

From idea to innovation

“The idea of developing AMA Roller® was born in 2014, when we had purchased the AMA pipe welding tool business operation. Having worked long as a supervisor responsible for results in a machine shop environment, I contemplated if it would be possible to develop a compact, functional pipe rotator for industrial pipe welding. Existing devices were massive, expensive rotators meant for large production series, and most welding contractors were not able to purchase them, not mention use them in field conditions at the job site.”

“Behind the development work were many facts acknowledged in the sector, such as a chronic shortage of good pipe welders and differences in skill levels between individuals. I thought that by developing a pipe roller that is suitable for both preparatory workshops and job sites, it would be possible to bring more even quality, productivity, and above all enjoyment to the welder’s work. Non-ergonomic work positions, rotating pipes by hand, continuous interruptions, and heavy handling phases awakened the thought: professionals deserve to one day retire healthy! One important objective was also to enable pipe welding in one ergonomic position. As I observed welders’ work methods, the idea evolved via several prototypes toward a finished product. I repeatedly asked myself: why hasn’t this ever been invented before? And so do current users.

The final result is simple, and after numerous tests and several different development versions it is a finished top product. It has required solving of countless problems encountered during its development. I didn’t look for easy solutions; the requirements mentioned above were always clear in my mind. The product’s structure had to be simple, extremely durable, and above all easy to use. AMA Roller® has received the European Patent and users have given us outstanding feedback.

MAG welding is an efficient and productive welding method, but until now its use in process pipe welding has been very challenging. A great source of inspiration in the development work has been the realization that our product solves this problem, because the pipe rotates at a constant speed and the welding is done in one standard position. It is worthwhile for every contractor that does industrial pipe welding to purchase this Finnish AMA Roller® and thereby boost labor productivity, improve work conditions, and make work more enjoyable.”

Markku Impiö
AMA Roller® product developer
Welner Oy

