



CRISIS IN EUROPE! WHAT CRISIS?

Welding World went to talk to Neil Pulsford, Commercial Director at GYS Ltd in Warwick

AFTER hearing how, the French welding equipment manufacturer has made inroads into the welding market over the last few years; we left wondering 'crisis in Europe – What crisis?'

QUESTIONS ASKED

Q. Why has GYS defied the odds and continued to expand during a World recession?

NEIL: I am not sure that we are defying the odds, but the growth of GYS, over the last ten years has been considerable – Group Turnover has grown from 14m€ in 2002 to 60m€ in 2012 and even since the 2008 economic crisis we have managed growth and expanded our operations in France, Germany, the UK and China. This growth is organic with no acquisitions, though this could happen in the future.

Our progress is based on continued investment in R & D and the French manufacturing plant, where the GYS philosophy of integrated manufacturing gives us full economic control of our processes.

Q. GYS has built an extensive range of welding products in a relatively short time and recently introduced industrial 3-phase synergic MIG welders. Did GYS see a gap in the market or was this a natural progression in product development for GYS?

NEIL: We take a overall view of the MIG welding market; it is the largest welding market by value and distributors are often surprised to realise the size of the market even for relatively low value single phase MIG welders. With ten products in the SMARTmig, Pearl and Monogys range, GYS is strongly represented.

During 2012 we introduced the Magys range, specific industrial specification robust machines with advanced performance and high duty cycles and we are now just launching Neopulse a 3-phase synergic pulse MIG rated at 270A.

These new products are a natural development for GYS, utilizing our R&D resources and clearly aligned to market needs and thus it follows, distributor needs.



It is sometimes difficult for distributors to keep abreast of technology...



Q. What makes GYS technology in the heavy duty synergic welding equipment market unique?

NEIL: Of course there are a number of well-established manufacturers with excellent brand recognition and we are a little envious of this. However GYS is maturing as a Tier 1 welding equipment supplier and where we believe we are strong is in the overall value proposition we offer where we have a lot of confidence in our quality and product specifications.

The scale and efficiency of the French manufacturing plant supports our competitiveness with output at around 300,000 machines per year we are able to realise some valuable economies.

Q. Your R&D department with 35 Researchers, including 2 Doctorates (PhD) must have played a leading role in the development of these new products. What drives this department?

NEIL: A key GYS philosophy is integration, the technology employed in GYS machines is very much proprietary to GYS. We see our role as a manufacturer, to obtain and develop technology pushing forward product advancement and importantly, sharing this with our distributor partners. It is sometimes difficult for distributors to keep abreast of technology and naturally they have a dependence on welding manufacturers to share this knowledge.

We are totally committed to R&D and this will continue with a brand new R&D centre currently under construction that will open in 2013.

Q. What more can we see from GYS in terms of product development?

NEIL: Soon our most advanced TIG machine yet will be launched. A 250A AC/DC with 100% duty cycle made possible by innovative fanless cooling to always maintain the electronics within their operating temperature. ■

Left, above: GYS Industrial range; and left: TIG250 AC/DC (HR)