



**Robit<sup>®</sup>**

# Bulletin

Robit Plc Customer Magazine

1 | 2018



## Overhauling a marina in Brittany

## Building partnerships across continents

**New Korean factory  
is top-of-the-line**

**Towards a unified  
Robit brand**

# ***"Without teamwork, nothing could ever be achieved"***

**Dear Reader,**

Robit has always taken brave steps in its growth career, including acquisitions in Australia, Britain and the United States, among others. Robit not only acquired quality brands that are held in high regard in their market areas, but also an immensely valuable pool of know-how and experience along with the staff.

The next step in the strategy is in full swing. Besides integrating the Group's various functions, we are also integrating our brands and continuously strengthening the Robit brand. Some functions have already been reorganised and overlaps reduced.

In the future, we will be using two brands: Robit and Halco. For customers and partners, this will clarify our product offer, while we'll also ensure them that they will be served and supported by the very same staff as before. This will clarify our position and further strengthen our name in the market. It will also simplify the work of our customers and distributors, releasing their time for more relevant tasks.

A key part of our strategy is to increase sales through our network of distributors, and to expand this network. Distributors are professionals in their region and thus strong assets to us as partners. We have already signed a number of international distribution agreements this year and will continue this work at an accelerated pace.

The completion of our new factory project in Korea was a major milestone, and a record achievement for our Korean staff. In August last year, there was nothing but sand on the site – and February this year saw the opening ceremony of the factory. What's more, many of our staff moved with Robit to a five-hour distance from their previous location. Launching and implementing completely new processes takes time, but the production volumes are already higher than in the old factory.

All this has required a lot of flexibility and adopting of new operating models both from our partners and our own staff. Without teamwork, nothing could ever be achieved. That is the recipe for our future success as well. Lastly, a big thanks to you all.

Have an enjoyable time reading the Bulletin.

**Mika Virtanen**  
CEO





# In this issue

"Without teamwork, nothing could ever be achieved" ...	<b>2</b>
Marina gets overhaul in Brittany .....	<b>4</b>
Towards a unified Robit brand .....	<b>6</b>
Six busy days in Paris: Intermat 2018 .....	<b>8</b>
Taking ground in the Brazilian quarry market .....	<b>10</b>
Setting new performance standards in Phalaborwa .....	<b>11</b>
The new Robit Korea plant is state-of-the-art .....	<b>12</b>
The Sense System goes to Java .....	<b>13</b>
Get to know .....	<b>14</b>
Capital Markets Day draws strong interest .....	<b>16</b>
Introducing Robit DR43 Reverse Circulation Hammer ....	<b>18</b>

**Robit Bulletin is the customer magazine of Robit Plc.**

**Editor-in-Chief:** Jari Silver

**Text and layout:** Mainostoimisto Väräkäs Oy

**Print run:** 3 250

**Printed at:** Eräsalon Kirjapaino Oy

The next issue will be published in late 2018.








# ***Marina gets overhaul in Brittany***

*Mathieu Pogam, responsible for temporary works on the site, giving instructions for installation of the access deck*



In the late 18th century, France's revolutionary government was in its prime. Napoleon's star was rising and his armies swept through Europe. Napoleon himself knew that "armies march on their stomachs". The government offered a 12,000-franc prize for the invention of a method of preserving food during long military campaigns. This would later have far-reaching impacts on the small Brittany village of Quiberon.

After years of experimentation, Parisian confectioner Nicolas Appert discovered that the combination of heat and air-tight packaging prevents food from getting spoiled. And so canning was invented – and Appert pocketed a nice sum of 12,000 francs.

Not long after, it was discovered in Brittany that tin cans were also a convenient way of preserving sardines. In the 19th century, Quiberon became the leading harbour for sardine fishing and the production of canned sardines in France.

Quiberon's canned sardines can still be bought today, even online, but sardine fishing as a livelihood gave way to tourism a long time ago. Nowadays, the charming Port Haliguen is an important marina for recreational boaters, with more than 1,100 moorings and 11,000 overnight stays a year. Next to the marina lies a long stretch of beautiful sandy beach.

Originally built for fishing boats, the port was being stretched to its limit in terms of growth. The port's infrastructure and installations are past their prime, and natural silting has made the harbour basins too low for larger boats.

A massive renovation project is currently under way in Port Haliguen: Its two harbour basins are being dredged deeper, the quays and pontoons are being completely redesigned, and additional moorings will be installed. In the first phase, the goal is to remove

more than 50,000 cubic metres of clay from the basins. The clay will be used as filler in a new parking area that is to be built.

