

StainlessSteelFocus

THE NEXT GENERATION



www.Stainless-Steel-Focus.com

REPRINT

Invisible Master? Certainly not!
Reuter cleans and polishes like no other

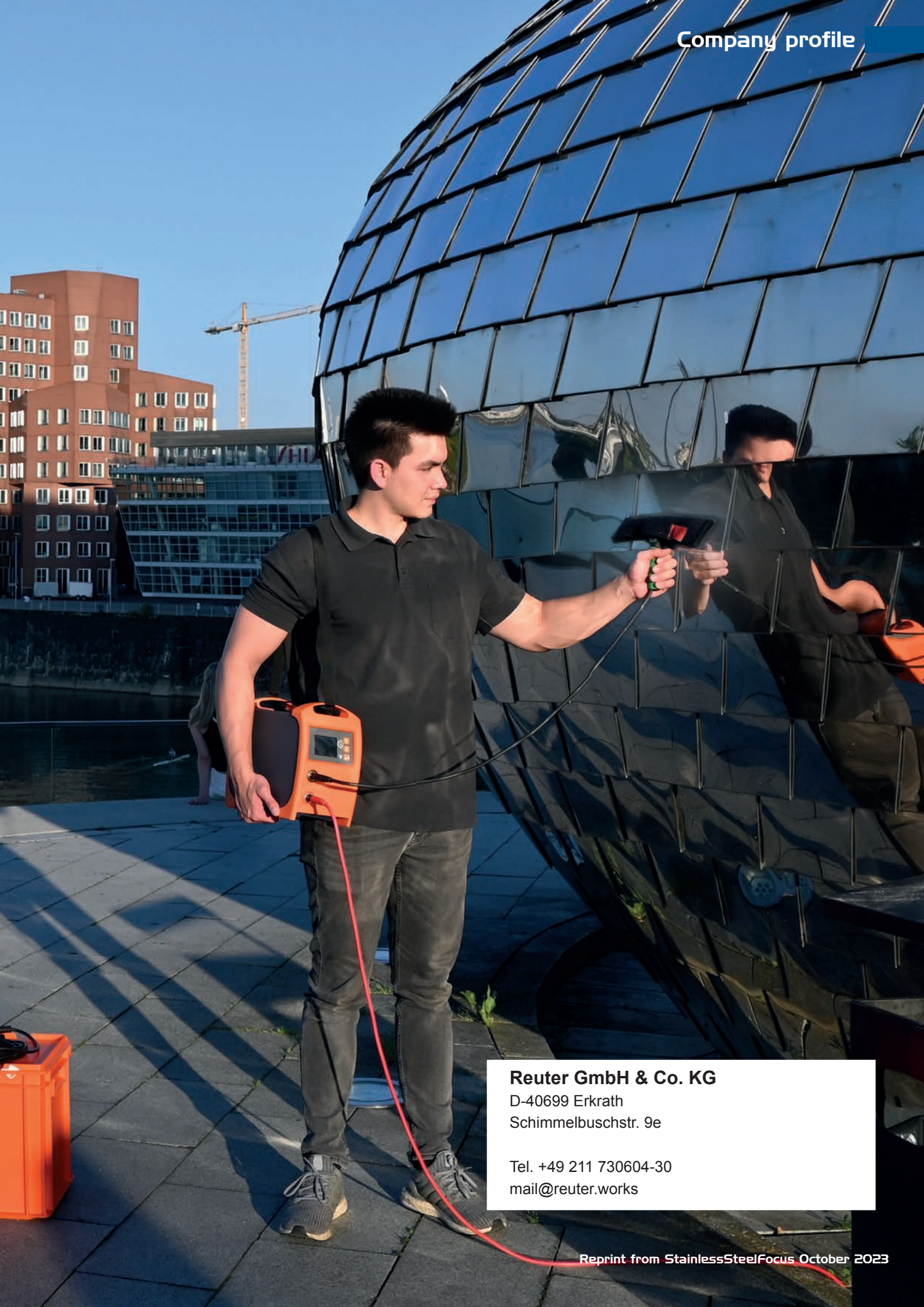


Invisible Master? Certainly not!

Reuter cleans and polishes like no other

The new generation of devices for outdoor use: the new HybridCleanox weld seam cleaning device will be presented at the Schweissen & Schneiden trade fair.





Reuter GmbH & Co. KG

D-40699 Erkrath
Schimmelbuschstr. 9e

Tel. +49 211 730604-30
mail@reuter.works

If a supposedly unknown company develops a new metalworking process, holds numerous patents and utility models, works with over 70 sales partners in 30 countries, but only employs 20 people, are you then on the trail of a hidden champion? Certainly not - Reuter GmbH & Co. KG in Erkrath near Düsseldorf is now the specialist when it comes to cleaning metal surfaces and weld seams using high-current arcs.

