

Toyo Seiko Signs Agreement with Winoia

TOYO SEIKO has signed an agreement with Winoia for the France-based company to become a distributor for Toyo Seiko's conditioned cut-wire shot. The distribution agreement was signed at Toyo Seiko's manufacturing facility in South Bend, Indiana, USA in September.

This alliance will create an unparalleled value proposition for manufacturers with demanding shot peening processes. Toyo Seiko is the only provider in the world offering cut wire of "HD" (High Durability) quality. This product has a unique and patented production process. Using the HD product, shot peening facilities can now optimize both the total cost of shot peening and their environmental footprint by improving their process efficiency by approximately 30%.

With this agreement, Winoia, an international leader in the manufacturing and distribution of steel abrasives, plans to increase its shot peening sales both in the automotive and in the aerospace industry by leveraging the certifications Toyo Seiko has already been granted by customers such as Boeing, GE, Pratt & Whitney. ●



Photographed from left to right: Larry Catanzarite, consultant for Toyo Seiko's business development activities in North America; Darin Gleason, North America Zone Managing Director at Winoia; Joan Samuel, Head of Global Product Management at Winoia; Dr. Yoshihiro Watanabe, Toyo Seiko's President and CEO; Shota Watanabe, Vice President of Toyo Seiko North America.