

WIRE BULLETIN

India's Quarterly Bulletin Dedicated to the Wire and Cable Industry

ASK THE EXPERT

Q1: We have had some problems with our continuous rod casting machine that has led to production breakdown. Could you elaborate about how not to get into such a situation?

Q2: How can a production planning software help?

See answer on p. 15

Wire and cable technical questions may be submitted to the Wire Association International Forums' website at <http://www.wirenet.org/forum>

NEWS BITES

• To ensure that water supply is not disrupted due to tripping of power lines, Gurgaon district in North India will have underground electricity cables.

• The future of connectivity could change thanks to the creation of the world's longest power cable – a 1 kilometer cable that connects two power stations in the German city of Essen.

QUOTABLE QUOTES

“Wire China is always recognised as the most successful international show for customers to tap into the Chinese market.” ~ Axel Bartkus, General Manager, Messe Düsseldorf (Shanghai) Co. Ltd.

“Our success stems out of the fact that we provide customised solutions, right from design to installation.” ~ Harbhajan Singh, Chairman, Supermac Industries India Ltd.

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Buzz begins for Wire & Cable India 2014

The next staging of Wire & Cable India, the 5th international exhibition for the wire and cable Industry, will take place from October 28-30, 2014 at the Bombay Convention & Exhibition Center in Mumbai. This will be jointly organised by Messe Düsseldorf and its subsidiary Messe Düsseldorf India, with the support of International Wire and Cable Exhibitors' Association (IWCEA), the International Wire & Machinery Association (IWMA), the Italian Wire Machinery Manufacturers' Association (ACIMAF), the Wire and Cable Industry Suppliers' Association (WCISA) and the Steel Wire Manufacturers Association of India (SWMAI).

The exhibitors at Wire & Cable India 2014 will present the latest advancements in wire manufacturing and finishing machinery, process technology tools, auxiliary process technology materials, special wires, cables and materials as well as measuring and control technology. The visitor target



groups are decision-makers from the wire, cable and spring sector, from the iron, steel and nonferrous industry as well as from the automotive, aerospace, electrical engineering, telecommunication, computer, chemical and construction industry.

“The show will be held at an opportune time. The main customers for the wire and cable industry are the automotive, telecommunication and construction industries. In the past few years, these sectors have experienced a rapid expansion in India, with an annual growth of about 25 per cent,” a press release states. **IWB**

GMP Slovakia opens production plant in India

GMP Slovakia, a reputed worldwide manufacturer of reels and take-apart reels for the wire and cable industry, has set up a production facility in India at Nashik in Maharashtra. The plant was opened on February 17, 2014 and covers a surface of 3,000 sqm. Its production facility has been installed with state-of-the-art machinery to manufacture high-quality products. This includes welding machines, lathe machines, presses and balancing machines imported from Europe. “The Indian operators have been trained by the Slovakian staff in order to offer the same level of quality as the parent company,” a press release states.

GMP Slovakia's range of products includes different types of reels for steel, copper and aluminum wire or for cable and rope. The reels are designed both for process and for transport. GMP Slovakia does not only supply standard items but also customized products for special applications. The company also supplies all the necessary equipment to handle reels

and coils by way of lifters and tilters for horizontal and vertical handling and dolly bases or skid rolls. “All these products are designed by our technical staff together with the sales department in order to satisfy customer requirements,” the release adds.



Additionally, GMP Slovakia also has a network of agents and cooperators in all countries to offer the best service to any customer across the globe. “We have customers worldwide and a lot of them are in the Far East,” a spokesperson said. For details, write to: sales@gmp-slovakia.com. Website: www.gmp-slovakia.com. **IWB**

Metalube posts good progress in India

Metalube India (P) Limited, Metalube UK's Indian operations, has recently completed its first full year of trading and reported excellent progress. During this period the company has developed sales with many key accounts within the cable, enameled wire and conductor industries in India. Not a company to stand still, Metalube is now launching several new products into the Indian market during 2014, including a range of corrosion preventatives and industrial maintenance lubricants.

