



A brand new Director for market leading technology

UPCAST OY is going strong as a technology supplier for the international cable industry. New leader Mr. Jukka Lähteenmäki has been familiarising himself with the ways of the company since February 2007, taking the Managing Director's seat in the beginning of August.

Mr. Jukka Lähteenmäki may be a new face at UPGAST OY but he is no stranger to working with copper and leading the production process of which he has 20 years of experience. His career in the foundry business began at Outokumpu Poricopper Oy and from 2006, when the company name changed, he has been on Luvata Oy's payroll as the production manager for foundry and rolled products.

UPCAST OY, back then known as Outokumpu Castform Oy, is also already familiar to Mr. Lähteenmäki. Back when both companies were part of the Outokumpu corporation they operated in the same industrial area and have been cooperating for years in the fields of research and development. It was a natural transition for Mr. Lähteenmäki to make the move from being the customer buying reliable technology from UPGAST OY to being the one selling them.

- The cable industry is a new area for me. However I am well acquainted with the process itself. Luvata

in Pori uses the same upward casting technique, even though the end-product is for different use altogether. Knowing the process environment and the people beforehand has made the change to a new operating field easier, comments Mr. Lähteenmäki.

UPCAST OY got off to a flying start

Despite his previous experience, Lähteenmäki does not admit to being an old hand at UPGAST OY just yet. There is plenty to learn with the new post and organisation. Having gotten used to working for a large organisation, Mr. Lähteenmäki is faced with an intriguing challenge.

- UPGAST OY has done well with the move away from Outokumpu to a successful, independent company. The transition was handled with great care by the management at the time and without any disruptions to the core business. As the same people and work ethics have remained, no major 'sideeffects' have surfaced, Mr. Lähteenmäki sums up the 2006 changes.

The fresh Managing Director has not just been sitting around either. He has committed himself to developing the business according to his visions and towards realising the strategy agreed upon last year. The organisation is considering new approaches on an individual level as well as on a larger scale – how to fully exploit all opportunities the UPGAST® unit provides.

- After all, UPGAST OY is still a small company that no longer has a large organisation and the benefits that brings behind it. After an excellent flying start, we are living in a time of attitude adjustments that have to be dealt with at an individual basis, Mr. Lähteenmäki described his experiences at today's UPGAST OY.

New technologies are being developed

The future of upward casting technology looks bright and there are projects in process where the technology is being developed for use on more diverse ends. An example of this is an UPGAST® research project, to determine new areas of use for the production line. The project was kicked off in the summer of 2007 by Tampere University of Technology, an institution that represents strong Finnish technological know-how and development. To ensure success in such projects, commitment from both sides is essential. UPGAST OY's own PILOT-unit is being used for ongoing as well as new projects. The machinery, production and process development work never ends.

Upgrading and modernisation also words of the day

It has been over 30 years since the first UPGAST® units were installed, making upgrading and modernisation hot topics at UPGAST OY. Therefore the upgrade and modification department has been significantly invested in so that the customers can benefit from units that fulfill the demands of today. This translates to products with long service lives, first-rate technology, efficient production and superior quality. Moves were made within the organisation to take these needs into consideration.*

The brand new Managing Director wants to end the interview by reminding all of us of what is most important.- We at UPGAST OY exist solely for our customers and we aim to be the best in our field so that our slogan gets realised every day: "The Original UPGAST®. Wherever. Better."

**Mr. Kari Harju has been in charge of the upgrade and modification department since the beginning of 2007. Read more of Mr. Harju's responsibilities on page 2.*

News from the UPCAST OY upgrade and modification department



There have been some changes in customer service at UPCAST OY over the past year. These changes are geared towards serving customers even better than before in areas such as upgrade and modification. Former customer services spare parts manager Mr. Kari Harju's business card now reads Manager, Upgradings and Modifications which, in practice, means finding technical solutions in order to bring existing UPCAST® lines up-to-date according to individual customer needs.

In his earlier position as spare parts manager, Mr. Harju was in charge of sales of spare parts and consumables, spare part availability and warehouse functionality in terms of customer service. Technical advice to customers and visits to customer sites were also a part of his daily work. Therefore, moving to his new role did not cause much trouble for Mr.

Harju. Also cooperation with UPCAST OY's design and project implementation departments is already familiar to him from his spare parts manager days.

- In technical questions the rest of the organization is here to support us and especially in electrical matters support is often necessary for a mechanical engineer

like me. These technical investigations take most of my time and the rest is dedicated to preparing the quotes and negotiating with customers and suppliers, Mr. Harju explains his new job description.

UPCAST® - always for customer's unique casting needs

It could be assumed that UPCAST® production lines around the world are similar but this in fact is not the case. Each new project is delivered based on the customer's needs and, consequently, each plant is unique even though, for example the production capacity may be the same.

- Sometimes customer requirements may change very soon after the start-up of the line resulting in a need to change or add equipment. A good example of this is the need to cast different rod sizes. Factors influencing the extent of investments include the age of the plant and whether future upgrades and modifications were considered already during original delivery, explains Mr. Harju.

