

Goscor Arc commits to the ESAB brand

Leading welding solutions and equipment supplier, Goscor Arc, has announced that, in line with the Goscor Group's drive to focus on key products within the group, it has chosen ESAB as its primary brand and will therefore no longer be distributing Lincoln products. "We will concentrate on ESAB products. This will help our technical, sales and support staff to provide a better service and our customers will be the ultimate winners," says Rob Pirie, Goscor Arc MD.

Pirie says that Goscor decided to partner with ESAB because of his company's long history of success with them. "We go back a long way and, apart from having great trust in the quality and range of ESAB's product, service and immense technical know-how, there is a deep mutual respect," he says.

In terms of living up to Goscor Arc's promise of providing a 'total solution' to customers' welding needs, the close relationship with ESAB facilitates execution of this promise says Pirie. "We continue to do what we have always done, which is to provide our custom-

ers with the best welding solution in a cost effective and efficient package, irrespective of the hardware required," he says.

Goscor Arc is ESAB's only Tier 1 distributor in South Africa and has also been awarded sole distribution rights for ESAB's world-renowned automated cutting machines.

Chris Eibl, managing director of ESAB Africa with responsibility for sub-Saharan Africa, says he is pleased that Goscor has decided to focus on ESAB products. "Goscor Arc is a thoroughly professional outfit and before ESAB had formal presence in South Africa, it played a major role in building the ESAB brand in this part of the world," says Eibl.

He adds that ESAB sub-Saharan Africa was ESAB's 'last frontier' when an office was opened in Johannesburg last year. "Represented globally in almost every region where we are either number one or two in sales, we now have a head-office in Johannesburg with branches in Cape Town, Port Elizabeth and Durban and this is helping us to rapidly expand our footprint

to countries such as Angola, Nigeria, Gabon, Kenya, Zambia and Tanzania," Eibl says.

The ESAB brand is built on four key pillars which coincide with the values of Goscor Arc: integrity, experience, innovation and partnership. "Having Goscor Arc as our Tier 1 distributor will be a significant help to us in our endeavours to continue building the brand in this region," he concludes.

www.goscor.co.za

Goscor Arc managing director Rob Pirie with Chris Eibl, managing director, ESAB Africa Welding & Cutting.