Amit Gupte, General Manager, Metalube India is predicting further strong growth and says: “We have very challenging targets and ambitions for 2014-15 and are confident that we can achieve these. The range, quality of products and after-



sales support provided by Metalube is being experienced and appreciated by our customers, making us as a brand you can trust!” The company specialises in wire and tube drawing lubricants, working with wire, cabling and tubing manufacturers across the world. The headquarters are in Manchester, UK, where the site incorporates offices with warehousing, laboratories and manufacturing facilities. **IWB**

Stage set for wire China 2014

Wire China, launched in 2004, co-organised and developed jointly by Messe Düsseldorf and its subsidiary in China together with Shanghai Electric Cable Research Institute, has now become the leading trade fair of its kind in Asia, not only in exhibition scale but also for its international influence. Over the years, it has been playing an irreplaceable part in the industries' trading and communication aspects. Together with industry players, wire China is committed to driving the development of China's wire and cable industry, witnessing achievements and exploring opportunities. The trade fair is widely acclaimed among Chinese and foreign exhibitors and visitors alike.



The next show will be held during September 24-27, 2014, at the new International Expo Centre in Shanghai. World-renowned companies and leading brands, industry experts and industry players will meet here and brainstorm the latest developments and applications in the industry. “With China's urbanisation rate estimated to exceed 55 per cent by 2015 and the annual social fixed asset investment slated to top 30 trillion RMB, with that in infrastructure, e.g. power, construction, real estate, water conservancy totalling more than 15 trillion RMB, there are rosy market prospects and numerous business opportunities to wire and cable industries,” a press release states.

During 2011-2015, China will invest 500 billion RMB in the development of smart cities - projects in this regard involve 600-800 cities, with the market scale totalling 2 trillion RMB. The cable industry will witness new opportunities along with the development of smart cities. To date, 34 Chinese cities have got the green light for the plan of developing urban rail transport. Rail lines will exceed 4,300 km in total, doubling the current level. Thanks to the construction of rail transport infrastructure, further growth potential will be explored in the cable industry.

Further, from 2011 to 2015 China will make great efforts in promoting the development of a unified strong and smart grid. Over the next decade, the huge project will create a market worth 1 trillion RMB for the power industry. In the coming three years, 20,700 km of high-speed railway lines are expected to be constructed. The development of high-speed railway networks will reach peak in the period of 2013-2020, the annual investment for which will be over 600 billion RMB. This will guarantee further growth of cables used in mechanical and electrical equipment and railway signalling cables. **IWB**

COMPANY PROFILE – INDIA

Viraj Profiles Limited: Beyond today into tomorrow

Mumbai-based Viraj Profiles Limited has carved a niche for itself in the domain of stainless steel long products and the company's management believes that this has been due to their insistence on using the latest production technologies.

From a humble beginning in the year 1992 with staff strength of merely 150 and with one induction furnace, Viraj Profiles Limited has come a long way in more than two decades. Today Viraj is one of the largest manufacturers and exporters of stainless steel long products in India. With a turnover of USD 1.5 billion, the company is exporting its stainless steel products (wire rods, wires, flanges, fasteners, bright bars and profiles) to more than 1,300 customers based across 90 countries spread over six continents.



Mrs. Renu Kochhar

With melting capacity of 5,28,000 tonnes per annum, the company produces more than 50,000 SKUs in various grades like austenitic, ferritic, martensitic, duplex and

electrode in various shapes and sizes. The core competency of Viraj lies in its integrated manufacturing facilities which enable it to meet customer-specific requirements.

The company's divisions of stainless steel wires and wire rods were established in 2001 and 2006 respectively. Says Mrs. Renu Kochhar, Managing Director, Viraj Profiles: "Our wires' division is well-equipped to manufacture high-quality products having in-house facilities for solution annealing, bright annealing (continuous strand annealing), dry and wet wire drawing, high-speed drawing, medium wire pattern laying, fine wire spooling, layer winding, random winding, TIG wire straightening and cutting facilities, to name a few.