Challenging work in a familiar field

After a total of 15 years in the UPCAST® business, nearly all of it within spare parts customer service, Mr. Harju knows well the equipment and how it functions. This is a great advantage in deciding which changes should be recommended to each customer and how they are implemented. Even though the initiative for upgrades and modifications to a running UPCAST® line typically comes from the customer, the technical solutions are drawn up by UPCAST OY.

Customers have received Mr. Harju with his upgrade ideas well: business is being conducted as targeted and several new agreements are in the works. When these are completed, they will employ UPCAST OY and its subcontractors quite extensively.

Typical upgrades and modifications to existing UPCAST® lines

- replacing older generation servo motor drives with the latest version offering improved reliability and secured availability of spare parts
- replacing older generation Siemens S5 PLC's with the latest S7-400 model enabling much enhanced monitoring of the casting process as well as secured availability of spare parts
- replacing the upper part of old hydraulically driven casting machines with a new one utilizing servo motor drives facilitating higher casting speeds together with much improved flexibility and reliability
- replacing the lower part of older casting machines with a new one facilitating higher casting speeds through the use of improved cooler designs
- automatic melt transfer for double-furnace lines facilitating single-operator working practices plus offering lower energy consumption and improved rod quality
- automatic alloy feeder for double-furnace lines for the production of alloyed coppers (i.e. silver bearing copper and phosphor deoxidized copper) resulting in accurate chemical analysis of melt
- universal double coiler for a wide range (8-25mm dia.) of rod sizes
- automatic cathode charging system for single-furnace lines replacing existing manual charging equipment
- expansion of single-furnace lines to double-furnace arrangement for a large increase in production capacity

Case: PDT - World-class wire and cable for international markets

Phelps Dodge Thailand Ltd., PDT is one of the many satisfied users of UPCAST® casting technology. They have one UPCAST® production line manufacturing first class copper rod for wire and cable products utilized in various electrical industries.

PDT was established in 1968 as a joint venture between an existing Thai firm and Phelps Dodge International Corporation. Since then PDT has been a pioneer in the local industry. They were the first to introduce to the market a majority of new processes, products and technology related to wire and cable used today. PDT manufactures a wide range of copper and aluminum wire and cable products for the transmission, distribution and industrial application of electrical energy as well as for a wide range of telecommunication applications.

- We have a team of nearly 700 employees, our most important asset. We manufacture world-class wire and cable, not only for the local market but also for inter-

national markets, complying with strict international standards, describes Mr. Prasit Tanganurakpongsa, Vice President of Building Wire Operations in PDT.

The first UPCAST® production line of 9 000 tpa was installed in PDT plant in 1984. The capacity is suitable for in-house use. It soon proved to produce excellent quality copper rod. Being pleased with their first UPCAST® unit PDT invested in another UPCAST® line with higher production capacity, 15 000 tpa, in 1997. The first UPCAST® unit was then sold to a wire and cable producer in Chile.

- Compared to other technologies available UPCAST® is a lot easier to install, user friendly and last but not



Mr. Prasit Tanganurakpongsa

least it is very reliable. These were the main reasons we returned for a second purchase, tells Mr. Prasit Tanganurakpongsa.

With more than 20 years of cooperation with UPCAST OY and former Outokumpu Castform Oy, Mr. Prasit Tanganurakpongsa does not hold back with his praises when expressing his satisfaction with the service and technology solutions provided by UPCAST OY.

- I can sincerely say that UPCAST OY's staff can be proud of themselves on their professional performances and services. With the UPCAST® system they have made our life easier letting us concentrate on our core business, recognises Mr. Prasit.

Case: SACOM - Operator in diverse business fields relies on UPCAST®

Vietnamese SACOM group engages in the manufacture and selling of cables for different applications, telecommunications components, copper wires, plastic pipes and wooden cable reels. The group is also involved in technical infrastructure development and real estate business services.

The business was established in 1986 when the General Department of Post and Telecommunication decided to organize Post Material Factory No. II. Since then the corporation has expanded to what is known as SACOM group. Targets have been set to serve their customers at the highest level by providing synchronous solutions in quality, competitive pricing, timely deliveries, after sales services and product diversification.

SACOM purchased their first UPCAST® unit in 2001. The main reason for choosing the UPCAST® production line was the desire to serve their own customers with reliable, high-quality products.

- UPCAST® technology has several advantages in comparison to other technologies available. The

costs are low in both management and production. Also the power consumption is low. Any problems that occur are instantly solved and maintenance is easy, explains Mr. Do Van Trac, The Chairman and General Director of SACOM.

SACOM group's affiliated companies SCC and Truong Phu Co. both have also recently acquired UPCAST® technology. The start-up of their 10K lines (single-furnace arrangement for 10 000 tpa) worked well without any difficulties and the production with these new lines is running smoothly.

