The go-to provider of advanced welding consumables, automated welding equipment and engineered wear protection solutions
The Welding Alloys Group

Welding Alloys boasts more than 50 years of experience providing hardfacing, joining, rebuilding and cladding products and solutions to an extensive range of industries. We are the go-to provider of advanced welding consumables, automated equipment for wear protection, and engineered wear protection solutions, which we achieve through a total commitment to our customers, our people and innovation.

Our technical ‘spark’ solves your industrial challenges

Our commitment to quality

Innovation is the keyword, defining our approach to new markets and developing solutions to our customers’ needs. Our prime responsibilities are our customers, our people and our environment. The daily commitment from our employees guarantees the utmost respect for the quality requirements and values that are consistent with this dedication:

- Strict production procedures, conforming to international standards and customer specification
- Expert customer service offering the best technical and cost-effective solutions
- Constant commitment to customer satisfaction
- Team spirit driven by the pride of belonging to a dynamic, growing and innovative industrial group

More than 50 years of company milestones

1966 - Welding Alloys Ltd is founded in Fowlmere, near Cambridge (UK) by Jan Stekly
1968 - WA starts producing hardfacing cored wires
1973 - Welding Alloys is opened in France, this is the beginning of the Welding Alloys Group
1974 - WA designs and manufactures its first generation of welding equipment
1976 - WA Group opens its first African company in South Africa
1981 - The first WA Group Asian company opens in Malaysia
1986 - WA USA is the first company opened in the Americas
1996 - WA develops new technology for continuous manufacturing of seamless flux cored wire
2011 - Focus on Innovation, training held for over a quarter of all worldwide employees
2016 - WA Group celebrates its 50th anniversary with employees from around the globe
Our core values

- **Quality & Service Excellence**: We focus on delivering superior quality, industry-leading service and technical support.
- **Innovation**: We use our technical strengths to design and manufacture innovative products and solutions that provide 100% customer satisfaction.
- **Customer Focus**: We put our customers first, actively listen to their needs and partner with them in the pursuit of excellence.
- **Growth**: By doing all of the above, we will grow profitably, as a company, as a team, and as individuals.
- **Ethics**: We operate in an open, safe and enjoyable environment in which trust, honesty and integrity prevail, and high professional and ethical standards are observed.

Our brands

The Welding Alloys Group portfolio also includes several other complementary brands that have been acquired throughout the years to enhance our product and service offering to customers. Each respective brand offers a range of specialised products and services in various industries specifically dedicated to solving your industrial challenges.

A worldwide presence

We cover more than 150 countries and territories throughout a network of over 28 subsidiaries and with more than 1000 employees and specialists in different disciplines; we offer unrivalled service solutions globally.

Manufacturing capabilities

**100% Welding Alloys Technology**

As pioneers in the manufacture of tubular flux cored wires since the 1960s, the Welding Alloys Group has always designed and manufactured its own production equipment.

This equipment is now installed worldwide in all of our cored wire manufacturing plants: France, Germany, USA, Argentina, Mexico, South Africa, Malaysia, India and China. Keeping the production in-house and having a local presence enables us to maintain full control over our production process and ensure shorter delivery times to meet local needs.

Our innovative technology combined with more than 50 years of experience in the design, the build and the operation of the full range of manufacturing equipment, provides an unrivalled performance guarantee to all our customers.
The go-to provider of advanced welding consumables

Welding Alloys Group continuously focuses on improving, and setting the standard in the production of a wide range of flux cored and metal cored welding wires for:

**Rebuilding** by arc welding is an operation to enable the recycling of used components. Generally using a cored wire of similar alloy composition to the components’ base material, the parts are rebuilt to their original dimension.

**Hardfacing** by arc welding is a surfacing operation using a cored wire to extend the service life of industrial components. This is carried out preemptively on new components or as a part of a maintenance programme on worn parts, generally using more noble alloys than the alloy composition of the parts’ base material.

**Cladding** cored wires are used to obtain a corrosion resistant deposit of which the chemical analysis has to adhere to strict standards. A process which involves thickening a surface by applying a layer of corrosion resistant material on to a carbon steel or sometimes a stronger quench and tempered steel under-layer.

**Joining** cored wires are readily used in all welding construction and fabrication environments; however their use is predominantly in demanding industries, thanks to their high quality, efficiency, ease of use and high productivity.

We offer wires for low, medium and high alloy hardfacing, for mild and stainless steel fabrications, and nickel and cobalt base wires. Diameters range from 0.9 mm to 4.0 mm, using our own manufacturing technology. In addition to cored wires, our range of consumables includes aluminium welding wires and tubular welding electrodes.

The go-to provider of automated equipment for wear protection

The Welding Alloys Group has pioneered the design and manufacture of automated welding equipment since the late 1970s. Our range of machines offers the most sophisticated technology to enable high quality and reproducibility of demanding hardfacing, cladding and rebuilding applications.

Each machine is designed to meet the specific needs of the customer, offering stationary equipment (for use in workshops only) or portable equipment (for use in-situ and workshops).

Welding Alloys has the capability to tailor our products and services to customers’ specific requirements and to fully support our customers worldwide by offering a full installation, commissioning and training service for all of our machines.
To fulfill the need of many industries looking for specialised hardfacing and cladding services, Welding Alloys created a worldwide network of strategically located Service Centres. Welding Alloys’ Integra™ division specialises in providing welding services in our workshops or in-situ using our own advanced welding consumables and state-of-the-art machines for the hardfacing and cladding of components worn in service. Welding Alloys Integra™ also specially design and manufacture components.

- Integra™ Service Centres throughout the world
- Expert knowledge and experience across a number of industries
- Repair, cladding, hardfacing solutions
- Increased productivity, less downtime
- Reduced maintenance costs

Welding Alloys Group satisfies specific requirements at all levels in all of these industries. Whether with OEMs, direct users, sub-contractors or distributors, Welding Alloys unreservedly collaborates and offers the best possible solutions.
Our Technical ‘Spark’ Solves Your Industrial Challenges

WA Consumables
The go-to provider of advanced welding consumables

WA Machines
The go-to provider of automated equipment for wear protection

WA Integra™
The go-to provider of engineered wear protection solutions

A worldwide presence

www.welding-alloys.com