



American Welding Society®

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FOR IMMEDIATE RELEASE

**American Welding Society's
Virtual Welding Trailer to Debut at FABTECH**
Careers in Welding Trailer Appeals to New Generation of Welders

MIAMI, Fla., November 3, 2011 – The next generation of welders will be in for a treat at the 2011 FABTECH show, where the American Welding Society (AWS) will unveil a new mobile welding trailer, an educational experience featuring [Lincoln Electric](#) VRTEX® 360 welding simulators. The *Careers in Welding Trailer*, sponsored by Lincoln Electric, will contain five simulators, as well as interactive exhibits designed to excite young people about careers in the welding industry.

“There is a real need for welders in today’s workforce, and the *Careers in Welding Trailer* is a fun and interactive way to go around the country to recruit young people and give them the opportunity to explore what welding is all about,” said Monica Pfarr, corporate director, workforce development, American Welding Society.

The 53-foot, single expandable trailer features 650 square feet of exhibit space, including five Lincoln VRTEX 360 simulator stations. The VRTEX 360 feeds computer-generated data with a virtual welding gun and helmet equipped with internal monitors. The participant practices welding in virtual environments, including simulated welding-booth training environments or field-welding

applications. The simulator also has a video gaming component that awards each “welder” with a score for his or her weld.

“For those who aren’t familiar with welding and just how rewarding a career choice it can be, there’s really no substitute for the Lincoln VRTEX simulator,” said Deanna Postlethwaite, marketing manager, Lincoln Electric Automation Division. “We’re pleased to make our technology available to AWS to bring new people into the field.”

In addition to the simulators, the *Careers in Welding Trailer* provides other interactive educational exhibits, including a display wall featuring 11 industry segments with trivia questions, fun facts, and industry artifacts; a “Day in the Life of a Welder” exhibit with videos depicting real-life environments in which welders work; a life-size welder highlighting welding as a safe profession; a social media kiosk allowing visitors to take their photo and post to Facebook or email to a friend; welding scholarship information; and more.

The *Careers in Welding Trailer* is the only mobile exhibit on the road today that offers an educational experience for young people combined with career changers to educate them on the career opportunities in the welding industry.

The trailer will be on the road for 18-24 weeks in 2012, targeting events with youth between the ages of 13 and 19 and adults searching for a second career.

All FABTECH attendees are invited to visit the trailer at booth #7153. FABTECH, North America’s largest fabricating, welding, forming and finishing event will be held at Chicago’s McCormick Place November 14 -17, 2011.

On Thursday, November 17th, students from area schools are invited to attend and explore the *Careers in Welding Trailer*. To register, please visit,

www.fabtechexpo.com

About AWS

The American Welding Society (AWS) was founded in 1919 as a multifaceted, nonprofit organization with a mission to advance the science, technology and application of welding and allied joining and cutting processes including brazing, soldering, and thermal spraying. Headquartered in Miami, Florida, and led by a volunteer organization of officers and directors, AWS serves more than 68,000 members worldwide and is composed of 22 Districts with 250 Sections and student chapters. For more information, visit the society's website at <http://www.aws.org> and click on "Pressroom."

About AWS Foundation

The AWS Foundation was established by the American Welding Society on September 13, 1989, to support programs that ensure the growth and development of the welding industry through strengthening research and educational opportunities in welding and related industries. Led by a volunteer Board of Trustees, the Foundation is organized as a not-for-profit 501(c)(3) charitable organization. Administration, including program development, fundraising, public relations, marketing and financial management, is provided by a small development staff of the American Welding Society. Its operations are conducted from the Society's offices in Miami, Florida. For more information, visit <http://www.aws.org/foundation> .

About The Lincoln Electric Company

[The Lincoln Electric Company](#), headquartered in Cleveland, Ohio, is a world leader in the design, development and manufacture of arc welding products, robotic arc welding systems, fume control systems, plasma and oxyfuel cutting equipment and has a leading global position in the brazing and soldering alloys market.

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