

Press Information

Subcon 2017, NEC, Birmingham, 6-8 June, 2017

Ovako Stand No. F17

Ovako invites Subcon 2017 attendees to try the powerful new online Steel Navigator

Visitors to Subcon 2017, the UK's subcontract manufacturing supply chain show dedicated to outsourced engineering services, now in its 41st year, can take part in special interactive demonstrations of Ovako's Steel Navigator. The powerful and exciting digital platform allows customers to search and find the most suitable steel for their applications.

By visiting steelnavigator.ovako.com, users can search from a growing online database of more than 200 steels by standard, mechanical properties, weldability and hardenability, chemical composition and more.

Peter Hurtig, Senior Vice President Sales & Marketing Ovako Hofors, said: "With Steel Navigator, now anyone can access better quality and comprehensive information to find the ideal engineering steel which matches their specific applications. Ovako is proud to be a leader of the new wave of digitization that is transforming the steel industry."

Steel Navigator not only lists Ovako grades, such as the attribute brands BQ-Steel[®], IQ-Steel[®], M-Steel[®], WR-Steel[®] and SZ-Steel[®], but also steels supplied by other manufacturers.

Ovako will also give an exclusive seminar titled 'Green clean steel' (Session Code: M3) during day one of Subcon (6-8 June) at 11.30am.

Peter Hurtig, who will present, said: "We are aware the steel industry accounts for 7% of world CO₂ production. To help contribute towards positive change, Ovako's green, clean engineering steel, provides customers with a radical reduction in CO₂ emissions compared with other steel manufacturers – while still producing steels with the highest performance.

“Ovako's ambition is to use energy with low CO₂ emissions, working towards use of clean energy like water and wind power and recycling to bring environmental changes in steelmaking. With a Swedish electricity mix, our steel mills emit only 8% of the CO₂ per tonne of steel produced versus an average Chinese mill.”

Also in attendance will be representatives of Ovako's UK service centre, located in nearby Dudley. Steve Wakeman, Sales Manager - Tube, Ring and Service Centre Products for Ovako, said: “Our customers can source the exact products they require from stock. These are packed, marked and delivered according to their individual needs, location and schedule.

“Our UK service centre is fully-equipped to supply quality, clean steels in the right near net shape and in random and sawn lengths to satisfy our customers' demands. Additionally, machining and heat treatment can be arranged, as can cutting or machining of different pre-components to meet all their 'one off' or multiple piece requirements. We also offer full technical customer support.”

Ovako will showcase its attribute brands including BQ-Steel[®] for bearing quality, operationally proven to deliver increased fatigue strength and outstanding performance, and IQ-Steel[®] (Isotropic Quality) ultra clean steels which offer up to three times the fatigue performance of conventional steels.

M-Steel[®], which stands for machinability and is designed to facilitate higher cutting speeds and, conversely, superior tool life, will also be on display. M-Steel[®] can offer up to a 30% improvement in machining times over conventional steel grades, help extend the life of the cutting tool by as much as two-to-three times, and provide an excellent final surface quality and without affecting the steel's mechanical properties.

Steve Wakeman added: “Subcon is a perfect occasion to speak with customers about significantly improving performance through stronger, lighter, more efficient and compact components. It is a chance to help them realise the full potential of what our engineering steels can offer, with distinct design advantages.”

Access the Steel Navigator at: steelnavigator.ovako.com. For more information on the Ovako attribute brands, visit: www.ovako.com/rightsteel

Image caption:

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About Ovako:

Ovako develops high-tech steel solutions for, and in cooperation with, its customers in the bearing, transport and manufacturing industries. Our steel makes our customers' end products more resilient and extends their useful life, ultimately resulting in smarter, more energy-efficient and more environmentally friendly products.

Our production is based on recycled scrap and includes steel in the form of bar, tube, ring and components. Ovako is represented in more than 30 countries and has sales offices in Europe, North America and Asia. Ovako's sales in 2016 amounted to EUR 781 million, and the company had 2,800 employees at year-end. For more information, please visit us at www.ovako.com.

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