



FOR IMMEDIATE RELEASE

Contact: Marisa Richardson

mrichardson@pierceindustries.com

**Pierce Industries Announces Addition of Inertia Welder to Expand Capabilities
Rochester, NY (March 30, 2016)**

Pierce Industries is pleased to announce the latest addition to their machine inventory, an MTI 250B Inertia Friction Welder. This new welder has a working capacity of up to 10" diameter, 104" shaft length, and 100 ton forging pressure.

The need to invest in new machinery stems from the philosophy to provide capabilities that offer Customers manufacturing solutions that can reduce raw material cost and improve production time.

"Our new welder expands capabilities in terms of the size of parts we can offer," said Dan Rockafellow, Director of Engineering for Pierce Industries. "It solves the limitations we have had in the past when Customers needed large parts inertia welded."

Inertia welding is a process in which kinetic energy is used to create a full interface weld. An important characteristic of inertia welding is that it can join dissimilar metals, thus allowing a high-cost material to be used only in the area required, with a lower-cost material used in the other areas, significantly reducing the cost of the part without sacrificing quality.

For additional information call, (585) 458-0888 or visit www.pierceindustries.com .

About Pierce Industries: Pierce Industries is a manufacturing company that specializes in customized solutions stemming from: Cylindrical Roll Forming, Inertia Welding, CNC Machining, Remanufacturing and Coating Applications.

Learn more about Pierce Industries: www.pierceindustries.com

<http://www.pierceindustries.com/pierce-industries-video/>

###