



Fact Sheet

COMPANY NAME: Arc-Zone.com®, Inc.

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HOURS: Sales Office: Monday through Friday 8 am to 5 pm PST
Saturday 9 am to 2 pm PST
Online Store: 24/7

DESCRIPTION: Arc-Zone.com sells high-performance welding replacement parts and accessories to manufacturing plants, welding engineers, fabricators and distributors worldwide.

We deliver premium products from original equipment manufacturers as well as aftermarket suppliers, offering solutions to our customers to improve weld quality, minimize downtime and reduce costs.

PRINCIPALS: Jim Watson, Founder and CEO

YEAR FOUNDED: 1998, incorporated 2000

EMPLOYEES: 6



About Arc-Zone.com, Inc.

Arc-Zone.com delivers high-performance welding and cutting products, services and solutions for professional fabricators, welding engineers, manufacturing engineers and hobbyists worldwide. Our customers utilize various manual and automated welding processes, including MIG (Metal Inert Gas), TIG (Tungsten Inert Gas), Plasma Arc in addition to Plasma Arc Cutting.

Our experienced technicians combine expert knowledge and practical experience with access to the world's leading specialty manufacturers, including original equipment manufacturers (OEMs) and aftermarket suppliers, to deliver superior welding products, outstanding service, and innovative solutions designed to improve operations, reduce costs, and ensure weld quality.

At Arc-Zone.com, our focus is finding the right solution for our customers. We do not have an exclusive partnership with any one manufacturer, so whether our customer needs a high amperage MIG gun, a small water cooled micro TIG torch for restricted space applications, or a precision Plasma arc welding torch, we pride ourselves on finding a quality product.

Our Carlsbad, California facility is conveniently located near the service centers of the world's leading shipping companies. As a result, both international and domestic customers benefit from exceptional turnaround times on all orders.



About Jim Watson

Convinced that the future of sales was on the internet, in 1998 Jim Watson founded Arc-Zone.com, the first online retailer of welding replacement parts and accessories.

Jim's business plan combined his own unique welding and business background with the power of the internet to offer high-quality, high-performance welding and cutting products direct to fabricators worldwide.

Jim began building—and racing—motorcycles as a teen, and by his twenties, had developed an interest in race cars and joined a local race team as a mechanic.

After watching how some of the guys did their welding, he promptly signed up for welding and engineering classes.

"I wanted to make sure I knew what I was doing," he says.

About the same time, he had begun working at Weldcraft, at the time a small manufacturer of welding accessories located in Burbank, California.

He soon gained a reputation for performance improvement and with his positive attitude he hired on as chief mechanic for the inaugural tour of The James Gang, a racing team on The World of Outlaws Tour. At the end of a successful year, Jim chose to return to Weldcraft, and the opportunity to apply to the business world many of the lessons he learned racing.

"Focusing on innovation, and looking for opportunities to get better performance is how you win," says Jim.

When the company was sold in 1985, the conversion from a family owned business to a corporation was another welcome opportunity for Jim. He worked his way up to Director of Manufacturing, became a top performing sales manager and even managed his team's move from California to Illinois.

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ABOUT JIM WATSON
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Jim continued to educate himself, taking courses in quality and productivity from business greats like W. Edwards Deming and Tom Peters, applying that knowledge to help create Weldcraft's Quality Program.

At Weldcraft Jim also developed and patented the design for the Crafter Series welding torch which to this day is the company's most popular and profitable product.

A California boy at heart, Jim returned to Southern California in 1997 looking for an opportunity to bring together his extensive industry knowledge, his business acumen and his desire to put customers first. In 1998, he started Arc-Zone.com, filling a need in the marketplace-the need for a solutions-oriented supplier of high-performance MIG, TIG and Plasma welding and cutting products selling direct to consumers.

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