



Update – Artis & Ignis

Trans... A long-serving name.

1981
TransArc 500
1. transistor-based
inverter power source



1988
TransSynergic
330 and
TransPocket 140



1994
TransTig
330/450,
TransPocket
330/450 and
TPS 330/450



1995
TransPocket
1400



1998
TPS
1. digital
MIG/MAG
power source



2002
TransTig
1700/2200
Digital TIG
power source



2005
TransPocket
2500/3500



2007
TransCut 300



2009
TransSteel
3500/5000



2013
TPS/i
Intelligent MIG/MAG
power source



2016
TransPocket 150/180



2020
TransTig 170/210



2018
TransTig 230i
Intelligent TIG
power source



After 40 years... the time has come for something new!

Reasons:

- "Trans" difficult to identify with the activity "welding".
- "Trans" is not self-explanatory but rather raises questions (transportability?!)
- "Trans" is very technology-related => **transistor** (a novelty 40 years ago) no longer fits in with the desired human centered communication
- With inheritance of "Trans" to new products, these are not perceived as novelty
- PWT strategy (indirect sales) => new messages for new target segments (GI)
- New upcoming industrial design – more red content on the machines as it was. Back to the roots

Ignis

MMA Series



The most adverse conditions, outdoors, at airy heights, in all weathers - nothing can affect this arc. Robustness, durability and a high duty cycle ensure flexible and location-independent use. You can always rely on this arc, because it convinces even under the most difficult conditions.

EN: Ignition, Ignite





Artis

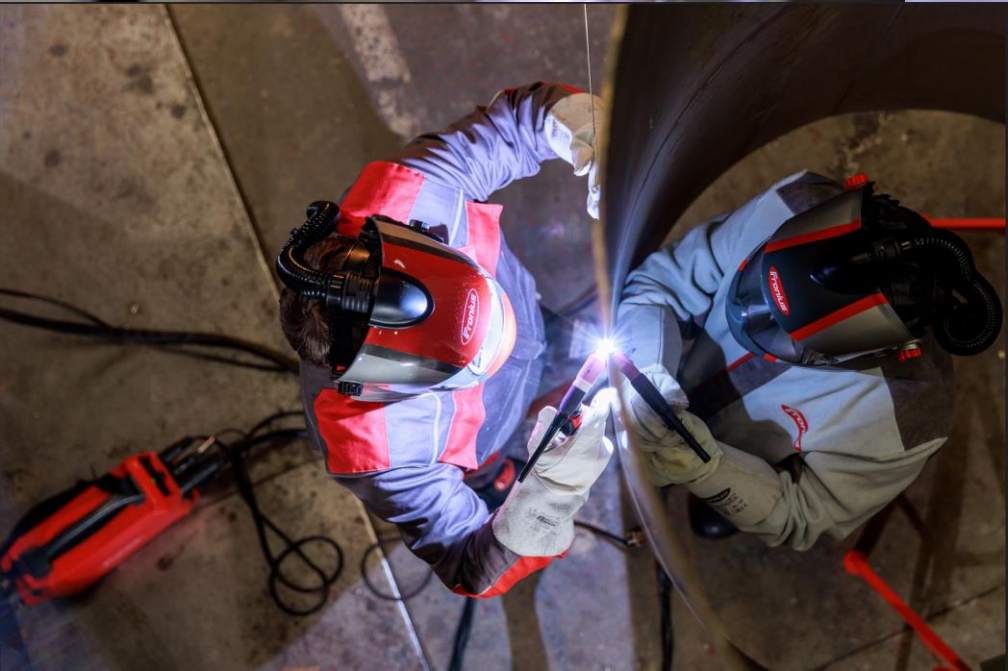
TIG Series



TIG is the welding process that requires the most abilities, skills and practice.

