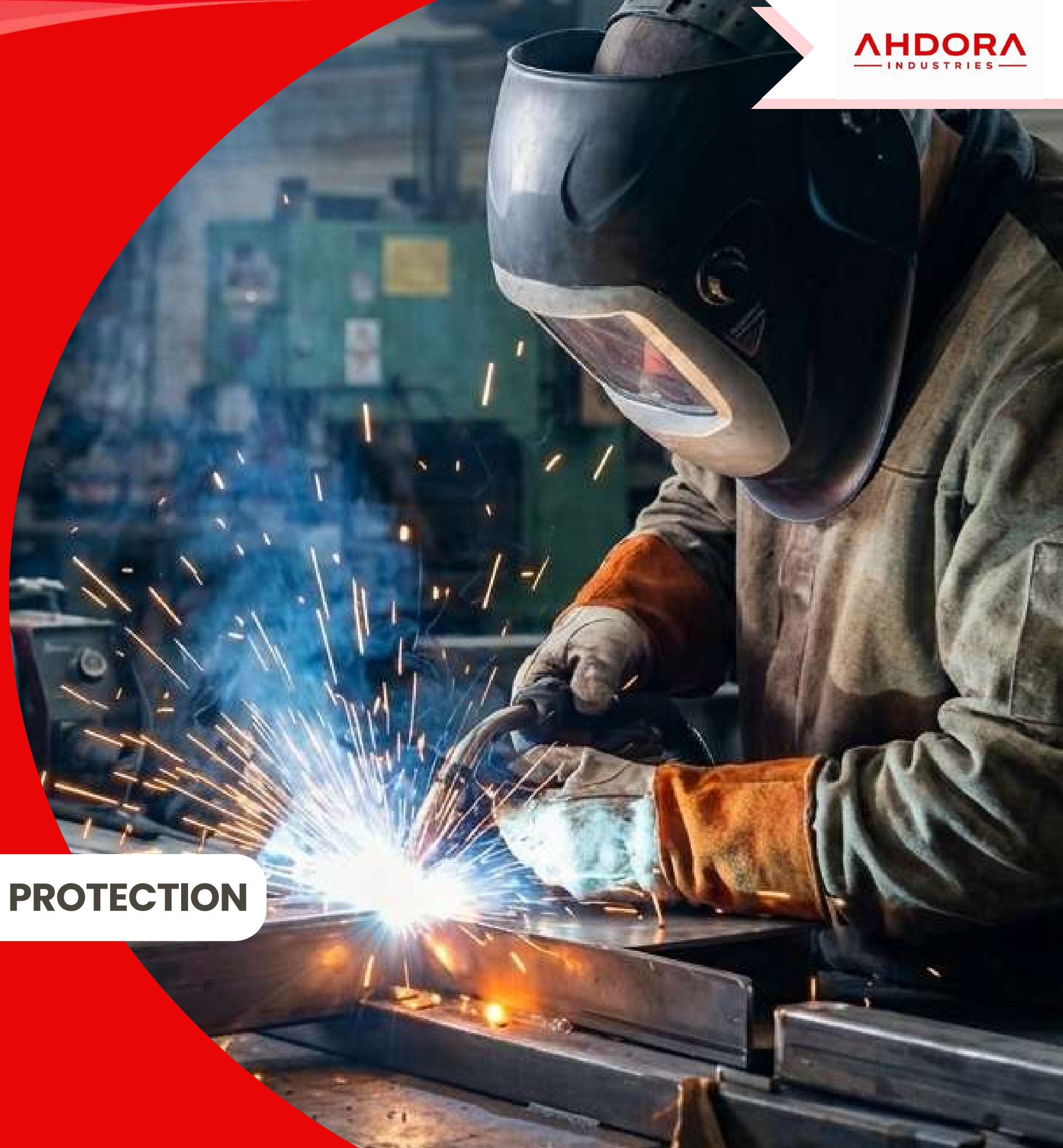


Empowering Industrial Longevity with Advanced Welding.

JAPAN – PROVEN TECHNOLOGY . GLOBAL PLAN PROTECTION

MADE  JAPAN





TOKUDEN CO. LTD., JAPAN

SINCE 1950

Celebrating 76+ Glorious Years Of Service Worldwide

Tokuden's advanced welding technology boosts wear, heat, and corrosion resistance for critical industries. We provide end-to-end solutions that maximize metal performance, reliability, and equipment lifespan.

Made in Japan High-Performance Wear-Resistant Welding Wires for Heavy Industries.

BRINGING TOKUDEN JAPAN'S PREMIUM "MT-FZ SERIES" TO INDIA
In Partnership with **Ahdora Industries Pvt. Ltd.**

Tokuden Co., Ltd.



