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For Immediate Release:

## **SMS group GmbH and Taylor-Winfield Technologies Form Global Strategic Alliance for X-Roll Laser Welder**

May 12, 2022 – [SMS group](#) and [Taylor-Winfield Technologies](#) have joined together in a global strategic alliance for the supply, support and service of SMS' proprietary X-Roll® heavy gauge coil joining laser welder. Taylor-Winfield has been given exclusive access to utilize SMS' 3<sup>rd</sup> generation machine design to sell and build the X-Roll® coil joining laser welder to steel producers and line builders worldwide.

As industry leaders, SMS and Taylor-Winfield have a combined 280 years of industry expertise – SMS in the design and integration of metallurgical plants, rolling mills, and forging plant technologies and Taylor-Winfield in the design, supply and servicing of robust, innovative coil joining welding machines. Together, this alliance leverages the strengths of both companies to accelerate the growth of the X-Roll Laser Welder and to better serve steel producers and line builders worldwide.

“For SMS group the agreement simplifies the completion of two strategic goals. To expand our business by additional sales of our X-Roll® Laser Welder and to strengthen our service of already installed machines and all future installations,” said Markus Jaenecke, Vice President of Processing Lines at SMS group. “The current third generation of the X-Roll® Laser Welder is a product of more than 15 years of development and operational experience. It is amongst the best laser welder machines for joining black coils, given the extreme reliability of the process.”

“This agreement represents a unique opportunity for Taylor-Winfield,” said Donnie Wells, President of Taylor-Winfield Technologies. “Not only do we gain access to the proprietary design of the X-Roll® Laser Welder, but we have also become the exclusive manufacturer and service provider for this machine. As the steel industry continues its transformation driven by advanced technology, we are excited to add the cutting-edge X-Roll® to our coil joining offerings.”

The X-Roll® is the most technologically advanced heavy gauge coil joining laser welder on the market. It is designed to join common and advanced high strength steel grades in pickle lines, pickling line tandem cold mill (PLTCM) and other heavy gauge process lines. This laser welding system overcomes variation in strip shape and presentation while offering real-time feedback that ensures the highest weld quality, all with a cycle time under 60 seconds. Now in its 3<sup>rd</sup> generation design, the X-Roll® is already a valued coil-joining welder being used in steel mills worldwide.

The X-Roll® design includes additional advanced technology features such as automatic calculation of welding parameters for every material pairing, automatic weld seam quality assurance, and patented induction pre & post weld heat treatment of the weld seam.

“This agreement provides our customers with another option for the supply of pickle line laser coil joining welders,” said Blake Rhein, Vice President of Sales for Taylor-Winfield Technologies. “This perfectly complements our light gauge laser welder, the Eclipse X1. Our customers routinely come to us for state-of-the-art coil joining welding technology and our machine quality has been proven over decades.”

### **About SMS group**

SMS group is renowned worldwide for its future-oriented technologies and outstanding service for the metals industry. The company applies its 150 years of experience and its digital know-how to provide the industry continuously with innovative products and processes – even beyond its core business – and generates worldwide sales of more than 2.7 billion euros. SMS is the right partner for challenging projects and supports its customers throughout the lifecycle of their plants, enabling profitable and resource-efficient value creation chains. Paving the way for a carbon-neutral and sustainable metals industry is the company’s stated goal. As a global player with German roots, SMS takes responsibility for its 14,000 employees.

### **About Taylor-Winfield Technologies**

Founded in 1882, the Taylor-Winfield name has been found on production machines and in processing lines throughout the world. Taylor-Winfield Technologies is dedicated to bringing advanced manufacturing technologies that enable our customers to compete in today’s ever-changing markets. By providing simple to complex processing solutions with worldwide field service and replacement parts support, Taylor-Winfield remains the company customers can trust into the future. Despite the 55,000 machines installed around the world, the work we are most proud of the is work we do next.

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SMS group X-Roll® Laser Welder