

SSAB celebrates the 10th anniversary of CLUB TOOLOX

Today, SSAB is very happy to celebrate the 10th anniversary of Club Toolox. Toolox is a pre-hardened engineering and tool steel from SSAB, optimized for machining. Delivered with the mechanical properties in demand, it is the perfect choice for optimizing the production of moulds/dies as well as mechanical components. As a steel producer, SSAB decided to create Club Toolox as a co-operation with independent distributors to approach end customers.

The Toolox history begins 12 years ago when SSAB decided to develop pre-hardened engineering/tool steel with excellent machining properties. Today, Toolox is increasingly appreciated at mould and die manufactures as well as for use in mechanical components. As Toolox is delivered in three strength levels; Toolox 33 at 300 HBW, Toolox 40 at 390 HBW and Toolox 44 at 450 HBW, most moulds, dies and mechanical components can be made with a suitable strength without any need of time consuming and risky heat treatment operations.

- We had developed steel with fantastic properties, but initially was our knowledge of the applications and the needs of the final customer were very limited. We felt it would be a perfect combination to co-operate with companies who have this expertise, says Ludger Weichert, Area Sales Manager of Toolox.

Logically, SSAB started to search for distributors in Northern and Central Europe. The companies were invited to join a partner network called Club Toolox. This network has grown to include 28 companies today, mainly in Europe, but also in Lebanon, Dubai, Brazil, South Africa, China and the United States. Contact information for the distributors can be found on the SSAB web page www.toolox.com.

- From the very start, we looked for companies with the will and potential to help the end customers develop their applications through the benefits of Toolox, explains Weichert.

A major reason for the success of Toolox has been the approach to applications. By not offering the standard steels that have existed on the market for many years, SSAB instead uses the latest steel technology to actually improve end customers' applications. Club Toolox members all hold a very high level of technical knowledge and are perfect for explaining the uses and benefits of Toolox.

- We are very happy to see that, in most markets, we still work with the same partners that we had from the start. This shows the benefits of our cooperation. We are very happy to celebrate the 10th anniversary of our Club Toolox network and are looking forward to many more years together. We also want to take the opportunity to give a big thank you to the efforts of all our Club Toolox members, continues Weichert.

SSAB is a global leader in value added, high strength steel. SSAB offers products developed in close cooperation with its customers to create a stronger, lighter and more sustainable world. SSAB has employees in over 45 countries and operates production facilities in Sweden and the US. SSAB is listed on the NASDAQ OMX Nordic Exchange, Stockholm. www.ssab.com.