



WALTER

Global Community News



“Sharing the Collective Experience”

August 2001

Ref:01089XA



Promoting Walter through our distributors

Oscar Ponton's Oximercedes has been a Walter distributor for two and a half years. The company located in the City of Mercedes (75 km from Buenos Aires) has been in business for over 40 years and is specialised in the distribution of industrial gases and welding supplies. Oximercedes has 15 employees and services a 300k km radius reaching to the south of the Province of Buenos Aires, where there are many agriculture-related industries such as dairy, refrigeration, truck and agricultural equipment manufacturing, fabrication of stainless steel tanks and vessels, metal repair shops, etc. One salesperson is dedicated 100% to demonstrating Walter products throughout the company's area of influence.

Since the introduction of the WalterShare initiative, we have begun to intensify our exchange of knowledge and field experience with this distributor. So much so that together with Mr. Ponton (the owner) we have developed an intensive joint marketing campaign that includes billboards, an exclusive and prominent Walter section on their salesfloor, sales and technical support at trade shows and the sponsoring and exhibition of their racecars.

In June, the official unveiling of their new racecar took place in Mercedes, in front of a group of over 300 people that included government dignitaries, and representatives of industry, commerce and banking. Walter took center-stage at the ceremony, with a special mention. The car is part of the TCA 4000 category (turismo de carretera de la Argentina). The Sunday races are televised twice a month. As of June, the "Walter" racecar was ranked second. All the team members wear shirts with the Walter logo prominently displayed.



Hugo Weston
WALTER S.A. Argentina - Buenos Aires