

SUCCESS STORY

ABB power keeps steel rolling in Mexico

POSCO Mexico – Baldor-Reliance® RPM AC motors

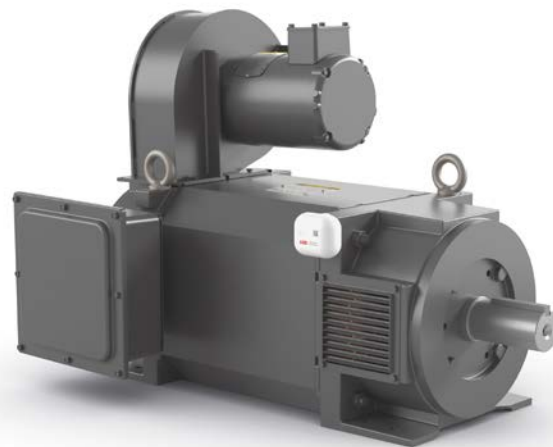


POSCO is the world's sixth-largest steel-making company. Headquartered in South Korea, POSCO has more than 50 subsidiaries in 11 countries. Completed in 2009, the Altamira facility was POSCO's first wholly owned steel-plate plant in North America.

BALDOR • RELIANCE

POSCO Mexico, manufactures and supplies steel and steel parts to automotive manufacturers - including Volkswagen, General Motors, Kia and Chrysler - and home appliance companies from their plant in Altamira, Tamaulipas, Mexico. More than 500 employees in 12 different departments produce 900,000 tons of material for distribution in Mexico and the southern United States.

Grupo Marro is an Electrical Apparatus Service Association (EASA) accredited electric motor service shop with ISO 9001:2015 certification located in Monterrey, Nuevo León, Mexico. The company has been in business for more than 30 years and employs 250 people. Grupo Marro services motors from all manufacturers, including ABB, and offers maintenance contracts to customers like POSCO.



Fifteen Baldor-Reliance RPM AC motors provide the power for POSCO Mexico's steel rolling mill applications



Grupo Marro, in partnership with ABB, selected Baldor-Reliance RPM AC motors to provide the power to POSCO's steel rolling mill applications, which reduce thickness and ensure uniformity of metal stock. RPM AC was chosen for the motors' power density, for ABB's reputation for quality and reliability and for the strong level of technical support provided by ABB Mexico. POSCO selected totally enclosed-frame motors for their ability to prevent dust contamination. Prior to choosing ABB's Baldor-Reliance motors, Grupo Marro and POSCO engineers assessed options from other motor manufacturers; however, those manufacturers were unable to provide a laminated-frame solution, which ABB was able to do.

In total, 15 Baldor-Reliance RPM AC laminated-frame induction motors with optimum pole technology were purchased, and ABB Mexico looks forward to continuously supporting POSCO and Grupo Marro with sustainable solutions to optimize productivity and uptime.