Head Office:



899-5 Tsuchiyama, Hiraoka-cho, Kakogawa-shi, Hyogo 675-0104, Japan.



www.tokuden.co.jp/

Authorized Representative in India

ADHORA INDUSTRIES PVT. LTD.



Head Office:



Wework Eldeco Centre, Block A, Shivalik Colony, Malviya Nagar, Delhi - 110017



Factory:

Khasra No. 886, Dev Nagar, Near - Jai Mahal Resort, Delhi Bypass, Bhadharna, VKI,
Jaipur, Rajasthan - 302013.



<https://ahdoraindustries.com/>

Wear Resistance

Corrosion Resistance

Durable

User Friendly



THE INVISIBLE BATTLE: SEVERE INDUSTRIAL WEAR

Heavy plant equipment may look like massive, unbreakable structures from the outside, but inside, components face continuous destruction.

Target Sectors: Steel mills, cement plants, thermal power stations, and sugar mills are constantly fighting severe wear problems.

The Problem: Continuous friction, abrasive materials, and heavy loads severely damage internal machine parts daily.

Critical Areas Impacted: Major damage happens inside vital structures like input inlets, classifier separators, discharge chutes, and tire/table surfaces.



REDEFINING WELDING TECHNOLOGY

When most people hear the word "Welding," they instantly think of joining metals together. We look beyond that.

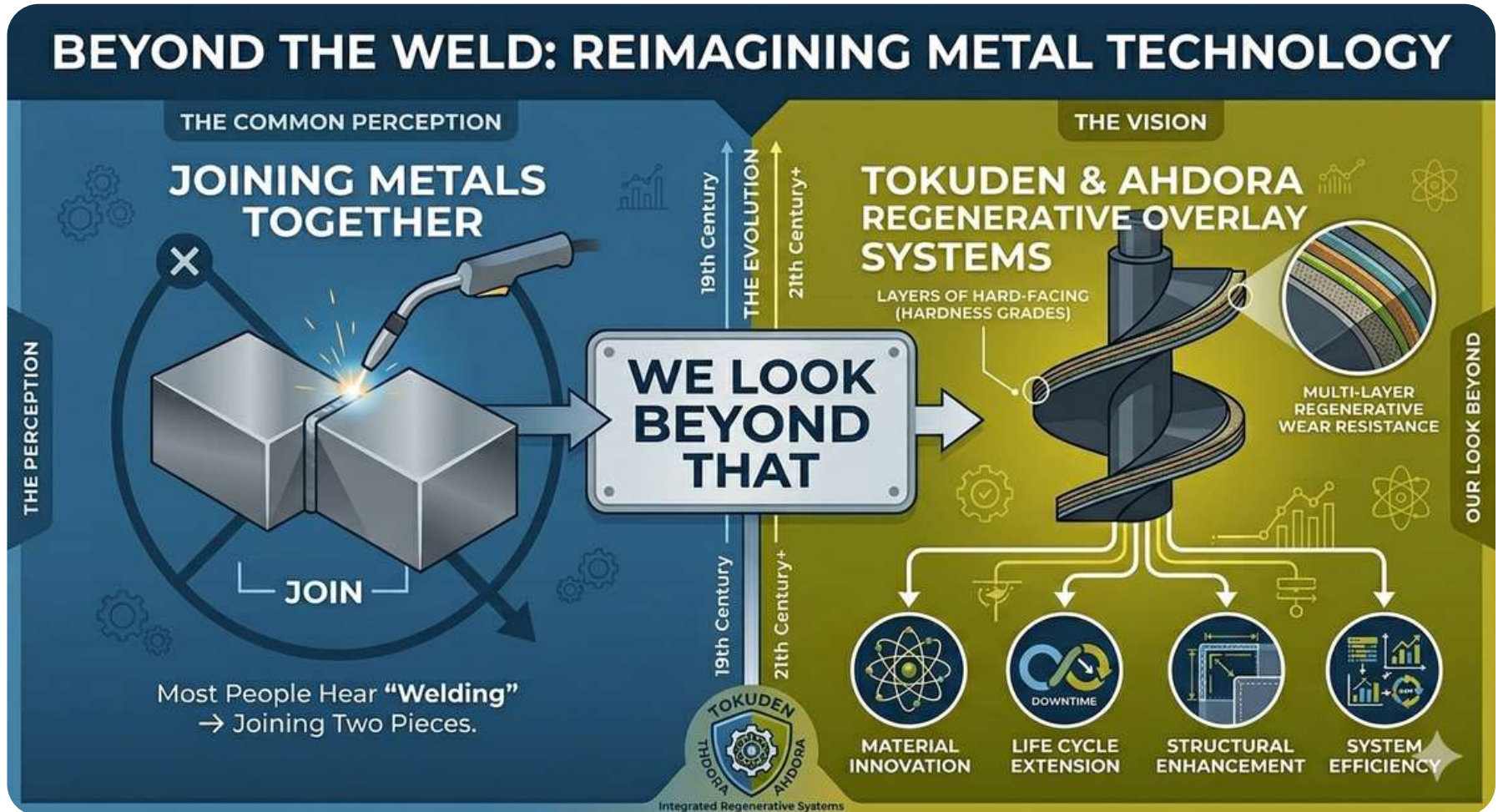
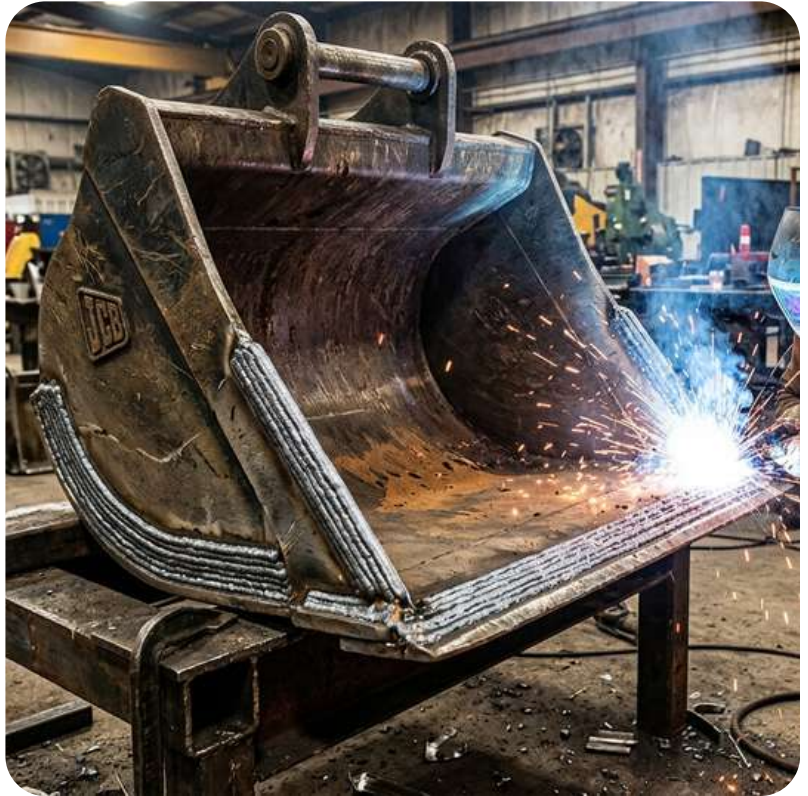
The Core Distinction -

