

Goscor Arc lets go of Lincoln for ESAB

LEADING welding solutions and equipment supplier, Goscor Arc, has announced that, in line with the Goscor Group's drive to focus on and build its key products within the group, it has relinquished the distribution of Lincoln products. "We will concentrate on ESAB products. This will help our technical, sales and support staff all provide a better service and our customers will be the ultimate winners," says Rob Pirie, Goscor Arc MD.

Pirie says 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 customers with the best welding solution in a cost effective and efficient package irrespective of

what hardware is 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 well-known automated cutting machines.

Chris Eibl, ESAB head responsible for sub-Saharan Africa, says he is pleased that Goscor has decided to focus on ESAB products. "They are a thoroughly professional outfit and before ESAB had formal presence in South Africa they 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. Having Goscor Arc as our Tier 1 distributor focusing exclusively on ESAB will be a significant help to us in



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

our endeavours to continue building the brand in this region," Eibl says.

ESAB is highly regarded for its state-of-the-art technology and innovation like the VAC-PAC, which eliminates the need for the baking of electrodes, significantly saving

time and money, and the Aristorod MIG wire, a non-copper coated MIG wire with patented Advance Surface Characteristic (ASC), which eliminates spatter, facilitates easy feeding and produces one of the most consistent of welds of all

known welding wire.

Pirie says that Goscor Arc looks forward to continue pushing hard with, inter alia, ESAB's automated cutting range and its outstanding manual cutting range with which Goscor has had so much success.