

## **Afrox launches 360-degree Integrated Customer Application Solutions Programme**

The challenging South African energy, transport, mining and fabrication industries require innovative solutions to stay abreast of global technology and competition.

Whether the application is a locomotive, a pressure vessel, tanker, wind tower, a petro-chemical plant shut-down or any other application, companies are looking for a quality solution, delivered on-time, at the lowest possible cost in a highly safe environment.

Committed to ongoing development of customer-orientated services, Afrox has launched its 360° Integrated Customer Application Solutions and Safety Solutions programmes that offers just that - a comprehensive solution from start to finish.

Johann Pieterse, Business Manager for Manufacturing Industries at Afrox, says the Integrated Customer Application Solutions process always starts with a complex customer application challenge. Afrox will propose a partnership to develop a joint solution with the customer and agree a way forward that will maximise value for the customer and their end user.

Pieterse continues that the proposal is followed by an extensive survey of the customer's application, including current processes and practices. It is imperative to understand the customer's business and their inherent challenges in terms of quality, productivity, costs and safety.

"Once we understand the challenges, the next step is to create an effective solution," says Pieterse.

Firstly, the different welding processes are carefully considered and the best fit for the application is established. The selection of high quality Afrox gases, welding consumables and equipment are packaged to support the selected process.

Afrox value-added services ensure that an optimised welding procedure is developed for each application and that staff are trained and qualified for successful implementation. This is done in line with Quality Management System, EN ISO 3834, as a guideline.

After customer sign-off, the solution is implemented on-site step by step. Qualified Afrox technical representatives oversee the execution as well as ensure supply of the correct welding consumables to support the process.

Accurate implementation of the solution guarantees one or more of the following for customers: increased productivity, lower production cost, and improved quality, all hinging on a safe working environment.

Afrox also undertakes any necessary upskilling or training of staff to optimise the new solution if required. The training and optimisation is underpinned by a range of safety and welding training courses, designed and developed to meet complex industry requirements.

Once fully operational, Afrox provides ongoing support and maintenance to the project as well as offering equipment, gases and related consumable packages to ensure the proposed saving and increased productivity and quality promises are met.

“As sub-Saharan Africa’s leading supplier of gas, welding equipment and consumables, Afrox is the only company extending this 360-degree capability to customers across South Africa, identifying opportunities to assist customers by implementing complete solutions, and providing full back-up and support,” concludes Pieterse.

Issued by: Serendipity Events, Promotions & Exhibitions

On behalf of: AFROX

Editorial contact: Loll Thomson (011) 467 2133

Mail to: [lol@sepe.co.za](mailto:lol@sepe.co.za)

Client contact: Johann Pieterse

Mail to: [Johann.Pieterse@afrox.linde.com](mailto:Johann.Pieterse@afrox.linde.com)

Date: 3 July 2018