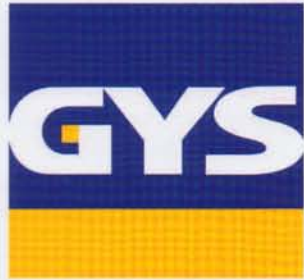


GYS - Simplifying the sale of Welding Machines, 110V Mig welders and growing business...



Readers of ToolBusiness+Hire may now be aware of GYS as they have been operating in the UK for nearly 2 years and have featured in this magazine. The French manufacturer of Welding Machines and Battery Chargers are an established and market leading brand in mainland Europe and are in the process of building their distribution in the UK.

This month they are expanding their marketing activity with the launch of two innovative MIG Welders and a comprehensive promotional catalogue to assist distributors in communicating the GYS range to their customers.

Firstly, the Smartmig range offers to simplify the process of MIG welding for the 'average' Mig welder. The biggest problem for anyone except the most experienced welder is setting up the correct welding parameters and the Smartmig's SMART control panel simplifies this down to just 3 steps. First, identifying the welding wire and metal thickness, then by simply setting 2 switches and a dial to the indicated positions will give accurate operating settings first time. GYS list prices are from just £269 +VAT. Neil Pulsford of GYS says - 'we receive a lot of feedback from distributors that sales staff can be nervous of selling welding equipment as they perceive it to be more complex than some other products, as well as offering ease of use to the end user the new Smartmig range are so simple to operate that sales staff can easily 'sell' the product features.

Secondly GYS are launching the Pearl, an advanced 110V/240V Inverter MIG Welder. GYS say this is the only Inverter MIG capable of operating from 110V. With fully synergic operation, Euro Torch and the option of 15kg wire reel, prices start from £838 +VAT.

To assist Distributors GYS have also produced a 16 page 'magazine' which showcases many of the key products. You should find one enclosed with this issue of ToolBusiness+Hire. GYS welcome all contact from prospective distributor partners so if you like what you see why not give them a call?



INVEST IN THE FUTURE

GYS Smartmig - A REVOLUTION IN LOW COST MIG WELDING!

**ACCURATE SET UP
IN SECONDS!**

SMARTMIG - AS EASY AS 1 2 3



**ONLY 110V/240V
MIG/MAG INVERTER
ON THE MARKET!**



Smartmig

- MIG Welding Machines
- 2 in 1 - Gas/No Gas
- Also available in 3 Phase & 3 in 1 Gas/No Gas/MMA



PEARL

- Single Phase Inverter MIG Welding Machine
- Flexible Voltage 85V - 265V
- 240V - 180A on a 13A plug / 110V - 120A



GYS Ltd
Unit 2, Spartan Close, Tachbrook Park,
Warwick, CV34 6RS
Tel: 01926 338 609 - Fax: 01926 429 764
E-mail : uk@gys.fr

GYS Ltd. - Your distribution partner

www.gys-welding.com