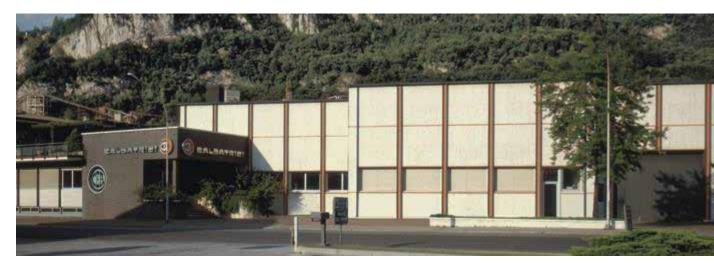


COMPANY PROFILE



CEA S.p.A. is one of the European leaders for the design and manufacture of professional welding machines resulting in a wide range of Arc Welding and Plasma Cutting Power Sources and in a rich selection of Resistance Welding Equipment.

CEA, unique for its extensive range, is one of the best known companies in the world which offers such a variety of industrial welding equipment.

CEA, a private family-owned company since its foundation in 1950, works "together" with its worldwide distributor network and service centres scattered in over 70 countries in order to achieve the end users' complete satisfaction.CEA's fully qualified and trained technical assistance-service-centres ensure a quick and efficient intervention in any circumstance through a meticulous on-line communication network structured to solve any service problem as a priority for the end users' complete satisfaction. "Welding together", today's CEA payoff, emphasizes the company philosophy committed to establish a strict co-operative relationship, as in a partnership, with all CEA dealers and customers.

Today's world moves fast but CEA constantly looks to the future and is focused towards technological innovation, this is why large resources are constantly invested in research and development to manufacture avantgarde products in a modern and innovative design, whose projects, strictly adhering to all relevant European and International Standards, are conceived and carried on by a highly qualified and expert team of internal researchers and designers. The utmost care in the manufacturing process is obtained by strict quality checks carried on through the entire manufacturingcycle from incoming material reception to the final strict computerized product test fully satisfying the Total Quality criteria.

This is why CEA, first among Italian welding equipment manufacturers, easily reached the ISO 9001 certification since early 1994.

Technological innovation, product reliability and design, excellent welding performance, high quality standards and, last but not least, "people" are the secret of CEA's growing success in so many worldwide markets.People are in fact CEA's number one resource and a strong team spirit leading to a day-by-day total customer care is easily detected at all levels in the entire CEA organization. All appointed dealers are positively influenced by this spirit to the point that they feel they are part of it. All CEA people, throughout the years, have always retained their pride for CEA product, just as they showed when CEA was a small company taking its first steps more than sixty years ago.