

Unique Welding's Impact in SA and beyond

South Africa's largest independent distributor of gas and welding products, Unique Welding has grown exponentially since its inception, not only through sheer scale but also through innovation and quality. Director, Gaetano Perillo, highlight the company's achievements.

With 14 branches and an expansive network of independent distributors across South Africa, Unique Welding is now a key player in the country's welding industry, pushing boundaries in ways that have a profound impact on businesses, industries and communities alike. "In the competitive world of welding and gas distribution, few companies have managed to carve out such a commanding position as Unique Welding," suggests Gaetano Perillo, the company's Director.

At its core, Unique Welding is a fully integrated solutions provider, delivering a comprehensive suite of products and services that cater to the diverse needs of its customers. From the automotive sector to mining, construction, manufacturing, energy, and beyond, the company has positioned itself as an indispensable partner for businesses in a variety of industries that rely on welding and gas technologies to thrive. "What sets us apart, though, is not just the scale of our operations but the in-

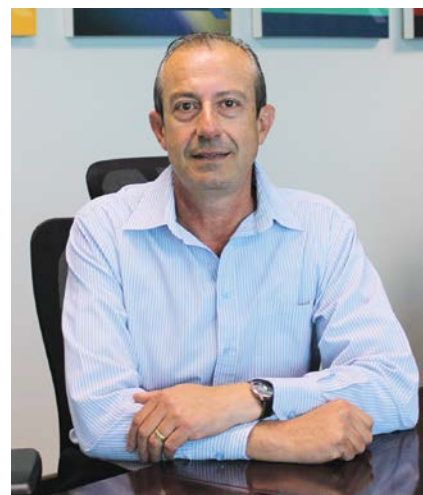
novative solutions and specialised services we offer," says Perillo.

Unique Welding does not simply supply products—its mission is to offer customised welding and gas solutions tailored to meet the specific needs of each client. With an understanding that no two businesses are alike, the company focuses on providing flexible, efficient, and cost-effective solutions, reducing operational costs for its clients and helping them boost productivity. "Whether through bespoke welding machines, consumables, equipment, or gas, Unique Welding ensures that its clients have access to cutting-edge technology and world-class service at every turn," Perillo adds.

One of the key reasons Unique Welding has gained such a loyal customer base is its unwavering commitment to delivering high-quality products and services. The company works closely with a select group of leading global manufacturers to create its own brand of welding machines and equipment. The Thermamax range, a flagship offering from Unique Welding, is a testament to this dedication to excellence. These products stand at the forefront of the welding industry, celebrated for their advanced technology, durability, and exceptional performance.

The Thermamax range includes a variety of products tailored for different welding applications. From MIG, TIG, and MMA welding machines to plasma cutting and gas cutting equipment, the Thermamax brand has set a new standard in the South African welding industry. In addition to premium welding machines, the range also comprises high-quality consumables and welding accessories, all designed to ensure seamless operation and to deliver superior results.

What makes the Thermamax brand stand out is its unmatched value. The brand represents a balance between superior technology and affordability, offering an exceptional product without compromising performance. Additionally, the range meets



industry and safety standards, making it a preferred choice for many businesses.

Strategic supply chain management

Unique Welding's success is also underpinned by a robust and strategic supply chain that ensures smooth operations from sourcing to delivery. The company focuses on effectively managing the full product cycle – from sourcing and product development to procurement, forwarding, warehousing and delivery. By collaborating closely with its key suppliers, Unique Welding ensures that shipments from international manufacturers are managed seamlessly and delivered on time.

The careful attention to the logistics and supply chain allows Unique Welding to consistently meet customer demands for products, reducing lead times and increasing efficiency. With a team dedicated to overseeing this critical aspect of the business, Unique Welding is able to maintain a steady flow of products to its customers, ensuring that their welding and gas needs are always met on time.

Commitment to training and support

At Unique Welding, we understand that the success of our salespeople directly impacts the company's overall performance. That is why we prioritise comprehensive training, ensuring our sales teams are well-equipped with in-depth product knowledge. Our dedicated training centre plays a key role in providing sales staff with technical expertise, enabling them to effectively communicate product benefits to customers.

Beyond staff development, we offer on-site technical training for customers, delivered by experienced technicians. This hands-on guidance ensures users can confidently operate their Thermamax machines and maximise their benefits.

Customers and sales teams have access



Unique Welding is committed to delivering high-quality products and aftersales services.

to a fully equipped demonstration centre at our head office. Here, live product demonstrations take place, and new product launches are introduced, offering invaluable first-hand experience. "This practical exposure empowers our sales team to provide clients with a thorough understanding of the equipment, enhancing their ability to sell with confidence. Our on-site capabilities also ensure that clients receive timely, professional support, reducing downtime and optimising equipment performance," he says.

Empowering communities and upholding social responsibility

Unique Welding, a division of Weldamax and a subsidiary of Air Products South Africa, is proud to be a certified BBEEE Level 4 contributor. This certification reflects the company's dedication to empowerment, transformation, and uplifting communities. Unique Welding works with its stakeholders – employees, customers, suppliers, and the broader community – to foster an environment of shared growth and opportunity. The company believes in the importance of giving back, and this is evident in its initiatives designed to promote social responsibility and community development.

In addition to its focus on empowerment, Unique Welding's ownership structure further highlights its commitment to growth and development. In 2022, Weldamax was acquired by Air Products South Africa, making it a proud subsidiary of the global industrial gas leader. This acquisition brings a wealth of expertise, resources, and strategic support to Unique Welding, strengthening its capabilities and expanding its potential for continued



With the acquisition of Weldamax by Air Products South Africa, Unique Welding became a proud subsidiary of the global industrial gas leader.

growth. Air Products South Africa's involvement in the governance and strategic direction of Unique Welding ensures that the company is well-positioned for the future, both within South Africa and beyond.

South Africa's diverse economy, with its varied industrial sectors, requires a welding solutions provider that can adapt and innovate in response to the demands of different industries. From energy and chemicals to food, transport, and construction, Unique Welding has developed a reputation for being a trusted partner.

In the energy and chemicals industries, where precision and safety are paramount, the company has built a strong presence by providing top-tier welding solutions that meet the industry's stringent quality and safety standards. Similarly, the company's products and services are highly regarded within the food and beverage industry, where hygienic and efficient welding processes are essential for maintaining product quality and safety.

For industries such as construction, manufacturing, and transport, where large-scale operations and high-volume production are the norm, Unique Welding offers robust, reliable solutions that help ensure efficiency and uptime. The compa-

ny's dedication to providing products that help businesses optimise their operations has earned it the trust of major players in these industries.

In addition to offering world-class welding equipment, Unique Welding has also played a pivotal role in the mining industry, a key sector of the South African economy. The company's ability to deliver tailored solutions that enhance productivity while meeting the demanding conditions of the mining sector has further cemented its reputation as an industry leader.

From its humble beginnings to its position as the largest independent distributor of gas and welding products in South Africa, Unique Welding's journey is a testament to the power of innovation, dedication, and customer focus. The company's commitment to excellence in both products and services has allowed it to build a loyal customer base and expand its operations, while its investment in people and relationships has fostered a culture of collaboration and mutual growth.

"Unique Welding stands as a beacon of excellence within the South African welding industry, driven by a passion for quality, innovation, and service. As the company continues to grow and evolve, we will, undoubtedly, play a key role in shaping the future of welding and gas solutions in Africa, delivering unparalleled value to customers and communities alike," Gaetano Perillo concludes.

<https://uniquewelding.co.za>



The flagship Thermamax equipment range from Unique Welding.



At its core, Unique Welding is a fully integrated solutions provider.