Standard Welding (Joining): Purely focused on structural connection—connecting Part A to Part B (like Butt joints or T-joints)

TOKUDEN'S Expertise (Hardfacing/Overlay): We do not just join metals. Our specialty lies in applying a high-performance alloy layer to the surface to modify, enhance, and fully protect the underlying material

The Strategic Benefit-

Instead of replacing an entire massive component, we regenerate the worn surface, making it stronger than a brand-new original part.



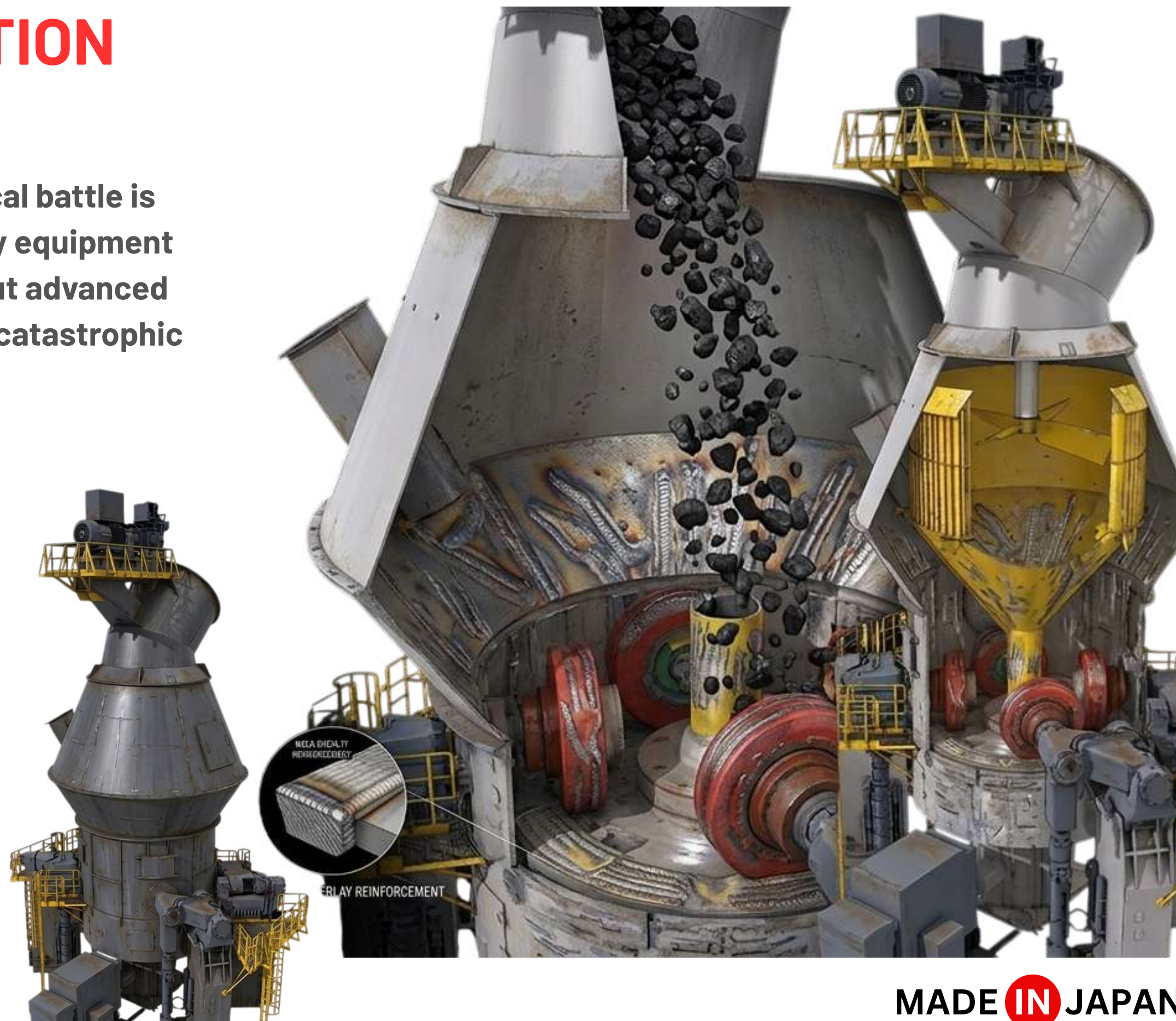
WHERE THE REAL DESTRUCTION HAPPENS

