

WIRECOMMS

t: +44 (0)1384 262022 e: sales@alloywire.com w: alloywire.com Narrowboat Way, Hurst Business Park, Brierley Hill, West Midlands, DY5 1UF, UK

Customer Newsletter



Brewing up a storm at OTC

Torrential rain and flash floods couldn't prevent Alloy Wire International enjoying its best ever Offshore Technology Conference (OTC).

The company's technical expertise was again prominent and resulted in some major breakthrough discussions at the show with potential new customers from the US, UK, Taiwan, as well as an existing client giving AWI staff new contact names for other locations in their group.



Michelle and Angus in the storm

All of this despite a monumental downpour that left Angus Hogarth and Michelle Nichols resembling two Olympic swimmers.

"This was OTC's 50th birthday and was certainly well attended, with lots of interest in our range of 60 High-Performance nickel alloys," commented David DiNuccio, who leads AWI's operation in Rhode Island.

"INCONEL® X750 was the material most in demand and that fits with the oil and gas sector's demand for wire that can withstand high temperatures and extremely corrosive environments.

"We also spoke to a number of companies that were impressed with our ability to offer small quantities in short lead times, not to mention our technical knowledge and the way we can advise - with relatively little information - on the best choice of material for their application."

There was a lot of praise and positive feedback for the new AWI exhibition stand and the eye-catching nature of the booth certainly helped with visibility and securing increased visitor numbers from previous years.

Wire samples present were discussed in good length and plans are in place to increase the range we can present at future OTC shows.

Michelle concluded: "We feel it is important for us to maintain our brand presence and image at such an important event for the oil and gas sector.

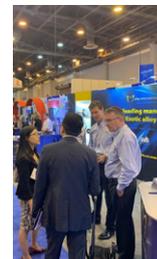
"There were lots of conversations that could only take place at an exhibition like this...the type of conversations you just don't get on a sales call as people are prepared to give you more info and, importantly, more time."



(L-R) David DiNuccio (USA agent), Michelle Nichols (USA agent), Mark Venables (UK AWI) and Angus Hogarth (UK AWI)



Mark Venables (L) mixing with the locals



More enquiries



Only in Texas...



High footfall at this year's OTC

Quality results



*Gary Whitehouse
Wire Technician*

*Kevin Guest
Quality Executive*

*Andrew du Plessis
Technical Executive*

A company-wide commitment to quality and exacting standards is paying off after we secured £150,000 of new orders from the Aerospace and Oil & Gas sectors.

These wins are due, in part, to our re-approval to the Aerospace & Defence standard 'AS9100 (revision D)' and the ISO 14001 Environmental standard, not to mention becoming one of the first in the UK to achieve ISO 45001.

The latter is the new international accreditation that covers all aspects of health and safety and underlines our determination to create a safe working environment for all of our staff.

"It has been a very busy few months on the quality front, with all of the team working hard to make sure we passed audits so that we can keep supplying the aerospace sector and meet our commitment to manufacturing with as little impact on the environment as possible," commented Kevin Guest, Quality Executive at Alloy Wire International.

"The ISO 45001 accreditation is an upgrade to OHSAS 18001 and required a real team effort, with everyone from the Directors to shipping getting involved in the process and ensuring we have the right systems in place. Well done everyone!"

Investing in machinery to drive our capabilities

We have just taken delivery of an additional large dry drawing machine at our manufacturing facility in the UK as part of our ongoing commitment to our growing customer base.

This acquisition - along with the impending arrival of multiple high precision spooling machines and an intermediate drawing machine - ensures AWI will be able to offer our unrivalled 3 - week lead time to clients anywhere in the world.

The £200,000+ investment means enhanced consistency of spooling of our very fine round and flat wires, which is crucial when layering flat wire that is only 0.3mm (0.0118") wide! Heightened demand from the aerospace, oil and gas and nuclear sectors will prove that this is a very good investment.

Mark Venables, MD, commented: "We are always looking at how we can improve the level of service we deliver to our customers and this latest investment reinforces this commitment.

"Each machine has been configured to suit our exacting manufacturing processes and gives us additional capacity to deal with what we expect to be another record year of sales."



Dan Holyhead (Fine Wire Technician) on a new spooler



Jonathan Burton (Wire Drawing Technician) on the new drawing machine



Ryan Cooper, Dry Drawing and Annealing Operative



Steve Poston, Flat Wire Rolling Operative



Targeting the economic miracle that is Vietnam

For the first time ever, AWI will have local sales office on the ground in Vietnam, which is one of the fastest growing manufacturing economies in the world.

We have agreed terms with Mr Triệu Sơn and Mr Hà Đổ, who will be using their network of contacts to help push the Alloy Wire International brand and capabilities to customers involved in spring production, electronics and aerospace.

The initial focus will be on targeting spring makers and, with a GDP that is rising nearly as fast as China, we believe there are lots of opportunities to grow sales in a territory that is demanding better quality and reliability.

