



**DISTRIBUTOR  
ALAS-KUUL AS USES  
WELDCLOUD™ UNIVERSAL  
CONNECTOR, WELDCLOUD  
PRODUCTIVITY APP TO  
PROVIDE VALUE-ADDED  
CUSTOMER SERVICE**



**WeldCloud™**

- Remote monitoring keeps Alas-Kuul connected at all times
- Arc-on time data proves premium wire and consumables provide better ROI
- Alas-Kuul keeps six Universal Connectors in stock, available for rental

**Situation**

Headquartered in Tallinn, Estonia, Alas-Kuul AS sells, maintains and provides after-sale service for industrial equipment that includes motors, compressors and welding machines and consumables.

Structural steel customer Exmet imports and exports over 1,000 different metal and high strength structural steel products. To reduce spatter and enable all-position welding, Alas-Kuul recommended four pulsed MIG systems consisting of an ESAB Aristo® Mig 4004i Pulse power source, Aristo Feed 3004 wire feeder, 1.0 mm diameter OK Aristorod 12.50 ER70S-6 solid wire, PSF 410W and PSF 420W torches with M8 contact tips.

**Complication**

Exmet continuously seeks cost reduction and challenged the recommendation of premium filler metals and consumables. Alas-Kuul knew that the hidden costs of cheap wire and consumables — more spatter, frequent consumable changes and downtime — would actually cost Exmet more in the long run, but they needed to prove it.

ESAB's Aristo systems can have a communications module factory- or field-installed that enable gathering arc-on time data directly from the power sources. However, Exmet's fleet also consisted of systems from Fronius and Kempii.

**Solution**

As a value-added service, Alas-Kuul conducted a three-week productivity test using the WeldCloud Universal Connector. This device connects to the positive and negative terminals of any brand of power source to capture arc-on time, the number and duration of weld sessions and voltage and amperage. It then communicates data to WeldCloud Productivity and Fleet, a suite of cloud-based data management applications that run on any web-enabled device.



The Universal Connector (shown with communication module) uses standard WiFi to transmit weld data.

**Results**

“By using WeldCloud, we helped Exmet weld faster and with less spatter,” says Andres Metsmaker, sales manager for Alas-Kuul. “By using data, we demonstrated that downtime is the biggest waste of money, not the cost of filler wire, contact tips or other consumables.”

## BENEFIT #1

### Weld 10% Faster

“Premium filler and consumables help Exmet earn more money,” says Alas-Kuul welding technician Andrei Tšekatovski.

When Exmet tried to use other wires at higher parameters (within Weld Procedure Specifications), arc instability and spatter increased. As a result, they had to slow down. Tšekatovski showed Exmet how OK Aristorod 12.50 would enable them to increase speed by 10% because it provides a very stable arc at high welding currents with extremely low levels of spatter.

Reducing splatter further improves uptime because:

- Operators spend less time on post-weld clean-up.
- Operators do not need to stop as frequently to clean the nozzle and contact tip.
- Consumables last longer.

Consumables also last longer because OK Aristorod 12.50 is treated with ESAB’s unique Advanced Surface Characteristics (ASC) technology. ASC reduces contact tip wear and promotes trouble-free feeding at high wire speeds and with longer torch cables.

## BENEFIT #2

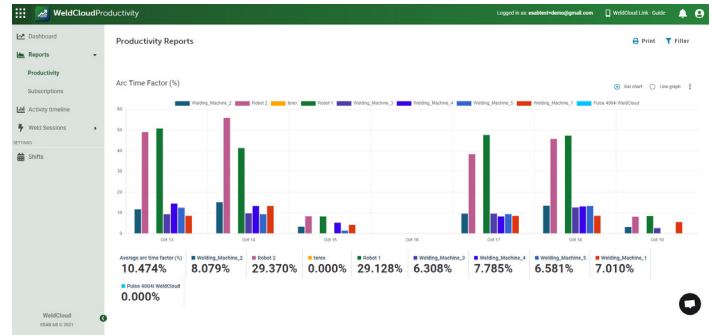
### Data-Driven Decision Making

“Determining the cost of products is important, but it’s not everything,” says Metsmaker. “With WeldCloud, we can clarify how much time is spent welding and more importantly, how much time is spent not welding due to production interruptions.”



WeldCloud proves that premium equipment allows welders to perform at their best.

Tšekatovski explains that without WeldCloud, “Production managers think that if they don’t have enough finished product at the end of the shift, it is the welders’ fault and they need to weld faster. When they connect to WeldCloud, they see that the welders are performing at their best. Together, we can determine the real reasons production goals are not met, such as part flow, logistics and excess grinding.”



“Anybody can compete on price. We compete by partnering with our customers to increase their efficiency”

— Andres Metsmaker, sales manager, Alas-Kuul

## BENEFIT #3

### Protective Equipment Monitoring

During the Universal Connector evaluation period, Alas-Kuul demonstrated how WeldCloud enabled them to remotely monitor equipment status, a huge benefit during COVID-19 that also reduces travel time.

“I would analyze the data to be sure equipment was operating correctly and if it needed maintenance,” says Tšekatovski.

“With data, Alas-Kuul can offer better solutions and take specific actions.”

## BENEFIT #4

### Easy Deployment

Installing a Universal Connector and connecting it to the WeldCloud app takes less than 30 minutes. All that is required is a strong WiFi signal within the plant (a technician can test signal strength and install additional routers if necessary).

“WeldCloud was not complicated for me,” says Tšekatovski.

“If you are interested in learning how it works, it is pretty easy.”



Because the Universal Connector works with all brands of equipment, Alas-Kuul could monitor Exmet’s entire fleet, then offer efficiency suggestions.



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For more information on WeldCloud or our other ESAB Digital Solutions, visit [esab.com/digital](http://esab.com/digital).

