



Master strengthens its brand

Master Abrasives has built a strong reputation over nearly 50 years of serving industry. Since becoming an independent company in 2012, it has made steps to strengthen and develop the MASTER[®] brand in the market and enhance its product portfolio to provide "solutions for industry". In January 2016, MASTER became an official registered trade mark, an essential step as the company reinforces its brands reputation for high quality products and pushes into additional export markets. This month, Master is refreshing and updating the company logo along with its abrasives and tool services websites. The new logo is not a dramatic change, however it achieves a much more contemporary look and makes clear the independence of Master.

As an independent company, Master's strategy has been to enhance the foundations of the product portfolio that existed when the company was part of the Meister group. The continual technical development that Meister makes in the vitrified superabrasives field has given Master a strong basis to develop the MASTER brand of precision products. This includes its conventional grinding wheels, diamond dressers and other superabrasive products. This together with its other partner's brands allows Master to offer a complete precision package.

"Our aim is to provide solutions for every aspect of the grinding process, whether it's the grinding wheel, dresser or the coolant delivery system." states Paul Batson, Managing Director, "To support our products we have a team of experienced technical application and sales engineers who can work with customers on development of their processes to maximise productivity."

Master also offers an extensive coated abrasives package, including its abrasive belts which are converted at its Daventry location. Its renowned mounted points continue to lead the market in applications as wide ranging from aerospace to fabrication. This range is complemented by Master tungsten carbide burrs and MasterFlex products, together with an inclusive range of high quality pneumatic and electric power tools all offers complete solutions for industry.

As well as providing products, Master has a dedicated department offering services such as tool repair and maintenance, hand-arm vibration testing and systems to help

protect your employees and business. This is all part of Master's strategy for growth in its tool services package. The training programmes offered includes the safe use of abrasives training course, accredited by the British Abrasives Federation, to ensure that all the above products are used correctly and safely.

The Master offering will continue to evolve to ensure its products and services satisfy the needs of its customers and provide complete solutions for industry.



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