



2023 Vision

Improving quality and skills in metal fusion for the next generation.

Our mission

With our customers and our people at the core of our business we're committed to improving the quality of welding skills and capabilities across the industry.

Our values

Our values reflect who we are and what we stand for:

- People centric
- Customer excellence first
- Frictionless customer experience
- Passionate about what we do
- One team

Our goals

- Breakthrough culture & pathway for everyone
- Progressive product offerings
- Effortless global supply chain
- Sustainable in approach
- Reducing the UK welding skills gap
- Deliver customer excellence