"However, deep inside these massive structures, a critical battle is constantly being fought. Internal components and heavy equipment face unrelenting, severe wear day in and day out. Without advanced protection, these vital parts degrade rapidly, leading to catastrophic failure and costly operational downtime."

Classifier Separators & Chutes: Constantly battered by high-velocity material impact and abrasive dust particles.

Tire & Table Surfaces: Enduring extreme pressure, crushing forces, and continuous metal-on-metal friction.

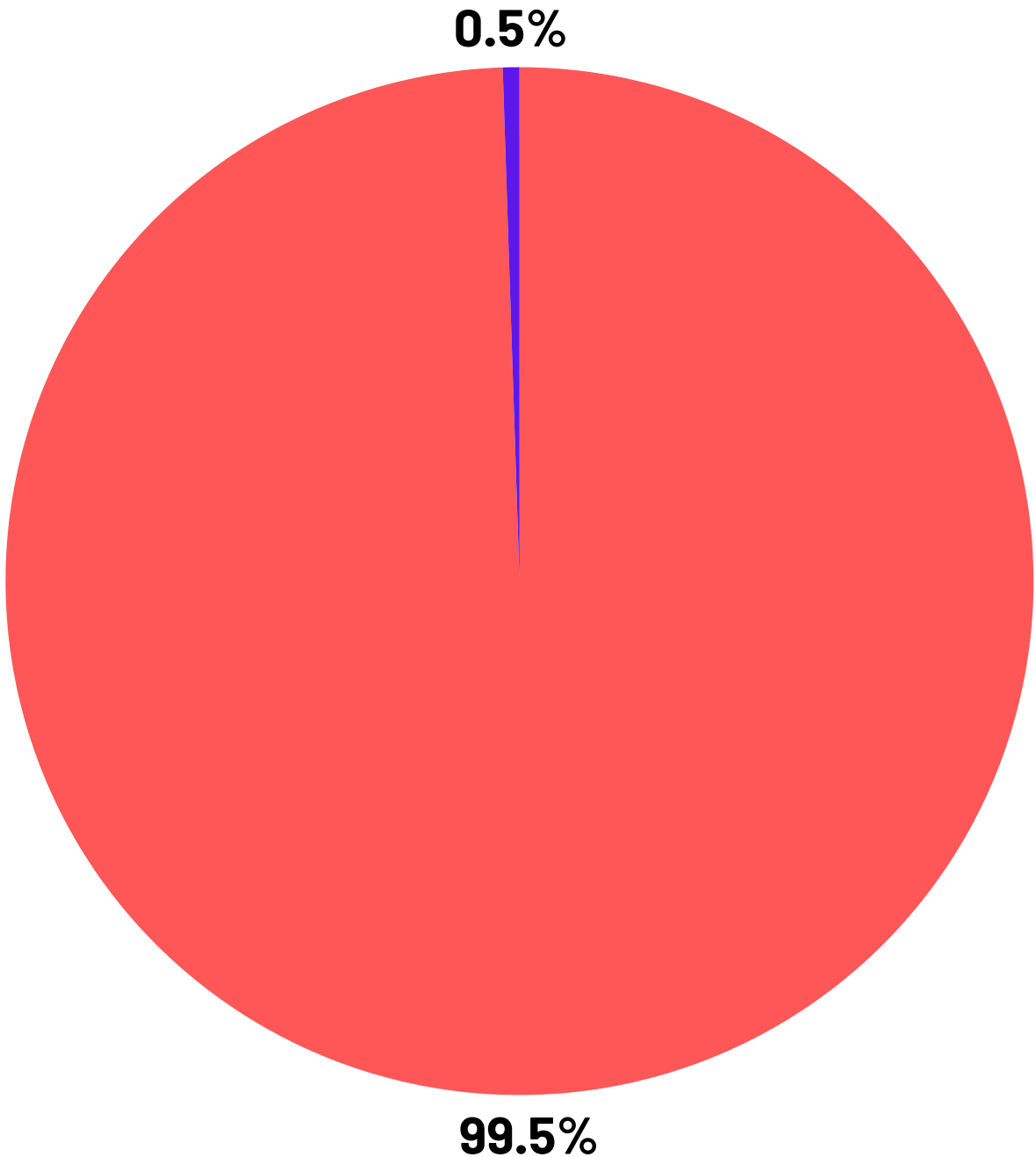
Internal Liners: Facing non-stop erosion from raw materials moving through the core system.



