

PROTEC

AN OVERVIEW

Facts and figures

Company:	PROTEC Trading GmbH
Established:	1996
Registered office:	Salzburg, AUSTRIA
Owners:	The Hoffmann Family
Executive Management:	DI Paul Hoffmann (CEO) Ing. Hans Hoffmann (Research & Development)
Business activities:	Development, production and sales of chemical products for surface technology in the metal working industry.
Proof of innovation:	Several patents on products (bio-chemical fluids), processes and application technologies
Sales structure:	Sales partners in more than 40 countries worldwide, main focus on Europe

Mission Vision

- Innovation in surface technology with products made of renewable materials
- Improvement of surface quality and process stability for our users
- Optimized turnkey solutions
- Sustainability and environmental compatibility of technologies, user safety
- Partnerships with users and dealers

PROTEC – innovative & sustainable

Recognizing and exploiting improvement potential. This is the strategy that PROTEC has become so well known for in the metal working industry for some 15 years now. PROTEC protects and improves metal surface quality with innovative and sustainable vegetable-based solution approaches. PROTEC products provide technical improvements while still closely observing aspects such as environmental protection and user safety. In concrete terms this applies to the area of Bio Anti-Spatter Fluids "surface quality instead of rework" as well as Wire Coating Fluids "clean wire surface with defined friction coefficient instead of feed problems and ignition faults".

PROTEC relies on consequent development and uncompromising solutions in collaboration with pilot customers – this is what makes PROTEC successful and offers PROTEC users sustainable improvements such as financial savings, quality improvement, user safety and environmental friendliness.

PROTEC predominantly sells its Bio Anti-Spatter Fluids through sales partners in the area of welding and surface technology.

PROTEC products are available throughout all of Europe to the Ural, in Russia, Latin America, Africa, Asia, Australia and the Middle East. Our list of users is long and diverse – from the automotive and vehicle engineering industry to agricultural machines, crane construction, wind energy, off-shore technology, ship construction, plant construction and general steel construction. Amongst PROTEC's distinguished customers are: BMW, Daimler, Volkswagen, Volvo, Toyota, Thyssen, Benteler, ZF-Sachs, MAN, Bombardier, Caterpillar, Liebherr, Palfinger, EMCO, Loibl, BASF, Magna, Weserwind and Unger Steel.

Management

Executive Management

As son of the founder of the family business, DI Paul Hoffmann represents the second generation and has been leading PROTEC since 2007. His love for technology is certainly something he inherited from his father. Paul Hoffmann is a certified mechanical engineer and economist and his career path has taken him to national and international companies of various sizes.

He is personally committed to observing customer processes with great passion and to optimizing them with innovative and sustainable solutions made by PROTEC. Paul Hoffmann says: "PROTEC has innovative products. We owe our great success however to our good partnerships with our customers and dealers. These partnerships are of highest priority for every member of the PROTEC team. Stability and reliability are our guiding principles."

Technical Management

Hans Hoffmann, inventor and founder of PROTEC, is now responsible for the technical management of the company and therefore for the development of its product and application range. Decades of experience in welding technology, his sound technical knowledge and his insatiable inventiveness have led him to ingenious solutions, products and improvements time and time again. Several PROTEC patents bear evidence to this. The "silver-coated contact tip" which became famous all over the world as Abitip-Plus from Abicor-Binzel was also his brainchild.

Hans Hoffman was recognized for his inventions with the Kaplan Medal.

"Inventing for me means searching and finding. I know that there are thousands of users who want improvements. We localize these desires and together with our own users, develop new solutions for practice," explains Hans Hoffmann. He is constantly working on new product ideas and passionately dedicated to improving processes.