The contractors on the project are VINCI Construction Maritime et Fluvial and Eiffage TMF. The harbour foundations are constructed as a combi-wall structure, where steel piles are drilled into the seabed as load-bearing structures and steel sheets are installed in between them to form a wall. Robit was in charge of the technical solutions for the combi wall, under the leadership of Senior Specialist **Kari Juntunen** and Distributor Business Manager **Taha Laissaoui**. "Together with VINCI, we came up with the best overall solution, including equipment and operating methods. And it proved to be a winner: the piling was a great success," recounts Taha.

A total of 460 piles with an average length of 15–18 metres were drilled. Some of the piles were delivered by the Finnish company SSAB. Robit's delivery included casing systems (DTH-ROX SR 863/23), a robust 24-inch hammer and shock absorbers.

The port modernisation project is massive, and for the time being, the screeching of the seagulls is drowned out by the rumbling of excavators and drills. Port Haliguen should be ready to welcome travellers in all its renewed splendour in 2020.



# *Towards a unified* **Robit brand**

**Ever since the beginning, the Robit story has been marked by ascending growth. Starting out as a small local business, the company has become a global player operating on all continents.**

A few years ago Robit strengthened its position in the market by acquiring Drilling Tools Australia (DTA) and Bulroc UK. In a later asset purchase, Robit also became the owner of the Halco brand, which further strengthened Robit's foothold, especially in America.

Robit's strategic goal is to continue to grow on a global scale. This will only happen if

- Robit's message on the market is clear and uniform,
- selling our products is easy and rewarding for our dealers,
- Robit's corporate culture ("The Robit Way"), which emphasizes professionalism, experience and know-how, is accessible to all employees throughout the Group.

All this would be difficult to achieve, if there were four competing brands inside the company. Therefore, from now on the Robit Group will be operating with only two brand names: Robit and Halco. For the outside world this change is most evident in product colouring: products under the Robit brand will be either white or black, while Halco's products remain essentially red.

This helps clarify Robit's brand image in our customers' eyes as well. Changes often cause some uncertainty at first, but the message to our customers is clear and encouraging: the products you use will be the same or even better than before, and you will be served by the same people you've learned to know and trust.

Obviously, integration and unification on this scale cannot happen in an instant – but the ball is now firmly in motion.



# *Six busy days in Paris:* **Intermat 2018**

**Intermat is an international trade fair for construction and infrastructure, held every three years at the Nord Villepinte Exhibition Centre in Paris. Robit's team had a busy week there among the 1,400 exhibitors in April 2018.**

Contractors, manufacturers, suppliers, rental companies and distributors – Intermat draws the key players of civil engineering and construction industries to show off their equipment, products and solutions.

As for visitors, more than 170,000 this year, Intermat is a major attraction for those who are into big and loud machines. A special feature of the trade show is a huge open-air demo area where visitors can watch the exhibitors' machines perform in an authentic environment.

Indoors in Hall 5a, Robit had their product range on display. "I was really pleased with our stand. It was big, good looking and well organized. Our location

was slightly off the busiest area, but on the other hand, professional visitors who mean business will have no trouble finding you wherever you're located", says **Kari Alenius**, Robit's VP for the EMEA region.

Distributor Business Manager **Ahmad Afridi** worked long hours in the Robit team. "We had two large screens playing videos demonstrating our products in action, plus a separate table with a hands-on demo of the S-Sense digital measurement system. It drew quite a bit of attention, but I think what interested our visitors most was the casing system and how it works. We had a 610 CDS system on display, and most people were amazed by its sheer size", Ahmad says.

So what was the outcome of six busy days in Paris?

"Intermat was a useful venue for promoting the Robit brand, especially our complete solution for different applications", says Ahmad. "The previous Intermat took place before DTA, Bulroc and Halco were merged with Robit, so this was the first opportunity for us to showcase our full portfolio there", Kari adds.



Mikko Vuojolainen, VP, Robit  
Americas (left) and Fabiano  
Buffon, President, Paraná Drill



# Taking ground in the Brazilian quarry market

**Concrete is the most versatile and most widely used material for construction. In a typical concrete mix, as much as 60% to 80% of it consists of aggregates. Aggregates for the construction industry are the most consumed mineral inputs in the world – including Brazil.**

"In Brazil, extracting aggregates is a key activity in the mining sector. The recent economically lean years saw a reduction in production volume, but the economy is now recovering step by step. This applies to the aggregates market as well – and Robit found an important partner to help advance our growth strategy in the country", says **Alexei Albuquerque**, Distributor Business Manager for Robit in Latin America.