THE POWER OF 0.5%: LEADING THROUGH SPECIALIZATION

"While mass-produced joining materials dominate 99.5% of the welding industry, hardfacing remains a rare and highly specialized technology. TOKUDEN captures just 0.5% of Japan's total welding material production—yet, this 0.5% is the ultimate proof of our unparalleled expertise. We are the leading global brand in the hardfacing industry, dominating the market with our high-chromium wear-resistant welding materials."

99.5% Market Share	0.5% Market Share (TOKUDEN Specialization)
Generalist Competitors	The Global Leader
Mass-produced, standard joining welding materials across different sectors.	Rare, highly engineered technology driving global expansion (Tokyo to India and beyond).
High volume, low specialization.	Market Leader in High-Chromium Wear-Resistant Materials.



SUPERIOR WELDING SOLUTIONS FOR HEAVY INDUSTRY

"The MT-FZ series is a high-chromium cast iron solution engineered to extend the lifespan of heavy-duty industrial equipment. Whether in mining, construction, or the cement industry, these welding wires act as a robust shield against corrosion, high temperatures, and extreme abrasive wear, significantly reducing downtime and maximizing productivity."

The Powerhouse Trio: Model Specifications

MT-FZ10 (HV 770):

- Focus: Reliable balance.
- Best for: General wear resistance applications requiring standard durability.

MT-FZ20 (HV 807):

- Focus: Enhanced performance.
- Best for: Moderate-to-high abrasion environments where equipment longevity is critical.

MT-FZ30 (HV 898):

- Focus: Ultimate strength.
- Best for: Extreme conditions requiring maximum hardness (Note: avoid multi-layer overlays of 3 or more).



THE SCIENCE OF DURABILITY: SUPERIOR WEAR RESISTANCE

"As our premier high-chromium hardfacing solution, the MT-FZ series delivers weld deposits with exceptional structural hardness. While standard market alternatives often claim similar hardness levels, they fail to replicate the performance of our high-chromium proprietary technology under severe abrasive conditions. When tested in actual harsh environments, the MT-FZ series operates on a completely different level of reliability."

Exceptional Hardness Levels:

