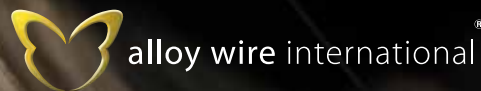


AUTUMN 2021



WIRECOMMS

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Company Newsletter



**TIME TO
INCREASE
CAPACITY**

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**INSIDE THIS
ISSUE**

■ **MORE SPACE
FOR MORE STOCK**

■ **20 YEARS OF
TRANSATLANTIC**

■ **CHARITY WORK
HITS £1 MILLION**

■ **2022 EXHIBITION
DATES RELEASED**



More space for more stock

There are some big developments taking place at our HQ in the West Midlands, all designed to improve our ability to support an increasing global customer base.

The main investment is a £350,000 project to construct a new warehouse on the side of our main building in the West Midlands, creating a dedicated 2,880 square foot space to store even more material.



Ian Fitzgerald, Operations Director

Work is underway on this and, when complete, will house racking that will accommodate an additional 220 tonnes of wire, taking our total potential capacity to 450 tonnes.

Ian Fitzgerald, Operations Director, commented: "Since the start of the year our order book has increased rapidly, and we have to ensure we are in a position to maintain our 2-week lead times.

"This investment in additional warehousing gives us the confidence and, importantly, the platform, to increase our stock range and explore new alloys that offer different solutions to our clients."

Other new investments are planned for the next 12 months, including a new multi-head spooling machine in our annealing section and a wet drawing machine for very fine wires between 0.002" (0.06mm) to 0.005" (0.15mm).

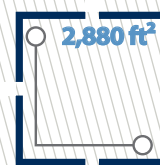
These will give AWI customers increased choice of products, improved spooling, tighter tolerance and improved quality.



The FACTS



A project value of £350,000



Creating a dedicated 2,880 square foot space



An additional 220 tonnes of wire



Potential capacity to 450 tonnes



Maintain our 2-week lead times





A transatlantic partnership

The power of transatlantic relationships is helping AWI hit a seven-figure order haul Stateside – a perfect way to celebrate a 20-year partnership with Davidon Alloys Inc.

The Rhode Island-based company has been our North American Headquarters since a chance encounter at Interwire Exhibition 2001 and the relationship has generated almost £10m of sales since it started, with wire manufactured here used by over 1,000 customers in the US, Canada and Mexico.

Now the third-longest established international sales team, Davidon Alloys Inc is looking to capitalise on new demand from clients supporting the automotive, aerospace, medical and oil and gas sectors keen to get back to pre Covid-19 levels.

Angus Hogarth, R&D Director at Alloy Wire International, commented: "There has always been a close bond between the UK and the US, and this is definitely reflected in the way our two businesses have grown together since our Chairman Bill Graham and Davidon President Don DiNuccio met at that event all those years ago.

"Davidon Alloys Inc fitted perfectly and, over the next two decades, we have partnered together to deliver the tools and material knowledge our US team required to support more than 1,000 customers with the wire they need."

Don DiNuccio, President at Davidon Alloys Inc, added his support: "These partnerships only work for this length of time if both companies are committed to achieving a shared vision and invest in making it work.



(L-R) Michelle Nichols (USA), Angus Hogarth (UK), Steve Gencarella (USA) and Tom Mander (UK)



> "These partnerships only work for this length of time if both companies are committed to achieving a shared vision..."

Don DiNuccio, President of Davidon Alloys Inc

"This is where it works really well with AWI. Over the last two decades, we have exhibited at nearly 30 industrial shows together and its UK sales and technical experts have accompanied us on more than 100 customer visits. That personal touch really makes a difference over here."



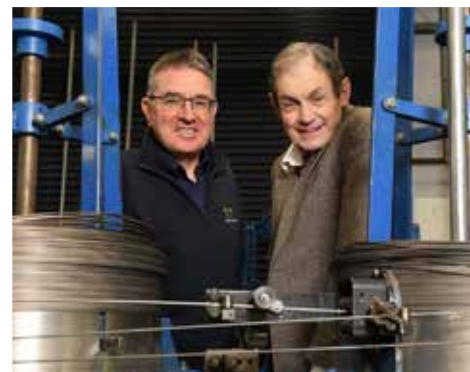
A 20 YEAR PARTNERSHIP



Delight as charity past the £1M mark!



(L-R) Chris Westwood (The Chris Westwood Charity) and Mark Venables (Managing Director of Alloy Wire International)



One of the West Midlands' leading charities for supporting children with physical disabilities is celebrating a major funding milestone with the help of a donation from Alloy Wire International.

The Chris Westwood Charity, which helps fund the purchase of mobility, sensory and vision equipment for children living within a 50-mile radius of Stourbridge, has become the latest beneficiary of our 'Wired for Good' campaign.

