



WALTER

Global Community News



“Sharing the Collective Experience”

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The Challenge of J. WALTER Chile

Chile is a country with a very varied geography. It possesses vast deserts, forests, mountains, deep lakes and an open and generous ocean. The country produces copper, fish, wine, fruits and vegetables and wood products. The land could easily accommodate three times the current population of 15 million inhabitants.

Chileans today are eager to participate and contribute to the growth and prosperity of their nation in all activities: Intellectual, athletic, scientific, industrial and technological, among others. WALTER started its activities in Chile at the precise moment in the country's development when quality and excellence have been recognised to be the key elements required to ascend to the level of other developed nations.

For us at J.WALTER Chile, these are days of intensive pioneering work. With the support of the Administrative Team, our three Technical Advisers (i.e. salesreps) and the National Sales Manager, have travelled the country, from Iquique, far in the North, to the distant city of Punta Arenas (one of the southern most cities on the planet, near the Strait of Magellan). They have been spreading the wisdom and knowledge of the WALTER Way across this rough and rich terrain.

We have been giving product & safety Seminars, in companies, workshops, trade schools, copper mines and navy shipyards. We have made demonstrations of the ZIPCUT™ and ENDURO-FLEX™ in regional distributors and local hardware stores, and conducted presentation/demonstration visits in companies ranging from metal fabrication shops to glassware manufacturing, and from mines and foundries to thermoelectric power plants, aviation shops and auto-body repair shops.

In order to better understand and implement the international strategy of the WALTER Group, the personnel of J.WALTER Chile have undergone intensive training under the guidance of our Argentine and Brazilian colleagues.

J.WALTER Chile has developed a selective distribution network of eight distributors in the first five months of operations. Our objective is to establish six more distributors before the end of the year. Our first sales successes have been to some of the most important companies in the region, such as Femesa, Paco América and Tersainox



and Tersainox <http://www.tersainox.com/> (Stainless Steel); Acosteel; Vidriería Principal (Glass); Gener (Thermoelectric Power

Generation of Santiago <http://www.gener.com/english/>); and Fundición Vespucio (foundry).

Other industry leaders that have expressed interest in WALTER Solutions include Astilleros Asmar (Chilean Navy), Enap (Oil company), Codelco (National Copper mining co.), as well as many others. Their number increase day by day, thanks to the quality of the products and solutions that we are offering and our uncompromising dedication to service.

This is the road that we are creating for ourselves in order to reach the goals that were set forth in March, by the pioneers of WALTER, who launched the challenge and the vision of opening the doors of the Chilean market to the quality, safety and excellence of WALTER Solutions.

Marcelo Bláser

J. WALTER Limitada - Santiago, Chile

If you have an experience that you wish to share with the Walter Global Community, please submit your comments at any time to csiregar@walter-net.com.