- The UPCAST® production lines were up and running on time and we were able to stick to our production schedule. Single-furnace arrangement is easy to handle and still the quality of end-product is excel-

lent, says Mr. Do Van Trac giving good grades also for the customer service of UPCAST OY.

SACOM itself expanded their first casting line from single furnace to double furnace arrangement in 2005. The expansion project was simple and customer experiences of the process were positive.

- The production capacity went from 3000 tpa up to 10.000 tpa. In only two months the double furnace UPCAST® arrangement was ready for production with the new capacity rate, explains Mr. Do Van Trac.

The future plans are also quite clear: depending on market demands SACOM is planning to invest in one or two additional UPCAST® lines in the future.



Mr. Do Van Trac

SACOM group consists of six affiliated companies with businesses in the fields of telecommunication, low, medium and high voltage cables, plastic pipes for telephone cables and wooden bobbins. There are 1100 people working for the SACOM group, of which 350 are directly employed by SACOM and the rest by the affiliated companies.

- TSC: SACOM accounts 30 %. At the end of year 2007 TSC will become a stock company in which SACOM accounts 40 %.
- SCC Co.: SACOM accounts 36,75 %.
- ThangLong Cables Co. SACOM accounts 15 %.
- SamPhu Co.: SACOM accounts 30 %.
- SamThinh Co.: SACOM accounts 30 %.
- SamCuong Co.: SACOM accounts 30 %.



Latest commissionings



PJSC YUCHCABLE, Ukraine

On 21 October 2007, an UPCAST® plant with capacity of 10 000 tpa was officially opened at PJSC YUCHCABLE in Ukraine. On the same day, the factory also celebrated its 64 years in operation. Present at the event were the factory's top management, large representation of persons responsible for project as well as a few hundred others, mainly the factory's employees.

Mr. Vladimir Zolotarev, the factory's General Director highlighted in his speech the importance of this investment to the company. Now they have in use new, modern technology and their production of copper

cable no longer has to rely on raw material being bought from outside sources. In addition everyone involved in making this project a success received recognition.

Mr. Jukka Lähteenmäki from UPCAST OY emphasized in his speech the facts that the project was completed on time and in close cooperation, with professionals working on both sides. At the same time he reminded that we at UPCAST OY want to continue working together with our customers long after the system is up and running in order to keep developing it further with our service teams always at hand to help.

PJSC YUCHCABLE, Ukraine

Capacity • 10 000 TPA

Cecil S/A Laminacao de Metais, Brazil

Capacity • 10 000 TPA

ANONYM

Capacity • 6 000 TPA

Close Company "ZVETLIT", Russia

Capacity • 10 000 TPA

Introducing UPCAST OY



Virpi Salminen is responsible for the budgeting and follow-up of UPCAST OY's spare parts services. Her job involves sales as well as planning and realising marketing activities for the spare parts business section. Virpi Salminen reports

to Customer Service Manager, Ismo Rossi.

Virpi Salminen has been working at UPCAST OY and it's predecessor Outokumpu Castform since the beginning of 1995. Most enjoyable parts of her job are being in contact with customers and working at trade fairs. Her new responsibilities are interesting to Mrs. Salminen as she gets to put her marketing studies into practise. She is faced with a challenge to strengthen clients' trust and commitment with spare part service activities. The goal is to increase cooperation with customers and guide spare part services according to customers' feedback.

To counterbalance her hectic work Mrs. Salminen spends her spare time with her family and exercises outdoors.



Ismo Rossi's role as the Customer Service Manager involves looking after the upkeep of customer services, technical advice issues, follow-ups of spare parts sales and coordination of service visits. In addition, Ismo is responsible for

the continuous development and active marketing of UPCAST OY's customer services.

The years between 1997-2001 Mr. Rossi worked at Outokumpu Castform, now known as UPCAST OY. Then he made the move to the United States to work for another company as a service and assembly coordinator. At the beginning of this year Mr. Rossi returned to Finland and to UPCAST OY. The best things about his current job according to Mr. Rossi are the range of tasks and the work in general. Challenging he finds to get fully acquainted with his new responsibilities and dealing with the global client base.

In his spare time Mr. Rossi likes to read or exercise - cycling, jogging and trekking.

Events and exhibitions

You are welcome to visit us at our booth at the following exhibitions:



International Wire & Cable Trade Fair for Southeast Asia 2007

Bangkok, Thailand
16 - 18 October



Wire Düsseldorf 2008

Düsseldorf, Germany
31 March - 4 April

Interesting lectures on The UPCAST® system - New Developments



Non-Ferrous Bangkok 2007

Bangkok, Thailand
17 October



Wire '07 Bologna

Bologna, Italy
5 - 7 November

UPCAST OY Contacts

We offer superior service to the users of our UPCAST® technology worldwide. For more details, please contact us:

UPCAST OY
Kuparitie 10, P.O. Box 60
FI-28101 PORI, Finland

Please note, our e-mail addresses are:
firstname.surname@upcast.com
www.upcast.com