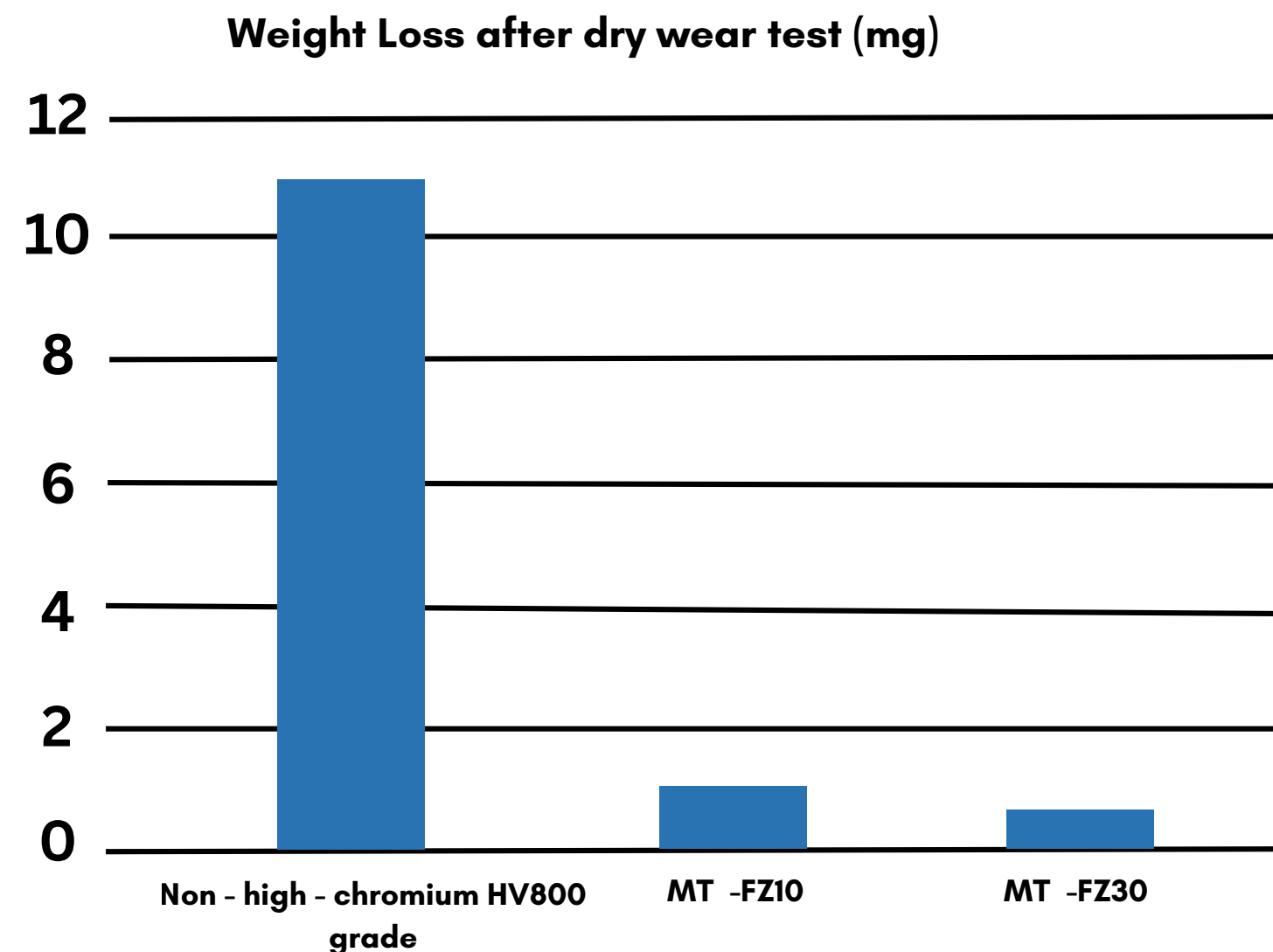
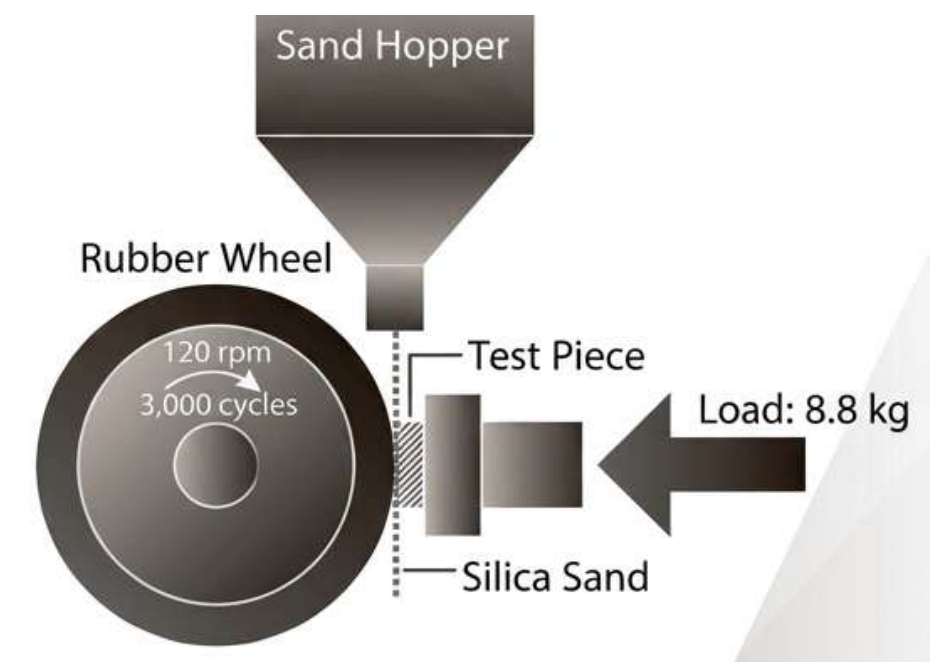
- FZ10: Achieves an impressive HV770.
- FZ30: Reaches an industry-leading HV898.