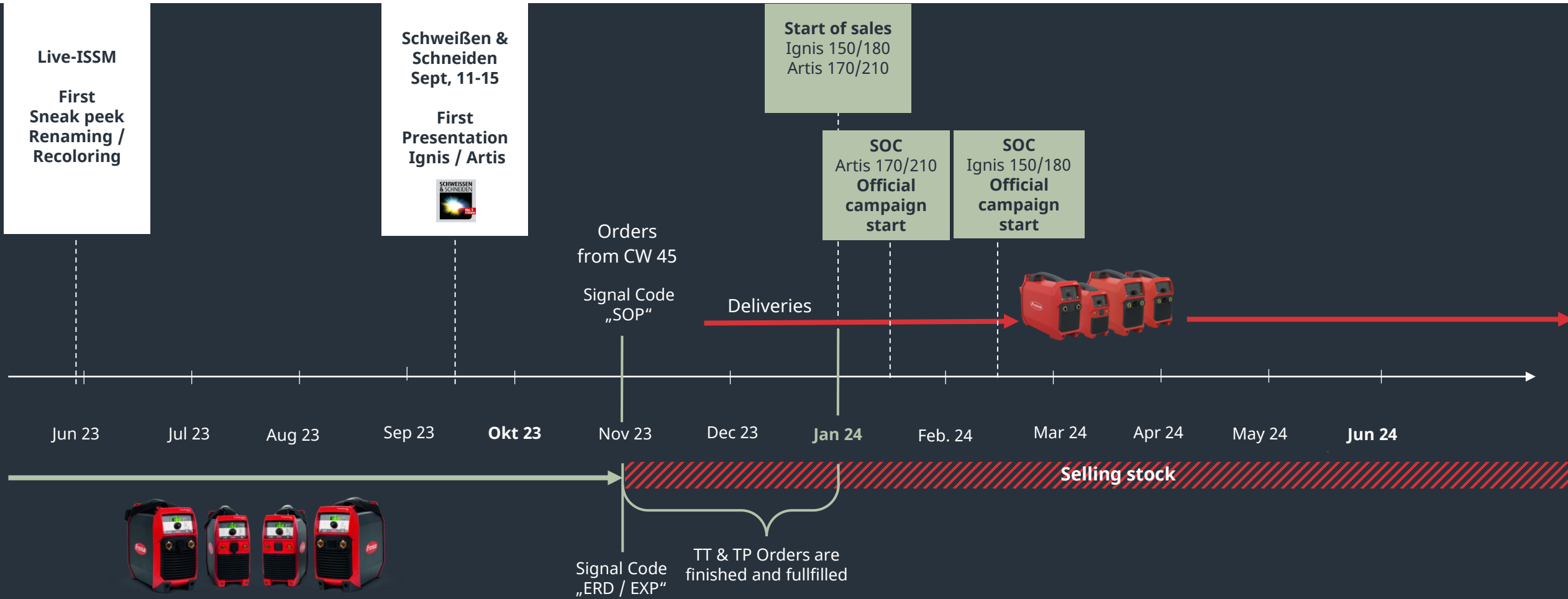
Excellent TIG welding - not everyone can do it. The process stands for the highest quality and versatile applications. TIG welders are true artists and can master the process with the help of our products. Latin: Arte, artesano





Product

Timeline



The product life cycle ...

...will be extended through relaunches or redesigns.

Trans...



Ignis
Artis
Fortis



Stagnating products can be repositioned on the market through a redesign. This extends the product life cycle.

A new look and feel (e.g. renaming/recoloring, industrial design 2.0) represents a change from the customer's point of view and thus an existing product is perceived as a novelty.

Such changes allow for stronger positioning in the market and, especially with Fronius Partner/Partner+, bring the products back into the conversation. This is particularly important in the competitive general industry market, where there are few opportunities for differentiation between products in terms of function.



New Article numbers

New article number	New product name
4,075,245	Ignis 150 /EF
4,075,245,008	Ignis 150 /np
4,075,246,850	Ignis 150 /TIG/Set/EF
4,075,245,003	Ignis 150 /CH
4,075,245,850	Ignis 150 /Set/EF
4,075,246	Ignis 150 /TIG/EF
4,075,245,005	Ignis 150 /CN

New article number	New product name
4,075,248	Ignis 180 /EF
4,075,248,008	Ignis 180 /np
4,075,248,631	Ignis 180 /XT/B
4,075,248,638	Ignis 180 /XT/np
4,075,249,631	Ignis 180 /TIG/XT/B
4,075,249,850	Ignis 180 /TIG/Set/EF
4,075,248,850	Ignis 180 /Set/EF
4,075,248,003	Ignis 180 /CH
4,075,249	Ignis 180 /TIG/EF
4,075,248,005	Ignis 180 /CN

New article number	New product name
4,075,271,008	Artis 170 /np
4,075,271,631	Artis 170 /XT/B
4,075,271,638	Artis 170 /XT/np
4,075,271,850	Artis 170 /Set/EF
4,075,271,858	Artis 170 /XT/Set/np
4,075,271	Artis 170 /EF
4,075,272,008	Artis 210 /np
4,075,272,631	Artis 210 /XT/B
4,075,272,638	Artis 210 /XT/np
4,075,272,850	Artis 210 /Set/EF
4,075,272,858	Artis 210 /XT/Set/np
4,075,272	Artis 210 /EF



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