

EcoLine: The new entry into the ABP furnace world

Easy to order and install, quick to use: EcoLine provides new entry-level product

ABP Induction presents a new entry into the furnace world: EcoLine is rounding out their portfolio to provide the perfect entry into the foundry market for small companies, research institutes or even engineering offices wanting to set up their own production.

With this move, ABP is targeting customers in countries characterized by the fact that companies operating in those markets primarily look for an economical solution which offers a balance between a reasonable investment, high reliability, and appropriate production capacities. „These are markets that feature a broad base of small, often family-run operations that require economical solutions for small-scale production with different types of metals,“ explains Patrick Lück, Sales Support Engineer at ABP and responsible for the development of the new EcoLine together with Byron McCall, General Manager for ABP in South Africa.

Compact design

It also addresses other target groups that have an interest in small, easy-to-use furnace systems with comparatively small production capacity. „One example might be research and development facilities looking for small systems to produce experimental alloys, or training facilities to train new foundry employees in the basics of metallurgy and furnace operation,“ explains Byron McCall. EcoLine is also of particular interest to start-ups and engineering firms that want to set up their own production facilities in order to become more independent. „With the development of EcoLine, we are responding to the wishes of customers from these target groups: quickly available and easy to commission, inexpensive to operate and purchase.“

What makes the EcoLine furnace stand out? It is the missing link in ABP’s product portfolio that offers exactly these potentials. While there will be some sizes in the 300 to 2,000 kilogram capacity range that EcoLine and the well-known FS series have in common, the requirements and complexity of the systems are different. „EcoLine is based on the proven and well-known FS series, but is implemented in a simplified way for non-specific, cross-industry use. The straightforward design is indicative of what the EcoLine is for: melting!“ says Byron McCall.

We have made things particularly simple for customers so that they can get up and running with it as quickly as possible: „EcoLine is modular, so a certain size and performance range can be covered - and the lead times from order to delivery are very short,“ explains Patrick Lück.

One key feature, he says, is the plug-and-play concept, which allows customers to install and commission the system themselves. „We want everything to be as simple as possible: The customer can put the right furnace together using our web configurator, have it installed by the customer’s team of technicians, and also commission and operate the furnace themselves,“ he says. ABP will make instructions available for this for the customer.

The customer thus benefits from the experience of the entire Group organization: ABP offers a homogeneous, well-rounded melting solution that combines experience and new technologies into a broad-based system. „In the spirit of creating good and lasting relationships with its customers, ABP wants to start this relationship earlier, from the very beginning, so to speak,“ says Patrick Lück: „Customers who have had positive experiences with their first system will usually take the next step with the same supplier. EcoLine offers great potential for this.“

Further information is available at ecoline.abpinduction.com

Additional information: quote by Zitat Till Schreiter, CEO & President ABP Induction

„With EcoLine, we are deliberately focusing on small businesses and family-run companies, but also on start-ups and development offices that are keen to take the next step and rely on ABP’s proven know-how. This solution is also an attractive option for research institutes and training companies. EcoLine sensibly rounds off our portfolio and especially focuses on easy access for our customers: Configure and order via our web configurator, connect after delivery by our own team of technicians – done, melting can start straight away!“

About ABP Induction

ABP is a leading manufacturer of induction furnaces and systems for inductive melting and holding for the metal and metalworking industries. ABP is an expert in melting, pouring, holding and heating iron, steel and non-ferrous metals with design, production, assembly and services for foundries, forges and steelworks. The ABP Induction Group with over 400 employees has companies in the USA, Mexico, Sweden, Germany, South Africa, Russia, India, Thailand and China. It is represented by service and sales partners in most of the world's industrialized countries.

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