The Reality of Wear Resistance:

- Many welding materials on the market mimic hardness ratings, but lack the metallurgical integrity of high-chromium alloys. FZ30: Reaches an industry-leading HV898.
- The MT-FZ series offers overwhelming wear resistance, significantly reducing weight loss during extreme dry-wear cycles compared to standard HV800 grade materials.

Proven in Lab Conditions:

- Tested via rigorous Dry Wear Testing (mg weight loss) under heavy load (8.8 kg) and continuous rotation (3,000 cycles).
- Results confirm: MT-FZ series provides the lowest material degradation in the industry.



SCALING THE MT-FZ SERIES: IDENTIFYING KEY TARGETS

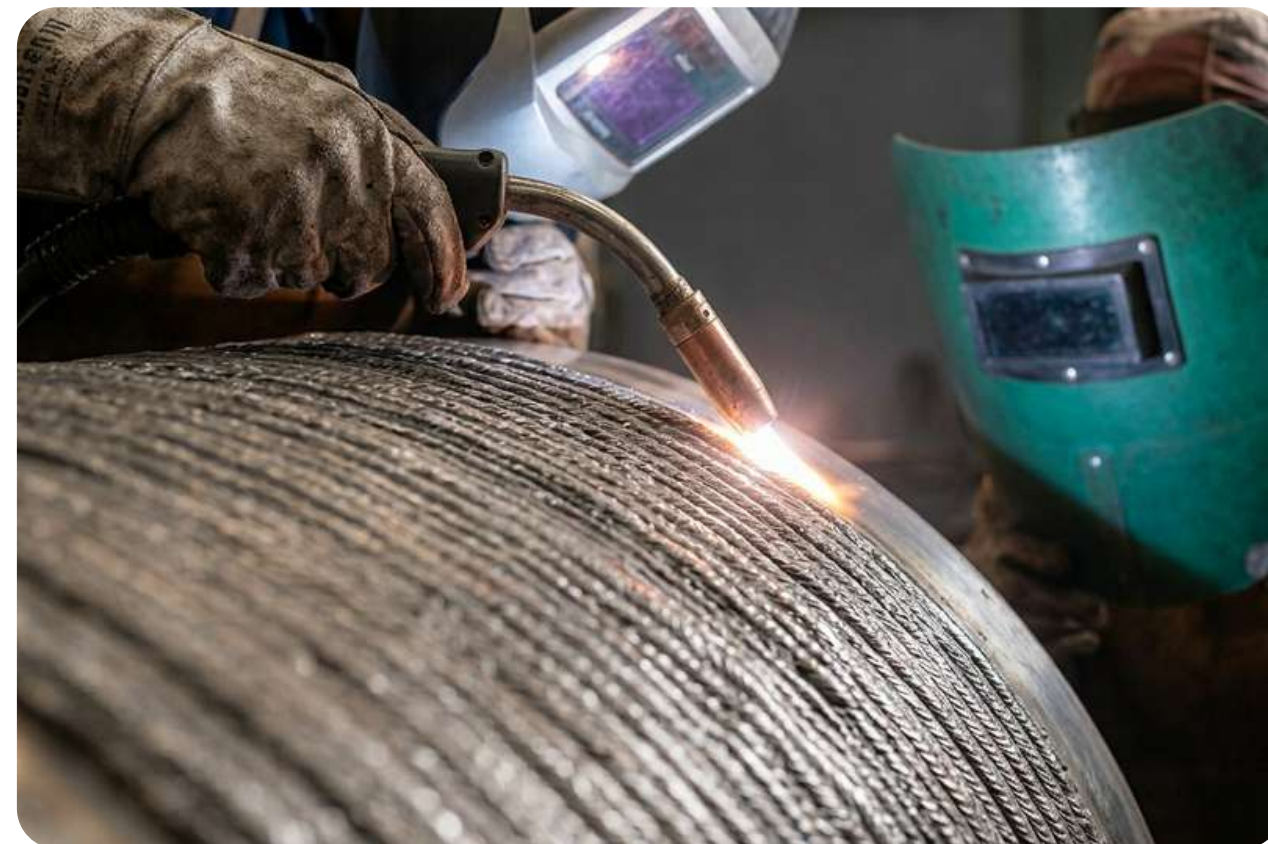
"To successfully expand the MT-FZ series—which has already gained massive support in Japan—the single most critical factor is our ability to hunt down components suffering from severe abrasive wear. Because these components are often massive in scale or exist in large quantities within a plant, they present a golden opportunity to secure high sales volumes all at once."

