

B.E.D. announces surface engineering win

Bolt And Engineering Distributors (B.E.D.), a leading supplier of engineering products and services, proudly announces a significant B.E.D. CMT win with a surface engineering customer, one of South Africa's leading providers of thermal spraying and coating technology.

A collaboration that underscores B.E.D.'s dedication to providing top-quality welding solutions and exceptional customer service, began a year ago when one of the customer's team members was introduced to Kevin Jenkins, the newly appointed B.E.D. Area Sales Manager (ASM) for the Vaal region. The customer – already acquainted with the high standards of Fronius's welding machines – had a unit which required service and calibration.

Leveraging its expertise as a longstanding and experienced Fronius distributor, B.E.D. efficiently managed the repair process, returning the machine to optimal performance. This success was pivotal in building trust and demonstrating B.E.D.'s capability to meet the customer's high expectations.

"We are very pleased to announce our collaboration with this valued customer! This is a testament to B.E.D.'s unwavering commitment to quality and customer satisfaction – and to the excellence of our supplier Fronius's welding equipment and solutions," says Mike Giltrow, CEO of B.E.D.

Addressing customer requirements

Following the repair and return of their welding machine, the customer encountered an operational issue regarding the selection of the correct settings for a specific welding application. Demonstrating dedication to customer satisfaction, a specialist from B.E.D.'s welding division accompanied the ASM to the customer's site. The hands-on support and training provided speedily resolved the issue, again showcasing B.E.D.'s commitment to ensuring optimal operational performance for its customers.

Recognising the need to remain competitive in the market, the customer then expressed interest in the Fronius TPS400i Cold Metal Transfer (CMT) machine, driven by their requirement to offer advanced welding processes to their clients. B.E.D.'s welding specialist provided comprehensive insights into the CMT machine, initiating the quotation and purchasing process.

Expertise and confidence

"The customer's expertise in surface engineering, and the variety of welding



Fronius's modern CMT welding process can be tailored for surface engineering using many special alloys.

processes required for this – including, for example, their familiarity with the cold metal transfer welding process – combined with their confidence in B.E.D. and in the Fronius brand – played a crucial role in their decision-making process," Jenkins explains.

He adds that throughout the discussions, B.E.D.'s welding division's extensive industry knowledge was very evident: "Our welding team addressed all the technical queries raised by the customer, providing detailed explanations on materials, machine capabilities and optimal welding settings. This technical support was instrumental in securing the order of the new CMT machine."

B.E.D.'s welding division's in-depth technical experience and understanding of Fronius's products and solutions assured the customer of the quality and reliability of their purchase.

The promise of ongoing support and backup service, along with training for the machine operator post-commissioning, further reinforced the customer's confidence in their decision. "In addition, our welding division team ensured that all potential issues were promptly addressed, providing robust operational support to the customer," Jenkins advises.

Successful implementation

Upon delivery and commissioning of the CMT machine, B.E.D. also conducted thorough training sessions, ensuring that the customer's welding team was well-versed in the use of the new equipment.

"This guaranteed that the customer could maximise the machine's capabilities from the outset. Since automating their CMT process, the customer has reported outstanding results, reaffirming their satisfaction with Fronius's welding technology – and the sterling support received from B.E.D.," Jenkins enthuses.

"Our collaboration with this market-leading customer exemplifies the synergy between our technical expertise and their commitment to excellence. By providing comprehensive support and high-quality solutions, we have strengthened their operations and affirmed our dedication to customer satisfaction. B.E.D. is proud to have facilitated this customer's enhancement of their welding processes, enabling them to maintain a competitive edge in their market. Our collaboration exemplifies B.E.D.'s ongoing commitment to delivering high-quality engineering solutions and fostering strong, supportive relationships with our customers," Mike Giltrow concludes.

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