"We manufacture wires in a wide size range from 0.09 mm to 15 mm and wire rods from 5.5 mm to 39.5 mm. Our wire rod division boasts of fully automatic wire rod mill from Siemens Italy and has facilities for solution annealing, soft annealing and pickling plants with high-end automation and proven quality standards. Wires manufactured at our plant are mainly used in industries like ship building, medical, agriculture, springs, vineyard, agriculture, chemical, petroleum, automobile, weaving braiding, fastener, food processing, paper mills, welding electrode and household applications, etc."

During the last couple of years, Viraj has witnessed lot of technological and process upgradation in its manufacturing facilities. The company established a new production unit in its wires division, whilst a fully automatic section rolling mill commenced operations in 2014, along with the establishment of the firm's Inland Container Depot to ensure smooth and timely delivery of material to its customers and partners. Viraj continuously upgrades its manufacturing process by



introducing new machineries and adopting latest technologies into its manufacturing plants. The company has recently installed three high-power induction furnaces from ABP Induction Systems in Germany – the first of its kind in the industry.

Viraj has a zero-defect approach towards quality through having well-equipped laboratories at every plant and the employment of specialist teams of quality control analysts who ensure that all the products going to the customers are nothing but the best. Adds Mrs. Kochhar: "Viraj has established a reputation for its products in the international market and we constantly work towards offering flawless quality to our customers. All our products undergo several stages of quality checks to ensure that we offer only the best quality products to our customers and partners."

Meanwhile, creating a global footprint is also an important factor on the company's radar. Elaborating about the company's world vision, Mrs. Kochhar says, "Globally stainless steel is set to witness a surge in its consumption. Today, stainless steel has become one of the most preferred and reliable materials in various industries due to its longevity, strength and low maintenance cost. The industries where stainless steel is being preferred over other material options include consumer goods, architecture, building and construction, food and

beverage industry, transportation, petrochemicals, oil and gas, and so on. The Middle East market holds much potential for us due to the inherent applications of our products in the oil and gas industry. Similarly, the construction industry is extremely active in that region. Dubai and Abu Dhabi are highly promising markets considering the fast rate of architectural and construction projects shaping up there. Even countries like Iran and Iraq are recovering from their recent socio-political developments."

Interestingly, though 2013-14 has displayed signs of economic laggardness, Viraj has moved ahead without any setbacks. "We have in fact added new customers and the year gone by witnessed one major milestone in our journey – the commissioning of the new Section Rolling Mill. We will now be able to serve our customers better," says Mrs. Kochhar.

As a responsible corporate citizen, Viraj Profiles Limited contributes generously to the environment and its immediate society through various social and environmental initiatives. To encourage a positive impact on the environment, consumers, employees and community, the company undertakes several corporate social responsibility projects focusing on key areas such as health, education, environment, and social causes. "Our CSR activities aim at reaching out to the poor and underprivileged section of the society and helping them to shape a better and more sustainable society," Mrs. Kochhar says. **IWB**

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MANUFACTURING PROGRAMME

- Straight line wire drawing machine
- OTO type wire drawing machine
- Inverted drawing blocks (IVD)
- Vertical and horizontal bull block
- Rod break down machines
- Wet wire drawing machines
- Patenting, stress relieving & wire annealing furnaces (Normal controlled atmosphere type)
- Tubular / Cage stranding machine
- Vertical drop coiler (VDC)
- Dead block coiler (DBC)

TURKEY PROJECTS

- Plants for galvanised wires.
- Plants for stainless steel wires.
- Plants for cold ribbed wire / bars.
- Plants for copper coating & CO2 welding MIG-TIG wire.
- Plants for flux cored wires.
- Plant for submerged arc welding wires.
- Plants for P.C. wires.
- Plants for high carbon and alloy steel wires.
- Plants for high spiral twisted wires.
- Plants for M.S., H.B. & Binding wires.

ASSOMAC group
WIRE MACHINERY PEOPLE

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