Electrochemical cleaning and at the same time passivating the surface, and that with food-grade electrolytes instead of toxic pickling and etching chemicals - that's how it works at Reuter. And what's more, newly developed carbon fibre

brush - today everyone who has anything to do with metal construction knows that," says welding engineer Olaf Reuter, founder of Reuter GmbH & Co. KG, "and we only brought it onto the market in 2009. The iPhone had been around for two years." Take a million



The cleaning devices are sold as device sets - so the customer has everything to get started straight away. The figure shows the AkkuCleanox.

brushes in conjunction with the latest high-performance equipment technology make this intelligent electrochemistry fully suitable for industrial use.

"Weld seam cleaning with the carbon fibre

carbon fibres, a good 100 amps of continuous current, and the right electrolyte; the welder has never polished so quickly. The actual welding dilemma was and is solved: tarnishing, scaling and rust, which are caused by the destruction of the passive layer during welding, are simply brushed away. "Is it magic? - No. Electrochemistry!", Reuter said cheerfully and locked himself back in his

development laboratory. From now on, it was all about efficient production and quality assurance. And a scalable range of products for every requirement, from trade to industry.

No respite

On the occasion of the 10th anniversary, which is now four years ago, the product lines with the catchy names Cleanox and Super-Cleanox were already well known and highly regarded. In the meantime, a lively scene of competitors has also established itself, who prefer to attack the top dog Reuter via price. “All of our devices, especially the brushes, are designed for heavy duty. Sure, you can

many new ideas keep the competitors at bay: the AutoFeed, the self-regulating automatic electrolyte supply, the Cleanox 5.0, with inte-



Reuter also offers complete workstations for cleaning welds. The WorkStations are available in different sizes and designs.

get a device set from a competitor for 25% cheaper, but you only get half as much out of it,” says Olaf Reuter confidently. And it goes on: numerous utility models, patents and



The new HybridCleanox “with a view”.

grated AutoFeed, complete ergonomic workstations for welding seam cleaning, the ideas never run out!

Post Pandemic

On a tour of the company premises, it quickly becomes clear: a lot has happened at Reuter in the quiet two years of the pandemic. Numerous new employees populate the production site, which has grown to three halls. Modern, ergonomic workplaces for device assembly, separate halls for cable and brush production, modern chemical production including an automated filling system: “What

you can no longer buy, you make yourself”, is how Olaf Reuter counters the shortage in the global economy, “high level vertical integration ensures our ability to deliver; Reuter products come 100% from Germany and most of them from Erkrath.” The new conference room and the application centre offer all the technology for modern communication. “In the application centre you can experience our devices live in action, new products are tested and exhibited. From here we also offer our dealers at home and abroad virtual product training - a really useful leftover from the pandemic period. But of course our employees have also

What's next?

Growth is still possible. “But only organic. No purchase. And no, not a sale either,” says Olaf Reuter resolutely. The market potential in Europe is far from exhausted, and many attractive markets around the world have not



yet been entered. There is enough space now, but like everywhere there is a lack of staff.

The next highlight for Reuter and his team is undoubtedly the welding and cutting industry get-together ‘Schweißen & Schneiden’. “We will be there again with a larger stand. And of course there will be again a merry launch of new products,” enthuses Olaf Reuter, “but I don’t want to reveal anything just yet, just this: Tricky robotics for Industry 4.0. And even lighter devices with a lot of power for the trade.” Reuter will be

learnt a lot here,” smiles Sven Weertz, who has been reorganizing the international sales structures and optimizing marketing for the past year.

exhibiting in Hall 1, Stand 10C. ■

THE NEXT GENERATION



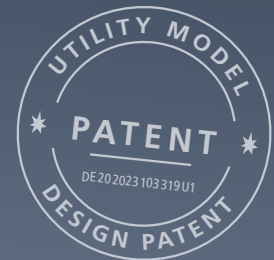
new

World premiere

on the trade fair

SCHWEISSEN & SCHNEIDEN

QUALITY ■ MADE
■ IN
■ GERMANY



HybridCleanox: Battery and inverter technology under one bonnet

- new generation weld cleaning devices
- ultra light & compact
- power of a transformer device which is 6 times as heavy
- either for mobile working without mains power

www.reuter.works



Visit us on the
SCHWEISSEN & SCHNEIDEN
hall 1, stand 10C