

GYS launches Business Builder Welding range



FRENCH welding machine manufacturer GYS has launched a simple and effective retail concept to address the changing landscape of welding.

In recent years, technology has transformed welding machinery. ARC welders are now fully electronic, making them smaller (easily holdable at 2.5kg) and easier to use. Also, MIG welders can now be multi-purpose, meaning they can do both MIG and ARC (MMA) welding from the same small electronic machine.

As well as new machines, the market for welding consumables and accessories has also changed. GYS has found that not too many dealers stock some of the top selling items, claiming they can find it difficult to know what to stock. To solve this, GYS has launched a simple welding range covering the latest machines, consumables and accessories.

Supplied either with or without the standard 1m display shelf, the GYS welding range includes the most popular new technology welders, small blister packs of electrodes, other consumables and must-have accessories. The items chosen for the range are based on their proven sales data.

GYS are the largest provider of these product types across the tool sector in Europe and they are now bringing the same successful concept to the UK.

Steve George, GYS Marketing Manager said: "Not only has technology made welding easier for the customer but the retail landscape has changed. I would invite store owners to think about who in their town is selling welding consumables, accessories or machines... In general, it turns out that there are many gaps in the market, hence our solution."

Welding Solutions



Full Dealer Support

To find out more about how GYS can transform your welding sales call Greg Ball on 07463 312208

NO.1 MANUFACTURER OF INVERTER WELDING EQUIPMENT IN EUROPE
01926 338 609 uk@gys.fr www.gys-welding.com

