

ATX: Specialized in high-alloy pro

ATX Co., Ltd. is located in Gyeonggi Province, in northwest South Korea. For over thirty years, the company has maintained a strong commitment to provide special non-ferrous metals—such as titanium, nickel alloy, zirconium, and tantalum – as raw materials for the development of innovative equipment solutions. A range of global partners has come to rely on the ATX brand for timely deliveries, along with their strong technical acumen, reliable quality, multiple selections of a wide range of related services and products, an extensive network of resources, and competitive prices. This reputation has persisted even in 2020, with the effects of COVID-19 affecting supply chains around the globe. As Ms. Chai Hee Suk, CEO of ATX said: “not only do we understand the unique needs of our clients, but we are able to meet their needs even in times of crisis.”



By Laura Wang

About ATX: from raw materials to equipment

To understand ATX more completely, we must first start by looking at their three business units: production and handling of raw materials (mainly with four special materials: titanium, tantalum, zirconium, and nickel); inventory services with multiple form selections, short lead times, and competitive prices; and R&D for process application technologies using new materials and manufacturing equipment used in semiconductor and plating facilities, and equipment production for chemical and industrial plants. Although, ATX have been committed to being a one-stop shop for high alloy processing and equipment solutions for their global partners, they are not a big fan of wild expansion.

In fact, the three departments complement each other. In a sense, ATX is both the supplier and the user, and the problems and challenges encountered in the equipment manufacturing processes make ATX more accurate in judging and investing in the development of raw materials and the improvement of processing technology. “Therefore, compared with other enterprises, ATX can grasp and meet the needs of users more accurately,” continues Mr. Chai Hee Suk, CEO. Similarly, its rich experience in the design and manufacturing of equipment is an added plus for end users who do business with the company.

Through many years of experience and hard work, ATX have already become one of the driving forces behind the

development of the Korean machinery industry. Heat exchangers, chemical storage tanks, and black oxide tanks, are their featured products for chemical applications, having excellent site performance against corrosion, under high temperatures, and in high-pressure environments. Ms. Chai Hee Suk, CEO of ATX says: “We serve the food,

“We are aiming at providing one-stop, high alloy processing & equipment solutions for global partners.”

Ms. Chai Hee Suk, CEO of ATX

pharmaceuticals, cosmetics, oil refining, general chemicals, and new materials industries in the Korean market, and are widely praised. We will also pioneer the export market for chemical devices by supplying world-class titanium technology.”

Strong technical support: a leading titanium solution provider in Korea

ATX has been breaking barriers since their beginning. When the company was founded, South Korea had not fully

Processing and equipment solutions



developed its manufacturing and production potential in rare metals such as titanium. As a result, there were few titanium enterprises in the country, and on top of this, female CEOs were rare across the material industry in general. Both achievements were realized in ATX, with Ms. Chai Hee Suk founding and leading one of South Korea's first companies to specialize in the production of thin titanium foil and processing products with other special materials. Throughout their existence ATX have been innovative in the marketplace, expanding in a niche of the industry, and addressing the special alloy needs of end users.

Ms. Chai Hee Suk explains further the company's unique standing in the market: "ATX operates in the new materials industry, which is a high-tech, niche sector requiring constant innovation. At the same time, we are committed to providing the most efficient and flexible one-stop services for global partners. No matter what their needs, end users can find solutions at ATX. Over the past thirty years, we have always been guided by this concept, based on our own experience and passion, combined with the advantages of our technical strength. This is why we call ourselves 'knowledge-partners' for manufacturing, and from the initial stages of special alloy acquisition to the later stages of turning these alloys into innovative equipment, we maintain the experience needed to bring projects to completion. This is demonstrated in the fact that throughout our history we have constantly developed and launched new products

ahead of others in the industry, becoming in the process a trustworthy product supplier for our global partners." Looking back on the company's entry into the market, Ms. Chai said "it is true that compared with other, well-known enterprises in China, the US, and Japan, we are a newcomer to the sector. But this is where our advantage lies. Before starting the business, I had worked for thirty years in the materials market, developing an appreciation





for what end users needed. My study of the market paid off, and I came to realize that value in the market is determined by technological breakthroughs. I saw that very few enterprises in the Korean market could work well with titanium, and those working with the material did not have a good understanding of it. I set off to change this, fulfilling a need in the market for a high-tech new material processing company. At this stage, thirty years on, we have helped many clients to analyze their situation and to develop solutions for them. I believe that struggle creates history, and hard work makes a bright future. And now, by meeting a demand in the market and being more efficient and flexible compared to large-scale manufacturers, we have achieved that bright future.”

