EXECUTIVE SUMMARY

CUSTOMER NAME: Edyce Ingenieria

INDUSTRY: Energy- Power Plants, Mining, Pulp and Paper, Ports and Shipping Docks, Pressure Vessels and Storage Tanks, and Bridges

LOCATION: Concepcion, Chile with production facilities in Lima, Peru

MACHINES: They own 14 Peddinghaus machines that run 24 hours a day 7 days a week

TONNAGE: Process over 5,000 tons of fabricated steel per month

Edyce Ingenieria:  Being on Top at the “Bottom of the World”

There are many firms who advertise in today’s media offering “Business Solutions” – like they have a magic wand that provides answers for today’s tough market. Most of these companies have never engaged in structural steel fabrication, and have no conception of how to bring value to a steel beam or profile.

There is a structural steel fabricator based in Concepcion, Chile, who offers not just business solutions to his clients, but ENGINEERED Solutions. And they provide these solutions with a professional, partnering relationship that not only obtains new clients – but maintains them for future business. How does Edyce Ingenieria S.A. do it? They start by employing over 70 degreed, professional engineers – each of whom are ready to travel, engage – and lend expertise to every project from beginning to end.

Early Involvement Makes Sense – and Money

“Get involved early in any project, not just with sales or management personnel, but provide genuine, solid engineering solutions for your clients”, says Mr. Sergio Rocco G., CEO of Edyce Ingenieria, S.A., “work together as a team, and you will both achieve profitable success”.

To an industry skeptic, this statement may sound a little trite or...
old fashioned for today’s structural steel market, but this business philosophy has proven to be successful for Edyce. Most importantly, they are committed to this philosophy and employ engineering expertise to EVERY STEP of the Construction Project. Edyce is involved from project conception to finalization and “topping out”.

“We engage our customers – and their associates – in all phases of the project,” says Sergio Rocco, “From simple things like sharing the building model, to depicting the daily progress of the project, to helping engineer a solution to a tricky erection problem – we are ready to help.”

Oh yes, they provide much of the data via the internet, so daily progress of each project can be shared with the client and the end user. Thus, everyone involved is “in the loop”.

**Heavy, Complex Structures are Edyce’s Specialty**

Evidence of the dynamic growth of Edyce is that they maintain two production facilities in Concepcion, Chile – one for heavy structures and another for light and miscellaneous work. Another full production facility is located in Lima, Peru. Edyce maintains offices in Santiago, Chile. They also share joint venture projects with many international fabricators via the world’s top construction firms. Among Edyce’s clients are Bechtel, Fluor Daniel, Foster Wheeler, Mitsubishi Heavy Industries, Metso Oy, to name only a few.

That is why Edyce is recognized as one of the world’s truly premier structural steel fabricators. Focusing on large projects, their global market areas include structures and equipment for the following industries:

- Mining
- Energy – power plants
- Pulp and Paper
- Ports & Shipping Docks
- Pressure vessels and storage tanks
- Bridges

Edyce was founded in 1950 in a small town off the coast of Chile, named Vina Del Mar, near Santiago. They provided pressure vessels, storage tanks, and stainless steel for the petrochemical and refinery industry. As the firm continued to grow, a major step was taken in 1970 when they become involved with a local steel mill that specialized in hot rolled plate. They soon started fabricating welded profiles (beam/column) shapes from the flat plate to meet construction requirements for some
local projects.

By 1980, Edyce had expanded their market to include large projects from mining plant structures, cellulose plants to large shipping ports. They also began using rolled shapes from various mills which began the streamlining of their fabrication processes.

Making Decisions that Affect Your Future

Oh yes, like many structural fabrication firms, Edyce Ingenieria S.A. is a family owned company. Mr. Sergio Rocco, CEO, and his father Mr. Hugo Rocco manage daily operations of this dynamic company? Why is that important?

“We make our decisions daily...we do not need any approval from a board of directors. We are flexible to move quickly, and seize opportunities when they arise – believe me, this helps you grow your business”, comments Sergio.

“Peddinghaus Opened Doors For Us”

Sergio Rocco is a strong believer in Peddinghaus – not just for quality of their products – but for the expertise that Peddinghaus provides to the entire steel construction industry.

“Having Peddinghaus as our business partner has truly helped grow our business – the electronic technology that they employ – coupled with their strong machine design has given Edyce the opportunity to be successful in a very competitive global market,” stated Sergio Rocco.

“But it is much more, Peddinghaus is well respected in the global industry, and they enlightened me to new technologies, new markets, new global contacts and partners, new industry friends, and new opportunities for Edyce.”

