unmatched efficiency.

HYBRID SHOT™

Specialized abrasive for desanding, descaling in foundries, forges and wire drawing works. Reduces wear and maintenance costs, improves cleaning performance.

STAINIUM™

Developed for wheel blast descaling with low roughness needs, providing a stable working mix and consistent surface finish.

PROWHEELIUM™

Ready-to-use, narrow hardness range steel grit for Wheelblast surface preparation. Reduces wear and consumption, and maintains low surface dust.

STAINLESS ABRASIVES

Achieve a rust-free, tarnishing-free and iron-free surface after blast cleaning with our Stelux™ stainless steel abrasive media.

Our 3 products - STELUX C, STELUX CN, and STELUX CG – are tailored to a great range of applications.

You can choose from:

STELUX C chromium-based for non-ferrous metals and stainless steel.

STELUX CN chromium-nickel for critical rust-free cleaning.

STELUX CG high-chromium grit for surface preparation and roughening.

Our stainless steel media can clean, roughen, remove heat treatment scales, and prepare surfaces for coatings and painting of a variety of iron-free metals. Choose W Abrasives Stelux™ for exceptional results.



Our specialty products HD CUT WIRE UNIQUE AND POWERFUL

Our specially heat-treated HD Cut Wire shot, made with Toyo-Seiko, offers superior shot-peening performance.

With 30% longer lifespan and consistent particle size, it outperforms conventional cut wire, while reducing consumption and waste output for an eco-friendly and sustainable solution.



UFS™ - ULTRA FINE SHOT

A 100 µm shot designed for precise peening.

AMS AEROSPACE GRADE STEEL SHOT carefully conditioned to meet strictest peening requirements.



Dedicated to guide each customer to improve their use of steel abrasives and overall blasting process

Our W Care™ service teams offer 60+ years of blasting expertise, providing maintenance, consulting, testing, training, and machine upgrade services to optimize cleaning and preparation performances.

Our goal: to set new standards of shot blasting services, tailored to your needs, so you can benefit from our global know-how, increase efficiency and simplify your life.



At each step of your blasting process, for each of your industrial or financial stakes, you have a solution via W CARE! Our dedicated shot blasting services team of experts will assist you in addressing challenges.

Let's prepare for tomorrow together.

preparing tomorrow's surfaces

A comprehensive range to
BE ONE STEP AHEAD OF YOUR COMPETITORS



CONSULTING

Customized advice on your process to improve blasting parameters.

TESTING

Expertise and tech centers to find solutions without disrupting production.

TRAINING

On-site and practical training tailored to your needs for increased blasting knowledge.

OPTIMIZATION

Operational and mechanical checks to increase efficiency and reduce Total Cost of Operation (TCO) for competitiveness.

MAINTENANCE

Equipment maintenance, repair, and service, including parts replacement and annual contracts.

MACHINE UPGRADE

Efficient solutions for system upgrades and additional equipment installation.

300

Training programs per year

3400

Expertise reports per year

6

Tech Centers

180

Trials per year



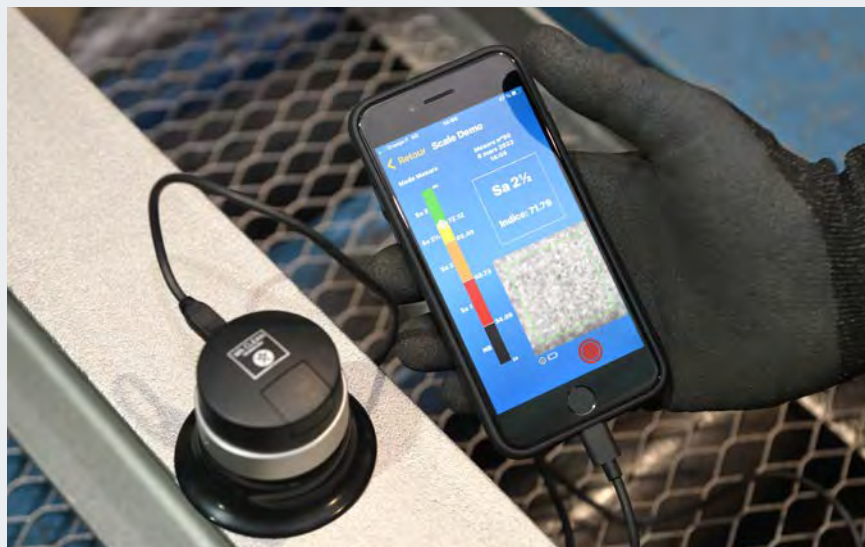
W Tech

Complementary tools & technologies

Enlarged offer to meet all customers needs, including complementary tools and technologies

Winoa: pioneer in innovations, tools and solutions for surface profile, cleanliness, equipment for peening and blasting processes.

- SURFACE CLEANLINESS TOOLS
- SURFACE PROFILE INSTRUMENTS
- SHOT-PEENING ACCESSORIES
- AIRBLASTING & WHEELBLASTING EQUIPMENT



High-Value solutions from years of innovation and research

With a focus on innovation and technology, **Winoa's W Tech™** products such as **WA Clean™**, **WA 3D™** and **WA Dust™** provide unique and high added-value solutions.

Our digital business model and our exclusive IT tools and apps, including the W App or the «**Blasting Cost Killer**», are designed to reduce Total Cost of Operations (TCO) and improve knowledge.

We also offer an **e-commerce platform** (e-shop) to simplify purchasing and meet customer expectations. **Currently available in South America, Mexico, Italy, Thailand, Czech Republic and Poland**, the platform is expanding to meet the needs of customers worldwide.



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Key applications



Cleaning 50% *

In foundries, automotives, forges and stainless-steel industry



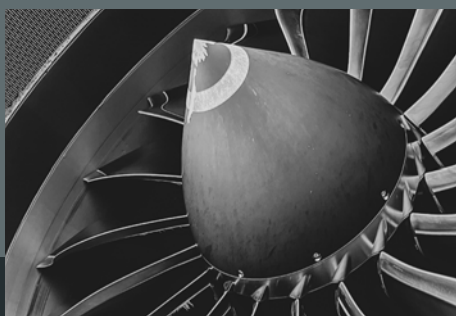
Surface Preparation 40% *

Surface roughening to ensure optimum adherence of paint and coating



Granite 7% *

Stone cutting with gang saw and blasting for controlled appearance



Shot Peening 3% *

Treatment against deformation, wear and corrosion

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* As % of our activity

Winoa's global reach provides proximity to customers, reducing freight costs and delivery times

370 M€

World sales in 2022

800

Employees over the world

>300 KT

Production of steel abrasives

240

Agent & distributors

10 000

Direct customers in the world

20

Technical experts in the field

ACTIVITIES PER MARKET

Metallurgy (28%)
Road transportation (25%)
Equipment goods (19%)
Construction & granite (17%)
Energy (6%)
Aerospace, Marine and rail (6%)

Key figures



A global footprint for better customer proximity

120 countries covered by Winoa sales



● 8 Steel abrasives production plants

● 6 Tech Centers (incl. 2 R&D Testing Centers)

● 22 Countries with Winoa subsidiaries

Austria / Brazil / Canada / China / Czech Republic / France / Germany / India / Italia / Japan / Korea / Mexico / Netherlands / Poland / Slovenia / Spain / South Africa / Sweden / Thailand / United Arab Emirates / United Kingdom / USA

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SINCE 1961