



Forged Aluminium Wheels

Weigh much less, resist much more.



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Lightness and Stile

Alcoa has been accumulating fundamental achievements in the various countries of South America. The concept of aluminum is spreading throughout the region in search of continued improvement and efficiency of commercial transport. This proves the maturity of the entrepreneurs which allow their companies to take a role of prominence in the current competitive scenario, finding sustainable solutions in aluminum - Alcoa. After have learned the new benefits found in Chile, in this edition we returned to Paraguay to show you the gains identified by UNISAL with the use of Alcoa forged aluminum wheels.

Enjoy the reading!

Eduardo J. Lacerda

Ideal lightness for mineral transportation

Unisal, a company that processes food products, ensures good look and light weight for transporting salt in the Paraguayan territory.

Using Alcoa forged aluminum wheels since 2001, through America Neumaticos S.A., Unisal has 60% of its fleet fitted with Alcoa solutions.



Working with the transport of food is a challenge for all areas of activity in this segment. Rather than ensuring a safe transportation, the companies engaged in this task should be aware of the care that must be taken with the load, involving issues such as proper handling and storage of the product, use of equipment to protect food from contamination or damage,

cleaning of the entire vehicle and quality of delivery of goods.

Established in 2000, in Ciudad del Este - Paraguay, the company considers these care procedures as essential to ensure the efficiency of its operations.

Responsible for the processing of mineral products, the company is mainly dedicated to the preparation of mineral salt for human consumption, animal and

industrial. "We offer to the entire Paraguayan market a complete line of salt for human and animal consumption, iodized with anti humidity, and salt without iodine for the industry," said Carlos Escobar, Unisal's Administrative Manager.

"To ensure the quality of the food we offer, we own a salt mine in Argentina, which has micronutrients with the highest percentage of sodium chloride," he adds.

Reflection of reliability

Besides these activities, Unisal also holds the importation of micronutrients to the production of balanced mineral salt for animal consumption for the Brazilian company Nutron

general requires special attention to items of beauty and cleanliness, as the vehicles are, on the streets and roads, the reference to the reliability of all services of the company. "For this reason we only work with high-tech equipments,

Head of Transports, says: "In addition to meet our requirements for durability, Alcoa wheels are the most beautiful, they attend and perfectly reflect the concepts of quality, cleanliness and good appearance that are so valued in our company."

the Brazilian company Nutron. Thus, to perform the work between Argentina, Brazil and Paraguay, Unisal counts with a controlled transportation service, consisting of top quality equipment and highly trained professionals.

According to Escobar, the transport of minerals and food in

which have differential market and are much more competitive, as well as all transactions conducted by Unisal," said the manager. "It was for this and for many other reasons that we decided to equip our trucks with Alcoa forged Aluminum wheels", he comments.

Still talking about the beauty of the wheels, Argeu Morara, Unisal's

Unisal currently has 60% of its vehicles equipped with Alcoa forged aluminum wheels. "We have used the solutions Alcoa since 2001, as we always had excellent results with the product we continue using them" tells Escobar. "Every new vehicle we buy, we fit it all with Alcoa forged aluminum wheels," he affirms.

Economic solution

During the years that Unisal have used Alcoa wheels, some important features and functions were observed. "In addition to providing a better esthetic model to the vehicle, the product Alcoa has the capacity to reduce operating costs and improve the performance of the fleet," Morara says. "They give high durability, safety, costs and maintenance reduction and also reduce the weight of trucks," he adds.

According to Morara, Alcoa wheels are considered example of good business and profitability. He comments that due to the transport of salt, it is necessary that the wheels have strong resistance.

In the past using conventional wheels the component always oxidized, since they have been using Alcoa forged aluminum wheels they never had any problems. "We have zero costs of maintenance. Just clean with water and polish that they are ready to use", says Morara. "The durability of the wheels is excellent, they have 40% more resistance than the conventional

products, we are very satisfied," he says.

Considered at Unisal as a complete component, the Alcoa forged aluminum wheels have advantages that go beyond the points highlighted. To Morara, the main benefit of the Alcoa solutions is the lightness that they give to the Unisal's vehicles.

Morara affirms that Alcoa wheels are about 50% lighter than the conventional, which enables the company to carry more minerals on their trucks. "We used to transport about 30 tons of salt in each vehicle, now this amount increased 500kg with the lightness of the Alcoa forged Aluminum wheels," he celebrates.

About the attention and support given by America Neumáticos, Alcoa authorized distributor in Paraguay, Escobar and Morara emphasizes: "The service offered by the distributor Alcoa is excellent, the supplies are always on time and the team of professionals is always ready to help at any time".



Argeu Morara: "In addition to meet our requirements of reliability, Alcoa wheels are the most beautiful and perfectly meet the concepts of quality, cleanliness and good look that are so valued by the company."

How much Unisal has reduced from its vehicles weight

Vehicle with 22 wheels. Truck equipped with Alcoa aluminum forged wheels (24 kg) in comparison to a vehicle equipped with tube type steel wheels (57 kg)

Reduction per vehicle: 500 kg

