



*Engineering Your Competitive Edge*



**SPACE HEAVY EQUIPMENT MEDICAL RAILROAD**  
**AL OIL AND GAS GENERAL ENGINEERING VEHICLE**  
**CHINE ENERGY ROAD MAINTENANCE AGRICULTURE**  
**ADS MINING MACHINE TOOL INDUSTRY AEROSPACE**

## GLOBAL LEADER

Operating in over 60 countries worldwide, Kennametal is a market leader in every target market globally, holding first or second place against our top competitors. We make it a point to go where our customers need us to be so we can better serve them with the cutting edge, custom solutions they require.

The application experts who make up the company's field sales force work directly on the customer shop floor, at the mine face or on the construction site to solve problems and increase productivity. Kennametal's real-time, on-line customer service system provides instantaneous information on global product availability, order status and application solutions worldwide.

global

## FROM POWDER TO **SHAPE TO SOLUTIONS**



**AT KENNAMETAL, WE HAVE A SINGLE GOAL:** to engineer a competitive edge for our customers, who include manufacturers that operate in virtually every industry and every geography in the world. We meet this goal by developing consumable tools, engineered components and advanced materials that facilitate, accelerate or improve the production of everything from airframes and turbochargers to medical implants and oil drills. Regardless of what industry our customers operate in, Kennametal products and technologies add significant value to their production and manufacturing processes – value that takes the form of reduced costs, increased productivity and superior economic returns.

**ENGINEERING  
A COMPETITIVE  
EDGE FOR OUR  
CUSTOMERS.  
IN EVERY MAJOR  
MANUFACTURING  
INDUSTRY.  
IN EVERY KEY  
GLOBAL MARKET.**



METALWORKING SOLUTIONS & SERVICES GROUP **ADVANCED MATERIALS SOLUTIONS GROUP**

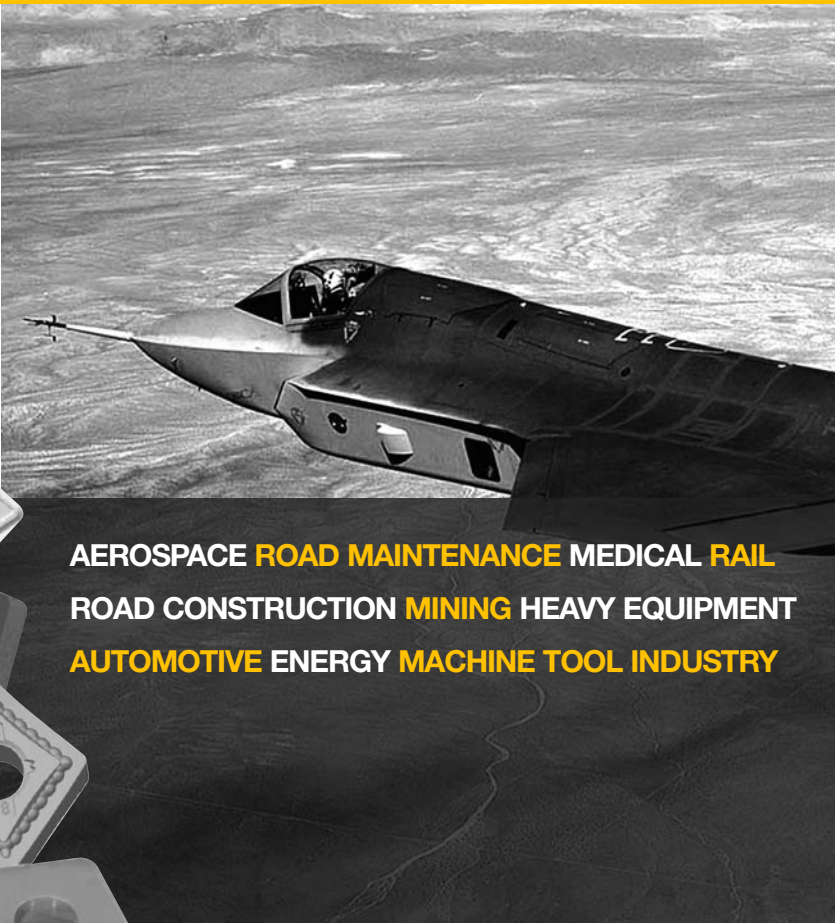


## EXECUTING OUR STRATEGY

Behind the strong market performance and the innovative technologies of Kennametal are the talented people and the leadership principles that guide us. Introduced in 2003, the Kennametal Value Business System (KVBS) represents the six processes by which we manage our company, execute our strategy and create superior value for our customers and stakeholders. Our people, our values and our code of ethics are at the core of this system. The KVBS model is used worldwide across all of our businesses.

