



CELWEL sells well!

Ador Welding Ltd.'s (AWL) cellulosic electrodes, Celwel, is one of the best in class products in the Indian market. Over the years, the brand has come to stand for quality and reliability in cross-country and in-plant piping.

The AWL team recently expanded its reach with this product in the oil fertile but remote Eastern region of India. A reputed oil company knew they had a credible product on their hands when they backed Celwel. To further prove our worth, the Area Sales team successfully persuaded the pipeline Contractor to conduct trials with CELWEL 6010 and CELWEL 7010G respectively on a 1km stretch of their 30 km Cross-country Pipeline, 12 inches in diameter. Alongwith ADOR Engine Driven Welding Sets, the customer was sure to be satisfied. The Ador team gathered Site data of Machines and Welding Parameters. At our plant in Silvassa, the pilot batch was made under close supervision of the TDC, QC and Manufacturing. In-house tests were conducted on an identical pipe, to avoid last-minute hiccups. One of our best Welders flew in carrying a few boxes to start the trial, to ensure superior service. Needless to say, the performance of CELWEL was excellent. It bettered others in terms of less spatter, less smoke, better finish and good Weld Bead. 10 % Radiography and other tests were found satisfactory. Welders and Contractors were happy.

Other Pipeline Contractors have been impressed with CELWEL and AWL's commitment to provide a superior product with premium service. A 30 km PTR Target has been taken up by the team and is aggressively being pursued, for a new dawn. But the glow of the rising Sun is on the horizon.