“I am a firm believer in good business partners - those with whom you build a solid relationship – and Peddinghaus is a superior business partner.”

Edyce and Peddinghaus: Partners in Progress

How did Peddinghaus assist the growth of Edyce?

- Peddinghaus engineers worked with our engineers to provide the proper layout of our shop to insure room for growth – they never invoice for that expertise
- Peddinghaus was with us every step during the purchase process
What expertise does Peddinghaus bring to Edyce besides good equipment?

- Bringing new software technologies to us – and working closely with our engineers to implement them
- Introducing us to prospective business partners in our industry
- A knowledge of the global market for fabricated steel
- Consulting with us concerning industry organizations that benefit Edyce, such as the AISC, AWS, etc.
- Peddinghaus people are knowledgeable, cooperative, and friendly – always ready to help us in any way possible; that is very important for us.

“Edyce currently has fourteen Peddinghaus machines operating in our facilities. Some date back to 1996, and still run 24/7 with no problems. With these machines, we can fabricate up to 5,000 tons per month” Sergio Rocco.

**How Edyce Brings Value to a Project**

Mr. Rocco speaks often of “early involvement” in a customer project to insure success. Well, how early? Edyce becomes involved with engineering expertise at the initial sales contact. Once a project is brought to Edyce, they begin the engineering process. Electronic models are designed and discussed with the customer – in person and over the internet. Improvements and suggestions are made.

Once a contract is signed, Edyce assigns an engineering team to the project that actually “move in” with the customer. They take up residence near to the customer and work closely with the client on ALL PHASES of the project. How can a fabricator supply this engineering expertise?

“Edyce focuses on certain strategic markets and our team is extremely knowledgeable of all facets of the operation. For example we know all the requirements for the start-up of a successful copper mine – not just a building structure – but conveying systems, power requirements, transportation logistics – everything.”
"We are not simply structural fabricators – we are problem solvers for our clients".

**Beating the Competition to the Project Site Means Profit**

Even during the sales stage, Edyce plans for production. Their first class organization is capable of extracting the exact production data for each phase of the project – even at very early stages. Thus, they can react quickly when the project is signed and release dates are issued.

Using this software technology, they quickly identify the “road map” for each structural component of the model. Each piece is routed to a specific Peddinghaus machine (based on capacity), with targeted completion time to meet the painting and shipping deadlines. Production is monitored for each component to insure it is “on time”.

Why perform such intense planning and production scrutiny?

“We have tough competitors…our advantage is to deliver early or ahead of schedule to the job site. Because our Peddinghaus machines are strong, accurate, and VERY efficient, our entire project is ahead of schedule. Remember, we have our engineers on site during the erection as well. Once the project is ahead of schedule, the client quickly learns that he can start producing much faster – and his project is ALIVE – starting to make money earlier than planned.”

**A Road Map for the Future**

Mr. Sergio Rocco of Edyce is very proud to be a part of the structural steel fabrication industry and the opportunities that steel construction has brought his firm. When asked about how to deal with today’s market and be successful in the future, Sergio outlined his thoughts from his
The use of building models speeds design, informs the construction teams and promotes faster fabrication - keeping all projects ahead of schedule.

Edyce specializes in Mining projects and has worked with construction firms such as Bachtel, Fluor, Codelco, Aker Solutions and SNC Lavaline.

own experience:

- Structural steel is sometimes 5% of a large project – lend engineering expertise to your client in all phases of the project – he will appreciate it – and always remember your assistance.
- The fabricated steel that you supply may quickly become a commodity in the future due to increased global competition – bring value to your product in every phase: sales, engineering, production, and erection.
- Work together for the good of the industry, and join organizations that meet these goals.
- Uses tools that integrate well – like Tekla (X Steel) or SDS 2 or AceCad modeling software – and Peddinghaus machines; Edyce is proof that their combined technologies are “state of the art” and make profits.
- The face of structural fabrication has changed dramatically in five years – the next five years will bring even more changes, so be prepared; the best preparation is by continuous investigation and investment in new technologies.

A main fabrication facility for Edyce is located in Concepcion, Chile – located far down the South American continent bordered by the Pacific Ocean and the Andes Mountains. With their geographic location, the local people joke that they are located “at the Bottom of the World”.

With their blend of technology, hard work, and industry passion, Edyce is much closer to the “Top of the World”, rather than the “Bottom”.

Edyce specializes in Mining projects and has worked with construction firms such as Bachtel, Fluor, Codelco, Aker Solutions and SNC Lavaline.
FOR MORE INFORMATION

To learn more about Peddinghaus Corporation visit:
www.peddinghaus.com

PRODUCT LIST:
- Beam Drill Lines
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