**Focus on best-practices in Lean throughout all areas of the company results in significant savings sustainable year over year.**

leader



**AEROSPACE ROAD MAINTENANCE MEDICAL RAIL  
ROAD CONSTRUCTION MINING HEAVY EQUIPMENT  
AUTOMOTIVE ENERGY MACHINE TOOL INDUSTRY**

## TECHNOLOGY & INNOVATION

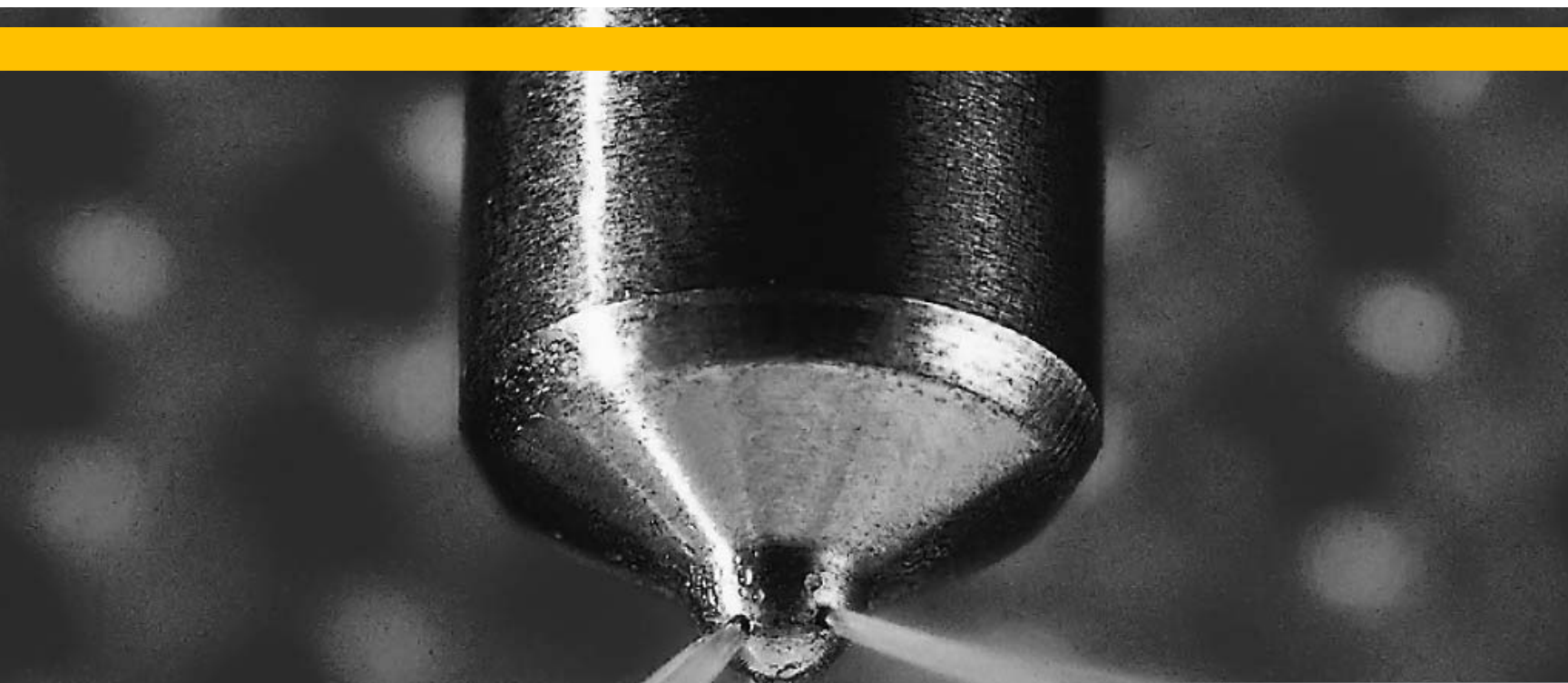
Innovation is at the heart of Kennametal's competitive edge. We provide customers with a broad range of technologically advanced tools, tooling systems and engineering services every day. Our products use highly complex metallurgy and materials science in tungsten carbide powders, high-speed steels, ceramics, industrial diamond and other materials that are particularly resistant to heat, abrasion, pressure and wear.

Continuous commitment to R&D efforts and fostering breakthrough technologies allow us to create cutting edge solutions for our customers. More than a thousand research scientists and development engineers are located in our state-of-the-art R&D facilities around the world including Latrobe and Bedford, Pennsylvania; Rogers, Arkansas; Evans, Georgia; Fürth, Germany; Bangalore, India; and Shlomi, Israel. A testament to our commitment – Kennametal has been repeatedly named a best-practice partner by APQC for excellence in innovation and innovative performance in R&D productivity.

**Our technologies help drive our new product introductions which in turn provide true financial value to our customers. More than 40 percent of our sales each year come from new products.**



technology & innovation



[www.kennametal.com](http://www.kennametal.com)

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**D MAINTENANCE OIL AND GAS VEHICLES AERO**  
**NE TOOL INDUSTRY HEAVY EQUIPMENT MEDICAL**  
**ACE AGRICULTURE MEDICAL OIL AND GAS MAC**  
**RAL ENGINEERING VEHICLES MEDICAL RAILRO**