Paraná Drill was founded in 2001 to serve the quarry market with equipment, parts and consumables. Based in Curitiba, the capital of Paraná state, the company covers the south states of Brazil.

"I'm always looking for quality products with a good reputation. Knowing that Robit was searching for a new distributor for this market, I approached them

and introduced Paraná Drill and our operation in the segment", says **Fabiano Buffon**, the President of Paraná Drill.

"We then organized a test in our quarry to learn how Robit's tools would perform. I had a really good first impression of them and the results were positive, as we'd expected. We are happy with the performance of Robit's tools and the support their team provides".

Today Paraná Drill is a recognized company in the quarry market, especially in southern Brazil. The market has great growth potential but also faces challenges.

"In addition to contending with our competitors, we need to deal with import duties, long-term customer financing and great variation in exchange rates. Having a partner with cost-effective high-quality products certainly helps", Fabiano Buffon concludes.



# Setting new performance standards in Phalaborwa

**There are hardly many mining sites in the world where you can see herds of elephants and buffalo roaming about. At the mining complex in Phalaborwa, right next to the mighty Kruger National Park in the northeast corner of South Africa, that sight is commonplace.**

The vast Phalaborwa complex is host to several valuable minerals such as phosphate, copper, zirconium, iron, and vermiculite. Phosphate is a key mineral in fertilizers. Before the foundation of the Phalaborwa mine in 1951, the South African agriculture was dependent on imported phosphate rock. Today, South Africa exports phosphate fertilizers around the world.

Venter Drilling, a local family business, has been the drilling contractor at the site for some ten years. In early 2018 they were contacted by Robit SA with a proposal to test Robit's DTH bits and hammers. Not being completely satisfied with the products of their then supplier, the owner of Venter Drilling, **Pieter Venter**, agreed to have a testing programme arranged. This was a win-win deal, as it would also provide Robit with genuine feedback on their products.

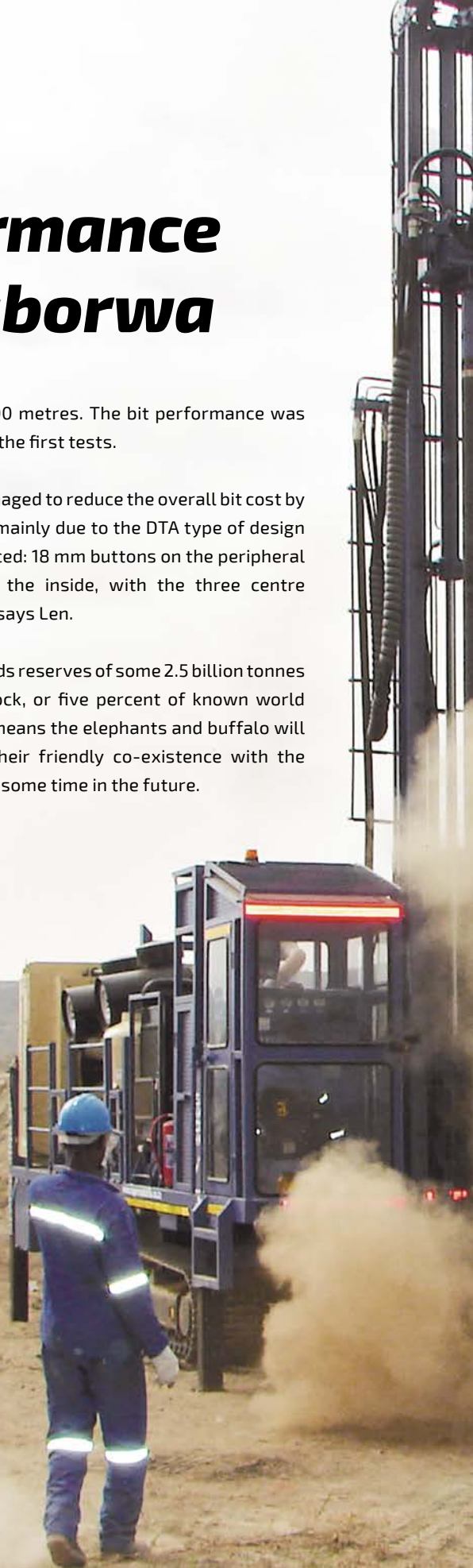
The first test run involved ten DTH bits and a DTH hammer. "On the outset we wanted to achieve 800 metres per bit and 8,000 metres per hammer", says **Len Botha**, who does business development for Robit SA. "In the initial test, the hammer reached 10,767 metres. The bits reached an average of 1,198 metres, with the best one drilling down to 1,699 metres. The previous supplier had averaged only 811 metres per bit", Len recounts.

