

# Guilford Group Case Study



## Victor Technologies Over \$500 Million of Value Creation

Aearo Technologies is a designer and manufacturer of advanced, branded metal cutting, gas control, and speciality welding products and related consumables.

### Business Improvement Steps

- Branded industrial products company with leading brands but low growth and margins lower than competition.
- Key brands: including Victor®, Thermal Dynamics®, Turbo Torch®, Tweco®, Thermal Arc®, Stoodly®, Firepower®, Gas-Arc® and Cigweld®
- Focused first on building a high performance aligned team and streamlined organization. Improved innovation, day-to-day management and forecasting processes.
- Identified cost-savings and margin enhancement opportunities, including SKU reduction, productivity programs and plant consolidations
- Consolidated from 10+ to 4 strongest brands, eliminating duplication and requiring less investment in marketing.
- Developed a full potential plan, and provided significant support to assist with strategic initiatives

