

Publication for the
Peening, Blasting,
Cleaning and
Vibratory Finishing
Industries

Separate Print

www.mfn.li

Vol. 25
September
Issue
Year 2024

Publication for the
Peening, Blasting,
Cleaning and
Vibratory Finishing
Industries

Metal Finishing News
INTERNATIONAL

MFN

Distributed in North & South America, Europe and Asia

The MQV-Pro Abrasive Blasting Manual Quantum Valve: Elevating Precision and Efficiency to New Heights (p. 18-19)



optional practical evening classes

MFN Shot Peening Workshop in Germany 8-10 October, 2024 (see page 61)



optional practical evening classes

MFN Shot Peening Workshop in Singapore 6-8 May, 2025 (see page 61)

www.mfn.li

CLEMCO

Vol. 25, September Issue, Year 2024

**Interview With Joan Samuel,
CEO of Winoa-2Effe Pvt Ltd**

**Bringing Shot Peening
Excellence to India
and Beyond**

winoa

Winoa
528 Avenue de Savoie
38570 Le Cheylas, France
Tel. +33.6.43 66 51 65
E-mail: joan.samuel@winoa.com
www.winoa.com
www.winoa-2effe.com

Bringing Shot Peening Excellence to India and Beyond

In this exclusive interview, we sit down with Joan Samuel, CEO of Winoa-2Effe Pvt Ltd, to discuss the brand new shot peening facility unveiled in Pune, strategically located in the heart of India's premier automotive manufacturing cluster. Insights into the technologies implemented at the new site, impact on local development, and shared vision driving Winoa-2Effe's operations in one of the world's fastest growing markets... Join us to explore the latest significant milestones in the steel abrasives industry.

(?) MFN: Hello Joan. Last year, you announced in MFN the opening of Winoa's first shot peening service center in Pune, India and now here we are! What can you say about this achievement today?

(!) J. S.: First of all, I can say that all Winoa teams and myself are very proud to have officially opened this new infrastructure in India, the first shot peening center for the Group! After one year of construction, our joint venture, Winoa-2Effe Pvt Ltd, combining our two companies leading the way in shot peening media and services, has really achieved the first milestone of bringing shot peening excellence to India, leveraging the strengths of both companies to deliver high quality services and innovation in surface preparation technologies.

I'm really proud of Winoa teams who have been working hard to deliver a

one-of-a-kind facility dedicated to excellence that will set a new benchmark for shot peening services in India!

(?) MFN: What were the highlights of the opening day?

(!) J. S.: After welcoming our guests at the site, we began with the traditional welcoming speeches from all stakeholders of this great adventure. Then, we cut the ribbon and unveiled the memorial plaque together with our partners, clients and members of the Winoa Executive Committee, as well as Ramesh Krishnan, Winoa CEO. Then we followed the Indian tradition and offered blessing gestures for good luck. Our teams then gave a plant visit to discover the entire facility from the offices to the training rooms and, of course, every space with latest machines and technologies for shot peening. Finally, we shared a friendly moment with refreshments and food.



Joan Samuel, President of Winoa companies in India



Ramesh Krishnan, CEO of Winoa



Front view of the new shot-peening center

(?) MFN: Can you tell us more about the state-of-the-art technology implemented in this facility?

(!) J. S.: Absolutely. Our new facility spans 15,000 square feet and is equipped with the latest shot peening technologies. These technologies meet the highest standards required for automotive and aerospace components. We have installed the most advanced machines and laboratory equipment to ensure precision and quality in our services. Additionally, we offer a full range of technical training courses to enhance

the skills and performance within our team and for our clients.

(?) MFN: Why did you choose Pune as the location for this center?

(!) J. S.: Pune is at the heart of India's premier automotive manufacturing cluster, making it an ideal location for our new facility. This strategic location ensures proximity and accessibility to major clients, suppliers, and partners, which is crucial for our operations and customer service. Pune's vibrant industrial environment provides a great foundation for us to grow and succeed. Also, Winoa has been present in India for 30 years and it has always been an important market for us. The opening of this state-of-the-art facility demonstrates our long-term commitment to the region. It allows us to better serve our clients by delivering high quality, best-in-class services and showcases our expertise in surface preparation technologies. This investment aligns with our strategy of forming key partnerships, bringing the best know-how to targeted markets, and developing local teams to support our global operations.