This was, of course, extremely promising, but to thoroughly convince Pieter Venter, another set of tests was arranged. This time the hammer went on

to do over 12,000 metres. The bit performance was consistent with the first tests.

"Robit tools managed to reduce the overall bit cost by 32 %. This was mainly due to the DTA type of design that we introduced: 18 mm buttons on the peripheral and 16 mm on the inside, with the three centre flushing holes", says Len.

Phalaborwa holds reserves of some 2.5 billion tonnes of phosphate rock, or five percent of known world reserves. That means the elephants and buffalo will be continuing their friendly co-existence with the miners for quite some time in the future.



## 로비트코리아 신공장 준공식

Robit®



*Cutting the ribbon at the grand opening, from left: Matti Kotola, Member of the Board (2017-2018), Robit Plc – Eero Suominen, Finnish Ambassador to Korea – Gwang-Min Ahn, General Director, Hwaseong City – Harri Sjöholm, Chairman of the Board (pres. Member of the Board), Robit Plc – James Kwack, Managing Director, Robit Korea – Hyunsoo Kim, General Director, International Cooperation Bureau of Gyeonggi-Do – Gil-Sup Kim, Member of Parliament, Gyeonggi-Do.*

## The new Robit plant in Korea is **state-of-the-art**

**The Gyeonggi-do province, surrounding the capital Seoul, is a major manufacturing hub of South Korea. It is home to heavy industry, textile and food production, as well as tech giants such as Samsung and LG. In 2018 they were joined by Robit, celebrating the opening of a new production plant in the city of Hwaseong.**

The demand for Robit's Top Hammer products is growing steadily. While the Lempäälä factory in Finland produces Top Hammer drill bits, the new plant in Hwaseong specializes in rods and shanks. Logistically, the location right next to Seoul is ideal.

Is the new plant markedly different from the old Donghae factory, Robit Korea Production Director and Project Manager for the factory project **Mikko Tapaninaho**?

- The new plant was designed from the outset with a more streamlined production concept in mind. We developed an entirely novel automation solution,

with robot groups and AGVs (automatic guided vehicles). This allows us to manufacture quality products faster and in larger quantities for our customers across the globe.

**What were the design and construction phases like?**

- The design phase took a lot of time, with several iterations and many contractors. Moving into the construction phase was most interesting: week by week you could see the plant building up under your very eyes, piece by piece. It was an incredibly fast process: construction started in late August 2017, and the opening ceremonies were held in early February 2018.

**You've been in production for a couple months now. Is everything running smoothly?**

- One of the product lines actually took off better than we expected. The other product line had some challenges in the start, but we soon tackled them together with our local suppliers.



The test team at Citereup, from left: Benny Sofyan, Wijaya Surio, Frandy Widjaja (PT. Marton); Ronaldo Indra Putra, Andry Kurniawan (PT. Indocement); Sunyong Choi, Binn Lim (Robit Korea)



# *The Sense System* *goes to Java*

**Drill hole deviation is a problem most mining operations have had to deal with – until recently. Robit's groundbreaking Sense System product line was created to address this issue. It has been extensively tried and tested in quarries and mines around the world, now including Indonesia.**

In gold mines, blast hole sampling – analysing rock cuttings extracted from the drilled holes – is a common method of exploring ore grades. Accurate sampling allows for identifying ore zones and waste rock zones, which is essential for efficient mine planning.

Usually you have to settle for two dimensions when plotting the blast zones from sampled data. Also, the deeper you drill, the more the hole tends to veer off from its desired direction. Because of this drill hole deviation, you may end up with inaccurate sample data.

These are familiar problems at the gold mine owned by Bumi Suksesindo in Banyuwangi, East Java, Indonesia. That's why the mining contractor and

the blasting contractor at the site welcomed the opportunity to test Robit's M-Sense system with PT. Marton, Robit's distributor in Indonesia.

"We found that the M-Sense helped improve ore grade sampling. Normally you plot blast zones using two-dimensional data, but thanks to M-Sense, you get an instant 3D view of the drilled hole in the drilling pattern on a tablet screen. Any deviation from ore zone to waste rock zone is easy to spot", explains Sales Manager **Frandy Widjaja** from PT. Marton.

