

Winoa and Toyo Seiko to launch a fully integrated heat treatment line for high durability cut wire in Altena, Germany



Altena, Germany – Thursday 23rd April – Winoa and Toyo Seiko today announce the commissioning of a new fully integrated heat treatment (HD) line at its Center of Competence for Cut Wire in Altena, Germany.

Developed thanks to long-term strategic and exclusive partnership with Toyo Seiko and supported by the integration of Frohn since 2024, this milestone marks a decisive step in Winoa's renewed approach to Specialty Abrasives and Peening Media.

This enhanced capability enables the production of high-performance and durable cut wire in Europe, combining proven technical excellence with closer proximity to customers in the automotive, energy and defense industries. It aims to support their future growth while strengthening supply security and service quality from the heart of Europe.

"This project serves naturally to implementing the strategy we have been building over the past years," says Falko Schmidt, CEO of the Specialties Business Unit.

"Through our partnership with Toyo Seiko, we have established a strong foundation in high-performance cut wire. Today, we are taking this one step further by bringing this expertise to Altena, cradle of wire in Germany, to boast European industrial presence and responsiveness. This is what our customers expect today."

Toyo Seiko's expertise and standards, now produced in Europe The Altena facility now delivers full process integration, including:

- Wire sourcing and precision cutting
- Heat treatment (HD process)
- Conditioning (G1, G2, G3 rounding grades)
- Laboratory testing and hardness control supported by Artificial Intelligence (AI)
- Final inspection and packaging

The new heat treatment line combines advanced furnace technology strictly following Japanese processes, quality parameters, and technical support, ensuring consistent and reliable performance for demanding shot peening applications. A strong foundation from which Winoa will continue to develop and adapt solutions to meet evolving customer demands.

Supporting the transformation of key industries

Cut wire is primarily used in shot peening applications, which represent 70% of the demand in automotive, and also significant stake in energy and defense sectors.

As these industries evolve toward lighter materials and more demanding performance requirements, peening & surface treatment play a critical role in ensuring durability and fatigue resistance.

By producing HD cut wire locally, Winoa strengthens its ability to support:

- Increasing technical requirements
- Shorter lead times and greater flexibility
- Reduced transport and environmental footprint
- More predictable and efficient supply

One integrated European platform

The Altena site, supported by the expert team at Frohn now acts as Winoa's European Center of Competence for cut wire. And together with the Tech Centers in France and Prague, the latter site co-located with the newly established Peening Center, will provide full service along the value chain of our customers

Through its Specialties Business Unit, Winoa offers customers:

- A single commercial entry point, available in all relevant markets
- A harmonized and comprehensive portfolio
- Combined technical and industrial services
- An integrated production and sales capabilities
- A safe testing and trial environment

This structure reinforces Winoa's positioning as a one-stop shop for shot peening and surface preparation solutions. ●

About Winoa

Established in 1961 in France, originally known as Wheelabrator Allevar, Winoa has evolved into the world leader in steel abrasives and metal surface treatment solutions. With a rich history of innovation and expansion, Winoa serves a diverse range of industries, continuously advancing the field of surface preparation through sustainable practices and cutting-edge technologies.

Discover more: winoa.com

About Frohn

Founded in Altena, Germany, Frohn has established itself as a global reference in the manufacturing of high-precision cut wire abrasives for peening and surface treatment. With production sites in Germany, the USA, and China, Frohn is recognized for its technical expertise, product consistency, and commitment to quality. Now part of the Winoa Group, Frohn continues to serve leading industrial sectors with specialized peening solutions worldwide.

About Toyo Seiko

Founded in 1975, Toyo Seiko Co., Ltd. is a global manufacturer of high-quality cut wire and integrated shot peening solutions. With operations in Japan, Thailand, and the United States, the company supports customers worldwide through advanced technology and consistent product quality. As a member of the Miyazaki Seiko Group, a specialist in secondary processing of special steel, Toyo Seiko continues to contribute to manufacturing innovation. In 2025, the company proudly celebrates their 50th anniversary of precision manufacturing excellence.

Discover more: <https://toyoseiko.co.jp/en/>

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