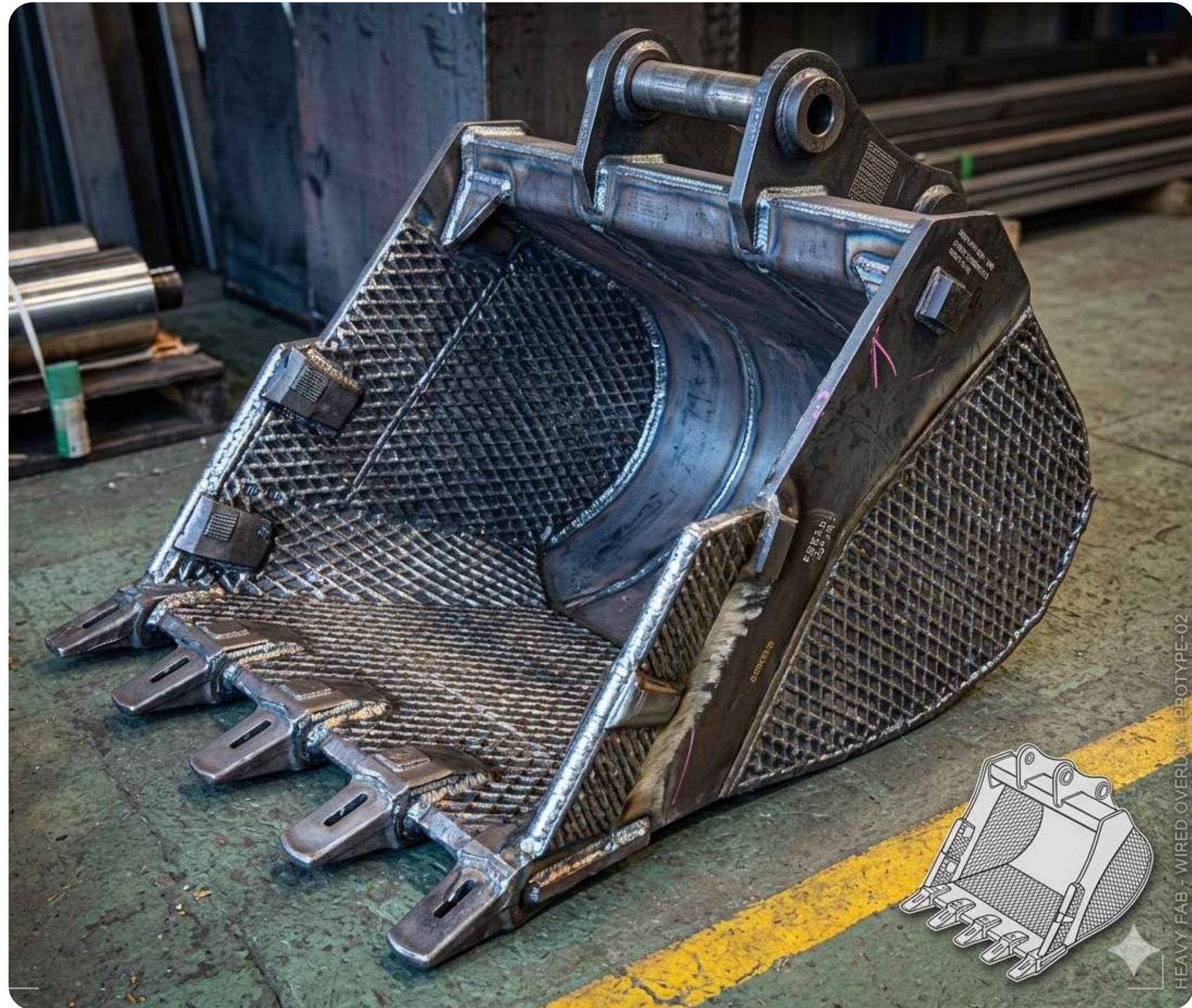
 **Target Identification:** Focus our efforts on locating machinery components that are currently battling severe abrasive wear.

 **Scalable Opportunities:** Since these components are typically massive or found in high volumes, they are the ideal targets for large-scale, high-volume sales.

 **Replicating Japanese Success:** Leveraging the proven track record of the MT-FZ series in Japan to drive rapid adoption in the Indian industrial sector.

 **Immediate Impact:** By solving critical wear issues for our clients, we not only secure high volume but also establish TOKUDEN as an essential partner for plant longevity.







INDUSTRIAL AUGERS: PRECISION PROTECTION IN EXTREME ENVIRONMENTS

Thank you for trusting us with your overlay wire welding requirements. We are committed to delivering precision and durability to extend the life and performance of your equipment. It has been a pleasure serving you, and we hope you are completely satisfied with our work. We look forward to our continued partnership and are here to provide you with the highest quality welding solutions whenever you need them.

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