"Also, when you can measure drill hole deviation, you can avoid overcharging the blast holes, which improves safety in a free-face area", Frandy adds.

The M-Sense system has also been tested at a cement mine in Citereup in West Java, with equally promising results. "At both sites we have received great feedback from the test teams: M-Sense is simple to use, light-weight, and easily operated by one person. That saves a lot of time and hassle in the measuring process", Frandy concludes.

# Get to know



## **Tomi Sydänmaa**

**Tomi Sydänmaa**, MBA, took on the role of Distributor Business Manager in January 2017. Before joining Robit, he worked in sports equipment sales. Tomi has a background as a top athlete and in his spare time, you can find him playing golf, doing mixed martial arts and working out at the gym. Tomi's border terrier Alma also sometimes runs with him.

**You come from an entirely different work background.**

**How has the switch to Robit's corporate culture been?**

My current job is quite different from selling sports equipment face-to-face. My role at Robit focuses on maintaining customer relationships and growing the distribution network and sales. I typically contact customers online, by phone or by email.

**Your job title is Distributor Business Manager. What does that entail in practice?**

Activating the distribution network and growing sales in the Nordic countries and German-speaking Central Europe. I'm in daily contact with our key customers, engage in product and service consultation and am in charge of customer-specific pricing. I make sure that distributors have everything they need to grow their business.

**How is the industry outlook from your perspective?**

Quite stable in Europe, no major fluctuations. There is more up and down movement in the Nordic countries, and right now we're riding a wave: growth in infrastructure and major construction projects is accelerating our opportunities to win large projects.



## **Ekaterina Salo**

**Ekaterina Salo** started as a Sales Coordinator at Robit in May 2018, following a long career in office and export tasks for major construction companies. Most of her spare time is taken up by her children's sports activities, working on her house and garden, and travelling.

**Your title is Sales Coordinator. What are the practical aspects of your job?**

Arranging a smooth export process chain for products: receiving and processing orders; working closely with customers, production, packaging, the transport company, drivers and forwarders; and preparing and arranging export documentation. I do all this in three different languages. We get a lot of orders, many of which are active simultaneously. Basically, I multi-task non-stop!

**You previously worked for major infrastructure companies. How has the switch to Robit's corporate culture been?**

It has been nice. Large companies are not always very dynamic and fast-paced in their operations. A smaller company has the advantage of being more active and agile. At Robit, I am motivated by a wide range of interesting tasks, a positive and active atmosphere, sustainable development and a focus on the company's growth.





## **Janne Matinaho**

**Janne Matinaho** joined Robit in August 2017 as a Drillmaster. Prior to that, he held a similar role at a large company for over a decade. His family consists of a wife and a mixed-breed dog. Janne is also a radio amateur and enjoys working with electronics.

### **How did you end up at Robit?**

I was motivated by the opportunity for professional development. I wanted to broaden my knowledge, so when I saw an interesting opening, I decided to apply.

### **You worked in similar tasks in a large company in the same industry. How does Robit's corporate culture compare to your previous experience?**

It was a complete shock – in a positive way. A large company is a slow-moving train with tons of bureaucracy. At Robit, decisions are made quickly and things are straightforward.

### **Your title is Drillmaster. What does your job involve?**

In short: everything that no one else does. I'm kind of like a "universal soldier": I put out fires, solve technical problems, train people, control tests, build simulators – you name it. I have to be ready for anything – I might be called on an impromptu trip to anywhere in the world.

### **What's the outlook of the industry from your perspective?**

We're currently in an intense growth phase. Demand for metals is rising, and equipment suppliers have full order books at least for the next year. There is definitely no shortage of work!



## **Kati Kulma-Bremer**

**Kati Kulma-Bremer** joined Robit as a Customer Service Manager in June 2018. Kati has a wide range of work experience from industrial companies as well as teaching. Outside of work, Kati leads an active life, riding Icelandic horses and motorcycling around Europe with the family. On top of it all, Kati is studying to be a gait judge for Icelandic horses.

### **How did you end up working for Robit?**

A friend hinted about an open position. I decided to apply because it seemed like an interesting task and I was keen on new challenges.

### **You have started recently. What are your impressions of Robit so far?**

Robit seems a really interesting growth company. I believe I have a lot to offer because of my long work experience in similar industries.

### **You are a Customer Service Manager. What sort of work does that entail?**

I am part of the Customer Service Team. My team is involved in exports. I'm also the supervisor in my team.