Heat exchanger products are widely used in the chemical industry. Given increasingly challenging working conditions, material selection and processing ability are crucial to guarantee both quality and performance. With a long history of material development and a deep understanding of users’ demands, the experienced ATX technical team has accumulated knowledge in product development, allowing them to accurately understand the needs of customers. For example, during titanium welding, it is vital to prevent the oxidation of the welded area by inhibiting the ingestion of foreign substances whilst simultaneously blocking the inflow of oxygen. Having noticed this, the ATX team developed a technology that can ensure 100% product integrity after titanium welding. It is also worth mentioning here that ATX have developed the tantalum reactor and have applied duplex and nickel to the development of the polysilicon reactor.

Based on outstanding technological advances like this, ATX can provide customers with cost-effective, one-stop solutions, helping them improve efficiency in the process.

Read Korea by ATX

As a commendable titanium processing enterprise in South Korea, ATX actively cooperate with other enterprises in their field and attempt, whenever possible, to raise the overall status of the Korean marketplace. This is achieved by improving the performance of ATX products (when compared to high-quality foreign products) and by working with other

enterprises via resource sharing to expand product categories. This cooperation leads to improved supply capacity and cost efficiency, which in turns allows for the substitution of foreign products by domestic products across the industry and increases the competitiveness of Korean products for the overseas markets. This approach has elevated the status of South Korea’s equipment manufacturing sector and has positioned ATX as a highly efficient ‘supermarket’ for global partners, with the most comprehensive and efficient products and service solutions available.

For example, ATX has cooperated with world-renowned titanium enterprises such as POSCO, one of the most competitive steel makers in the world. In April 2019, ATX signed a MOU with POSCO and SAMSHIN Metal. Combining the advantages of POSCO’s material manufacturing capacity, SAMSHIN Metal’s thirty-year



rolling expertise, and ATX's material handling capability, this cooperation has led to the successful production of less-than-0.5mm thick titanium foil in South Korea. Moreover, ATX have also achieved great progress in the medical industry by working together with a specialized implant company and a chemical metal etching company—its medical titanium products have now been exported to not only USA and China, but around the entire world. With the combination of the highest domestic technical strength in special metal processing fields such as titanium, zirconium, nickel alloys, and carbide, ATX have achieved rapid growth in a rather short time. They attach great importance to the application of special metal materials in the field of chemical equipment, developing high-quality products with high stability and long durability. Because of this ATX have found an effective way to seize the international market during fierce competition. "Through the innovative improvement of unique titanium processing technology, Korean chemical plants have also achieved remarkable progress," Ms. Chai adds.

A trustworthy and flexible partner

Thanks to continual and steady development over thirty years of operation, ATX remain composed and adaptable in the face of challenges. Mr. Lee Jong Hyung, Vice President of ATX, is proud to share this with us: "Although it is very inconvenient to travel for business due to the pandemic, we have still received a steady flow of orders and inquiries from international customers during the past months, which proves our customers' great trust in us." "We will strengthen our communications, and cooperation with not only clients but peers. ATX is always alert to the possibility of collaborating with other partners to make contributions helping to move the materials industry forward into a bright future. There are a lot of excellent companies in South Korea. Each of them maintains its own expertise and specialties. We work with



these excellent enterprises to gradually form an overall advantage for our country. We hope to continue our thirty years of success into the future, expanding technology, and at the same time opening up new markets to better service the full range of our global customers," Ms. Chai concludes.

A LIST OF ALL ATX PRODUCT CATEGORIES

Material: ATX handles titanium as well as zirconium, nickel alloy, tantalum, and other special metals.

R&D for processing application technologies using new materials: manufacturing equipment such as Ti. Etching/processing chambers, Ti. Filter housing, anode baskets, etc. used in semiconductor and plating facilities.

Plant equipment for the chemical and other industrial sectors: heat exchangers (pictured right), chemical storage tanks, reactors, pressure vessels, and other plant equipment.



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