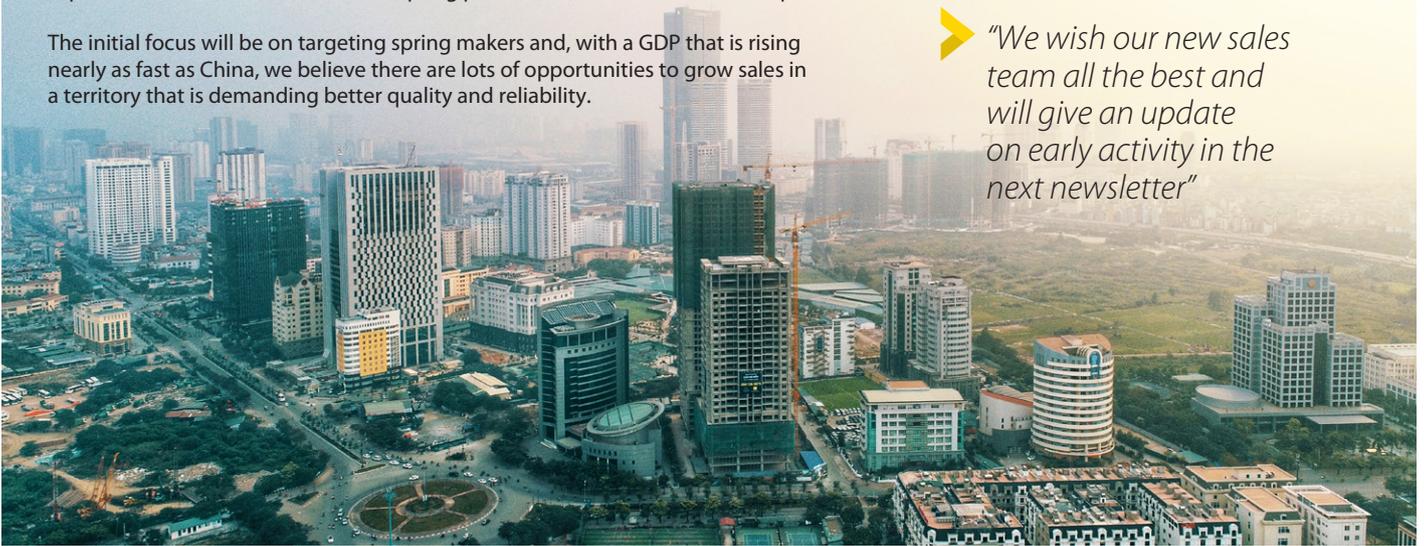


Đỗ Triệu Sơn



Hà Đổ

► "We wish our new sales team all the best and will give an update on early activity in the next newsletter"



Aerial view of Hanoi - Vietnam

TWO NEW WEBSITES



► To support our new agents we will be launching two new websites for both Vietnam & Turkey. These sites will be in their respective native language and packed full of helpful and technical information.

Open all year

When other suppliers close down for the summer months, you can rely on Alloy Wire International for all of your Exotic alloy requirements.

Visit our website to watch our video to find out how we can support your business needs with an average delivery time of only 3 weeks, supplying 3 meters to 3 tonnes in over 60 alloys consistently throughout the year. You can also try our mobile web app to see our round, flat, profile, wire rope and strand options ranging from 0.025 mm (.001") to 21mm (.827"), available in coils, spools or bars.

NB: We do close at Christmas, as we love the festive period and want all of our staff to enjoy it too!



Delivering all year round



Size: 0.025mm (.001") to 21mm (.827")



Order quantity: 3 meters to 3 tonnes



Delivery: within 3 weeks



Wire, bars & rope in over 60 alloys



German expansion to manage demand

Alloy Wire International's German sales team at Ropa Stahl is growing and has welcomed two more people to cope with demand for its services.

Maria Mendez and *Christa Loewenmuth* have made excellent starts to their careers and are already highly appreciated by the AWI team.

We'd also like to congratulate *Michael Sonntag* on his promotion to Joint Managing Director and look forward to working with him to ensure further growth with our clients in this country.



The Ropa Stahl team (L-R): Maria Mendez, Michael Sonntag and Steve Parton

NEW FACES at AWI

Our quality team has been strengthened recently, with the appointment of a new technical specialist that will support testing and final inspection.

Gary Whitehouse will work with existing specialists to underpin the AWI approach to quality and to also give us additional resource when dealing with customer enquiries that are now a lot more technically demanding.

That's not the end of the recruitment at our UK facilities, with Thomas Sly also joining as an annealing technician.



Gary Whitehouse, Wire Technician

A major milestone in service



40 years
of service

Amit Banerjee, Indian Sales Manager, Alloy Wire Int.

2019 marks a major milestone for our Indian Sales Manager, Amit Banerjee who is celebrating 40 years of service with Alloy Wire International.

During that time, he has worked under the leadership of Bill Graham and current MD Mark Venables and has played a key role in helping us establish a footprint in one of the world's fastest growing industrial countries.

"It is an honour for me to achieve over four decades of service with AWI and I would like to thank my co-workers and teammates who have made my life here interesting and enjoyable.

"I would also like to thank my brilliant and truly outstanding directors, whose leadership and vision steered this project from day one in 1979.

"My family has been a pillar of strength for me during the last four decades and I wish everyone at AWI continuing success for the next 40 years!"



Thomas Sly, Annealing Technician

THE
FINAL
WORD

"The team at Alloy Wire International would like to thank all of our suppliers and customers for their continued support and expertise. We continue to strive for excellent customer service in every area of our business and we remain committed to staying at the forefront of the global wire industry."

*Trade name of Special Metals Group of Companies.