(?) MFN: How does the opening of this facility influence local employment and the community in Pune?

(!) J. S.: We are committed to supporting the local economy by hiring local talent. The opening of this facility has already created new jobs. This initiative not only provides employment opportunities but also fosters skill development within the community, contributing to the overall growth and prosperity of the region.

(?) MFN: Beyond shot peening, your commitment is also to offer a comprehensive range of services?

(!) J. S.: Winoa is committed to supporting clients from A to Z as a true partner to meet their needs. As we already do everywhere we operate, Winoa pursues this strategy to offer an extensive range of services, including shot peening, vibratory finishing, and X-ray diffraction, complemented by bespoke consulting



From left to right: Joan Samuel, President of Winoa Companies in India; Ramesh Krishnan, CEO of Winoa; Gianpaolo Marconi, CEO of 2Effe Engineering S.r.l.; Thierry Fradin, President of Winoa-2Effe Surface Solution SAS; Atsushi Nagai-san, President of Sinto Group; Amrendra Kumar, Managing Director of Winoa Abrasives India Pvt. Ltd.



Site visit after the opening ceremony including show of machines (wheel-blasting, hanger type)



Joan Samuel, President of Winoa companies in India, at his desk

and training. If we take X-ray diffraction service for instance, it's a real tool to evaluate in a non-destructive way residual stress critical to post-shot peening component integrity.

By leveraging advanced X-ray diffraction techniques, we're able to accurately measure stress distributions down to 2000 μm , offering invaluable insights into the material's structural resilience. Whether assessing surface stresses or delving deeper with electro-erosion for a comprehensive stress profile, Winoa-2Effe's capabilities ensure that components meet stringent quality standards.

Also, our laboratories are equipped with ISO/ASTM-certified equipment for meticulous quality control. The cutting-edge metallurgical laboratory provides precise assessment of residual stresses, ensuring the highest standard of treatment for every component.

This comprehensive approach caters to a wide spectrum of industrial needs, from automotive to aerospace.

(?) MFN: What are your expectations for the new facility in terms of customer satisfaction and business growth?

(!) J. S.: We expect this facility to be a key lever in pursuing our commitment



Wheel-blasting machines (hanger type): for efficient and rapid treatment of metallic parts

to excellence, innovation, and customer satisfaction. By providing top-notch services and leveraging our advanced technologies, we aim to meet and exceed the expectations of our clients. We believe this facility will significantly contribute to our business growth and strengthen our leadership position in the shot peening industry.

(?) MFN: How do you see the future of the shot peening industry in India?

(!) J. S.: The future of the shot peening industry in India looks very promising. As industries continue to expand and modernize, the need for advanced surface treatment technologies like shot peening will only increase. This process is critical to improving the fatigue life and strength of metal components, which is essential for high performance applications in the automotive, aerospace, and construction sectors. With our new facility, we are well equipped



Laboratory room in the new shot peening center in Pune



Room dedicated to trainings in the new shot peening center in Pune

to meet these needs and lead the market in providing top-tier shot peening services.

(?) **MFN:** Lastly, what message would you like to convey to your clients and partners with this new opening?

(!) **J. S.:** I would like to express my gratitude to our clients and partners for their trust and support. The opening of this facility is a testament to our dedication to delivering exceptional services and our confidence in the growth of the Indian market. We are excited about this new chapter and look forward to providing innovative solutions and



Whether assessing surface stresses or delving deeper with electro-erosion for a comprehensive stress profile, Winoa-2Effe's capabilities ensure that components meet stringent quality standards.



Joan Samuel, CEO of Winoa-2Effe Pvt Ltd

building strong, lasting relationships with our clients and partners.

MFN would like to thank Joan Samuel for this interview!

For Information: Winoa
528 Avenue de Savoie
38570 Le Cheylas, France
Tel. +33.6.43 66 51 65
E-mail: joan.samuel@winoa.com
www.winoa.com; www.winoa-2effe.com

WeChat - For our readership in China!
MFN INTERNATIONAL and MFN CHINA not only in print, but also on WeChat!
(WeChat is China's biggest Chat-Platform)