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## Tooling solutions for advanced high strength steels



Advanced high strength steel becomes more and more common in new product designs. Therefore SSAB Swedish Steel and Uddeholm Tooling, each a world leading actor in their respective field of business, now offer updated facts in the popular guide "Tooling solutions for advanced high strength steel". It is loaded with useful information about advanced high strengths steels and tool steels and underlines the two global companies' co-operation in

**providing complete solutions. The new guide will be presented at the international trade fair EuroBLECH in Hanover/Germany on 21-25 October 2008.**

– Advanced high strength steel is the leading material in modern design solutions today and tomorrow and the demand for even more advanced materials increases constantly, explains Kennet Olsson, Business Development Automotive at SSAB Strip Products Division. Since the launch of the guide "Tooling solutions for advanced high strength steel" a few years ago much has happened and customers require more knowledge and support from SSAB Swedish Steel and Uddeholm Tooling.

– The need for higher hardness and ductility in the tool steel becomes obvious since the use of advanced high strength steel may require higher force to cut and form sheet steel, continues Pär Emanuelsson, Business Area Manager Cold Work at Uddeholm Tooling.

Since many years back, Uddeholm Tooling and SSAB Swedish Steel cooperate in research and development to create even more perfected and harmonized products. This cooperation makes it easier for customers to use advanced high strength steel in their production. In addition to providing better support to existing customers, new users will find it easier to switch to high strength steel thanks to close supporting services. They will be able to get detailed assistance in selecting the appropriate production system for their products. As a result, customers will be able to achieve profitable and efficient production faster.

The driving force behind the growth in advanced high strength steels is the demand from consumers for lighter and more environmentally friendly products which represent better value for money, particularly in the automotive industry.

The two companies issued a complete guide that gives advice on the tool steel which should be selected for forming and cutting of advanced high strength steel.

– This guide gives users of advanced high strength steels advice on finding the right combination of materials and tooling solutions, says Pär Emanuelsson, Business Area Manager Cold Work at Uddeholm Tooling.

Both companies have a strong international profile and position in their business field and have their own support organizations established throughout the whole world.

– We both work in an international environment in which our successes are largely based on a high standard of service, technical competence, and the ability to cooperate and communicate across national and cultural borders, says Kennet Olsson, Business Development Automotive, SSAB Strip Products Division. This cooperation has broadened our competence further, thus strengthening even further our position on the international scene as well as in technical service and customer support.

*Caption: New guide about tooling solutions for advanced high strength steels.*

**Text and digital picture can be downloaded from [www.ssabtunnplat.com](http://www.ssabtunnplat.com)**

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**Facts about SSAB:**

**SSAB, a global niche producer of advanced high strength steel with a leading position and excellent productivity develops solutions which increase the competitiveness of its customers. In 2007 the SSAB Group employed 10,000 people and achieved annual sales of approx. 48 billion Swedish krona (approx. 5.1 billion Euros).**

**Facts about Uddeholm Tooling:**

**Uddeholm Tooling is the world's leading manufacturer of tool steel for industrial tools. In addition to world leadership in the field of production, the company has a unique distribution network, with its own sales companies, service and technical support in more than 100 countries world wide. Uddeholm Tooling is a member of the Austrian steel company Böhler-Uddeholm AG, owned by voestalpine AG.**