A £7,500 donation has taken the organisation's total fundraising to over £1 million since it was started by Chris Westwood 18 years ago, with all the proceeds going towards supporting 850 young people to live more independent lives.

Our money has already been allocated to four recipients, who will receive life-changing special car seats and special exercise trikes to help them in overcoming transportation issues and in building strength and stamina.

"We had supported the Chris Westwood Charity for Children with Physical Disabilities in 2018 and were really impressed with the fact that every penny donated goes towards the individuals who need it most," explained **Mark Venables, Managing Director of Alloy Wire International**.

He continued: "The grants are quickly reviewed, and the money given direct to suppliers to help parents purchase vital equipment that will help their children live as independent a life as possible. It's even better news that our donation was the one that took Chris and the Trustees past the magical £1m mark; a truly fantastic achievement."

Chris Westwood, who has already pledged to leave his own estate to the charity, continued: "Support from companies like Alloy Wire International is crucial, especially following the recent pandemic and we're delighted that a Black Country firm's contribution has taken us past £1m raised since 2003.

"The next target is to raise another £1m and continue our work in helping children with physical disabilities."

For further information, please visit www.chriswestwoodcharity.co.uk





A new face joins UK sales team

➤ *"He has a strong set of transferable skills and has already shown a keen understanding of our 60-strong range of High Performance Alloys."*

Tom Mander, Managing Director Designate



Oliver Smith, Sales Executive

With interest in our products reaching an all-time high, we're delighted to announce a new face to our sales team.

Oliver Smith, who has previously worked in the demanding recruitment arena, has joined us as Sales Executive and will be responsible for dealing with customer enquiries, product specifications and delivering quotes in a timely manner.

He will play a key role in supporting marketing communications, dealing with our global network of agents and attending major UK and international events.

Tom Mander, Managing Director Designate, added his support: "Oliver will

add further support to our dynamic sales team, as we continue our resurgence from the global pandemic.

"He has a strong set of transferable skills and has already shown a keen understanding of our 60-strong range of High Performance Alloys – equally important is that his personality fits perfectly with the AWI culture and our manufacturing philosophies."

Outside of work, Oliver is a sports enthusiast, keen golfer and follows Aston Villa F.C. in the Premier League.





Full throttle for charity support



(Above)
Tom Mander (Managing Director Designate) got behind the wheel of our corporate Land Rover (for the first time!) to be part of the Summer Fayre procession



(Right)
Mary Stevens Hospice staff with the total raised

In addition to our annual donation, AWI is continuing to support the fundraising efforts of Mary Stevens Hospice in the West Midlands.

Tom Mander got behind the wheel of our corporate Land Rover (for the first time) to be part of the Summer Fayre procession, whilst other members of staff manned a stand selling retro football shirts. It was a fantastic occasion for all the family and raised a huge £18,600.

With Christmas on the horizon, staff members will also be getting behind the charity's Treecycle campaign, where they will raise money by collecting unwanted Christmas trees from around the Black Country.



A stand selling retro football shirts, all raising money





AWI is back on the road for 2022

The diary is filling up nicely for next year, with AWI booked in to exhibit at several UK and international shows.

Whilst the world of 'Zoom', 'Teams' and 'Google Meet' has kept us in touch, nothing beats the feeling of meeting face-to-face and we are all looking forward to seeing customers, suppliers and agents again.

Our sales team is also starting to make plans to visit agents and key customers in our international markets.



OTC
USA // 2ND – 5TH May



WIRE Düsseldorf
GERMANY // 9TH – 13TH May



Farnborough Int. Airshow
United Kingdom // 18TH – 22ND July



Spring World Presented by CASMI
USA // 12TH – 14TH October



Valve World
GERMANY // 29TH November – 1ST December

THE FINAL WORD



Mark Venables
Managing Director

“Despite the uncertainty of Brexit, and with a worldwide pandemic to contend with, in typical style AWI continued to invest and take the business forward.

The appointment of a new Board of Directors at the beginning of the year added fresh impetus for change - investing in new machines, new offices, a new warehouse, a new testing department, two new members of staff and a significant investment in more stock, all combining to set the company up for a very bright future.

A special thank you to all of the staff who worked so hard during difficult Covid restrictions, their flexibility, commitment and loyalty really helped the company. The communication with our sales agents and partners in more than forty countries around the world has been invaluable ensuring our customers and suppliers continued to receive the same excellent service levels they have become accustomed to.

After a very busy and challenging 2021 we are all looking forward to a festive and peaceful Christmas break and then coming back in the New Year refreshed and ready for another expected busy year in 2022!”



alloy wire[®]
international