# Capital Markets Day draws strong interest

**Capital Markets Day (CMD)** is a well-established way for listed companies to maintain contact with investors and analysts. Robit held its very first CMD on the 3rd of May 2018 at the Robit Technology Center in Lempäälä.

Robit's CMD attracted investors both in person and through a webcast.

CEO **Mika Virtanen** opened the event and reviewed Robit's business and growth strategy, highlighting the company's latest key events, such as the new plant in Korea that was recently opened (more on that on page 10). In especially notable news, Virtanen announced a future brand change that will see only Robit and Halco maintain a visible brand profile (more on page 6).

In their presentations, CFO **Ilkka Miettinen** discussed share price trends and the company's market value, while EVP **Tommi Lehtonen** addressed Robit's sales development and new product portfolio. **Daniel Palander**, Product Manager of Digital Services, rounded out these presentations with a look at Robit's digital solutions, especially Sense Systems.

All in all, the audience gained a thorough overview of Robit's operations from the shop-floor up, as the program also included a site tour. The company and its future were clearly of interest to the attendees: the official program was followed by a lively hour-and-a-half discussion with the hosts.

A recording of the webcast is available at [vimeo.com/268534859](https://vimeo.com/268534859).

## Sharing the stage:

*Ilkka Miettinen (left), Tommi Lehtonen, Daniel Palander and Mika Virtanen*





# Stop, hammer time!

## Introducing Robit DR43 Reverse Circulation Hammer

**Reverse Circulation (RC) drilling is the method of choice for ore grade control and sampling. Robit Group introduces its latest innovation in RC technology.**

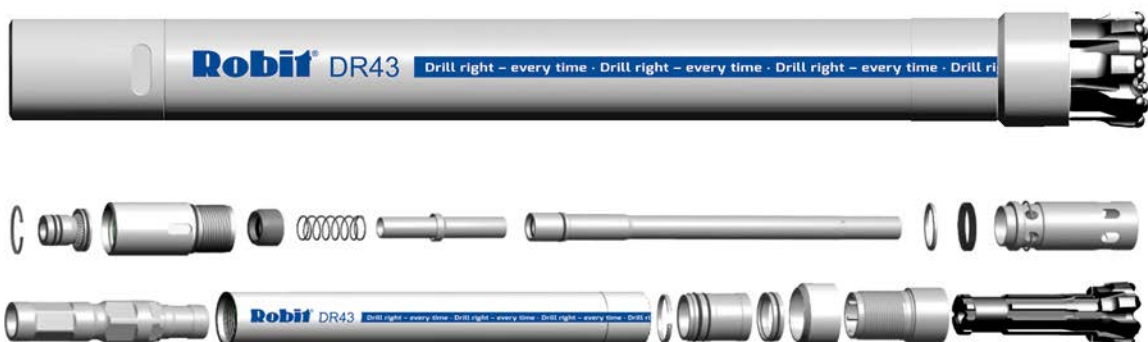
The DR43 RC Hammer has an overall length of 1,105 mm and weighs just 45 kg without the bit, making it a manageable weight, which reduces manual handling risks. It has a cylinder OD of 107 mm and runs bits in a range from 114 mm (4½") to 127 mm (5"). The DR43 is designed to operate efficiently at pressures between 350 to 500 psi.

The innovative hammer design helps improve sample recovery in difficult ground conditions. It also allows for the adaptor screen, check valve spring and plunger as well as adaptor tube and sample tube to all be removed through the top sub, eliminating the need to break the hammer down to replace any of these components. This significantly reduces the

number of times the hammer needs to be broken out on the rig, making the operation much safer and quicker.

The DR43 joins Robit's family of proven RC hammers, the DR38 (bit range 102–114 mm), DR44 (130–140 mm), DR53 and DR53 Retention (133–143 mm) and the DR55 and DR55 Retention (137–149 mm).

The Robit Group is proud of its long and innovative history in RC drilling. Remet Engineers and Bulroc, both members of the Robit Group, are pioneers in the technology. Remet developed the world's first dual wall drill pipe used in mineral exploration drilling, and Bulroc introduced the world's first true reverse circulation hammer. This history combined with our continuous innovation guarantees that drilling with the Robit range of RC hammers, bits, and drill string will deliver a quality sample every time.





# **Robit Summer Party 2018**

*It's a football summer – the Robit way!*



# **Robit®**

**Robit Plc**

Vikkiniityntie 9, FI-33880 Lempäälä, Finland

tel. +358 3 3140 3400

**[robitgroup.com](http://robitgroup.com)**