

## A Safe Investment in the Leading Position



From left to right: Kaiwit Ngamdokmai, Suntad Mungkalung, Witsanurak Rakchumkong, Thamonwan Prompingka, and Wanmongkon Suthamrangsee. The WPP team relies entirely on HiPIMS for both equipment and technology projects and coating services

## Premium coatings for the Asian market

In many parts of the world, tool manufacturers are taking advantage of the competitive edge offered by the unrivaled HiPIMS technology. In Thailand, it is CemeCon's consulting-savvy partner WPP that is enabling customers in this region to achieve a real innovation boost, whether with premium-quality coating services or the advantages of their own HiPIMS-coating system.

Especially in globally challenging economic times, investment decisions are not easy to make. When it comes to the future viability of their companies, tool manufacturers also need the assurance that their investments will pay off. Some solutions make this particularly easy: HiPIMS undoubtedly represents a quantum leap in PVD coating for cutting tools. This unique technology guarantees extremely dense, smooth, and adhesive coatings with outstanding mechanical properties—even on complex geometries.

## Asian market with considerable potential

Wittaya Ponpet, Managing Director of W.P.P. Engineering Co., Ltd. in Bangkok, has been a reliable technology partner to tool manufacturers in Thailand and Vietnam for many years. His CemeCon customers greatly appreciate the fact that the perfect tool requires the perfect coating: "The coatings we offer in the

highly competitive Southeast Asian market result in tools with maximum performance, long service life, and highest process reliability. HiPIMS is particularly impressive when machining demanding materials and meeting high expectations for surface quality.” He continues: “Our customers have undergone a complete change in thinking: having their own HiPIMS coating system integrated into tool production is considered as a guarantee of success, offering the highest possible quality standards and, at the same time, a very high degree of flexibility.”

HiPIMS-coated precision tools are used in Thailand, for example, by suppliers to the Japanese automotive industry and in traditional mechanical engineering. They also increase the potential and stability of cutting tools in mold making, component manufacturing for consumer electronics, and the large Asian two-wheel industry.



Wittaya Ponpet, Managing Director of W.P.P. Engineering Co., Ltd., is delighted that his customers can benefit from the superior performance of the latest CC800® HiPIMS system

## “Become a Leader in your Business”

Together with his team, Wittaya Ponpet provides sound advice, reliable sales, and first-class technical support for all aspects of CemeCon technology in Thailand with his own HiPIMS turnkey solution. WPP perfectly complements its portfolio and creates a comprehensive range of services for tool manufacturers from a single source. The company combines in-depth local market knowledge with the same competencies and high quality found at all international CemeCon locations and the German headquarters. WPP is also supported by the Indian CemeCon branch under the management of Managing Director Manish Adwani—for example, with technical service or fast spare parts deliveries from the local warehouse.

The benefits of having a strong local partner become particularly apparent when tool manufacturers purchase their own HiPIMS system. “Our customers who invest here can rely 100% on a lasting

technological advantage 'made in Germany',” says Wittaya Ponpet. “Become a Leader in your Business” is the offer! To achieve this goal, CemeCon and WPP are providing their business partners with the perfect tool so that they can offer increasingly powerful tools to the market.

## High-end coating with a clear home advantage

WPP’s sales and service offerings for production equipment for cutting tools are complemented by an excellent coating service. This enables WPP to provide easy local access to HiPIMS technology even for small series or samples—naturally as a complete package including pre- and post-treatment as well as comprehensive quality assurance based on the model of CemeCon’s world-leading coating center in Würselen, Germany.

Whether with your own system or via the coating service: HiPIMS can be used to apply an almost unlimited variety of coating materials in the widest range of coating thicknesses available on the market. Tool manufacturers in Thailand and neighboring countries thus receive an application-specific, tailor-made coating solution at any time, paving the way for them to broaden their range of services and become pioneers in their industry.

### W.P.P. Engineering Co., Ltd.

[W.P.P. Engineering Co., Ltd.](#), founded in Bangkok in 2008, is the leading regional full-service provider of solutions and technology for tool manufacturing. The expertise developed over many years in collaboration with internationally renowned partners and its innovative strength have made WPP a leading technology service provider in Southeast Asia. The company’s goal has always been to drive the economic success of its customers with new technologies and innovative complete solutions.

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