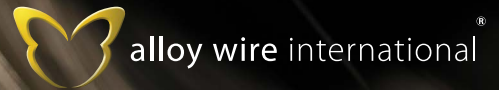


SPRING 2022



WIRECOMMS

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Company Newsletter



**EXHIBITION
TIME IN THE USA**

**BOOTH
2567** // Full story **page 2**

**INSIDE THIS
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FIRST QUARTER**

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IN THE TEAM**

■ **NEW AGENCY
IN EUROPE**



AWI returns to OTC

After a near two-and-a-half-year break, we are delighted to announce that Alloy Wire International (AWI) is back on the road again and will be exhibiting at the Offshore Technology Conference (OTC) during May (2nd - 5th).



Oliver Smith, Sales Executive

Our excellent sales team from Rhode Island will be on stand 2567 and are excited to meet existing and new customers in person to talk about our recent investments, our 'security of supply' and our 60-strong range of High Performance Alloys, including the recently launched 'INCONEL® 617'.

The latter offers corrosion resistance and high temperature performance, both attributes that should attract interest and questions from oil and gas engineers.

Oliver Smith, who will also be present at his first exhibition since joining AWI in 2021, commented: "The oil and gas industry is so busy and customers in this sector are looking for stability and trust in suppliers of nickel alloy 'High Performance' wire.

"We've assembled a great team at OTC, who will be able to showcase how we are maintaining stability in pricing, quality and reliable short lead times. Much of this is down to the massive investment in vast stocks of raw material and the technical knowledge of our team, whose average service time with the company is 12 years."

He continued: "We provide the oil and gas industry with not just round wire, but also profile wire, from square wire to more complex irregular profiles – all made to the specification of oil engineers from across the world and available from .001" (0.025mm) to .827" (21mm).

Our Emergency Manufacturing Service (EMS) is proving extremely popular, and we have seen an increase in emergency needs for parts in oil and gas installations.

This means customers can have their wire manufactured in just a few days, a vital service to the sector as delays in production on oil platforms can cost significant amounts of money.

➤ "We've assembled a great team at OTC, who will be able to showcase how we are maintaining stability in pricing, quality and reliable short lead times".



2-5 MAY 2022

STAND 2567

NRG PARK, HOUSTON, TEXAS, USA



FUTURE EXHIBITIONS

AWI will also be exhibiting at the following events this year:



WIRE Düsseldorf
GERMANY // 20TH – 24TH June
STAND 11 E26



Farnborough Int. Airshow
United Kingdom // 18TH – 22ND July
POD 1, MAA STAND



Spring World
USA // 5TH – 7TH October
BOOTH #1021



£500,000 investment and a record first quarter



Tom Mander, Managing Director Designate

The first three months of 2022 have been a rollercoaster for everyone at Alloy Wire International as we've combined starting work on our new warehouse extension whilst managing the largest order book in our 76-year history.

We're spending over £500,000 on the construction of a dedicated 2880 square foot space alongside our existing Narrowboat Way factory and this is designed to help us meet increasing global customer demand for our material.

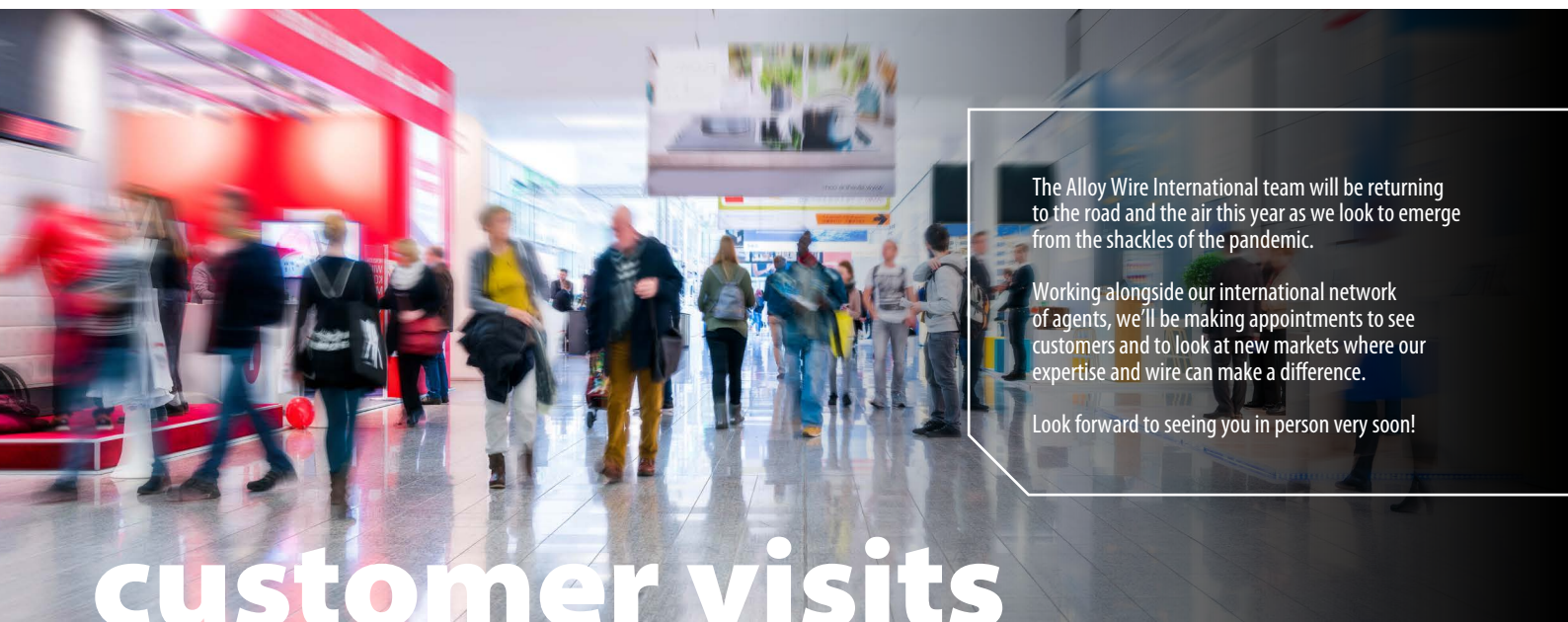
Due to be completed in May, the investment means AWI can hold up to 400 tonnes of stock and this safeguards security of supply to our clients for the foreseeable future.

Tom Mander, Managing Director Designate at Alloy Wire International, said: "Every decision we made during Covid-19 was taken to ensure we continued to give the same level of manufacturing quality and reliable delivery, and this has paid off with the start of 2022 turning out to be our busiest yet.

"All sectors -across the board - appear very strong and this has led to unexpected demand for our wire with sales in the first quarter amounting to approximately £3.5m."

He continued: "In addition to the warehouse extension, other new investments are planned for the next twelve 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" (.15mm).

"We'll also be purchasing an AV6 Straightening & Cutting machine for shaped wire up to 6mm. This runs around three to four times quicker than our current capabilities, so we can increase capacity and open up new enquiries for cut shaped wire."



customer visits

The Alloy Wire International team will be returning to the road and the air this year as we look to emerge from the shackles of the pandemic.

Working alongside our international network of agents, we'll be making appointments to see customers and to look at new markets where our expertise and wire can make a difference.

Look forward to seeing you in person very soon!





Strength in numbers with latest appointment

With sales increasing rapidly after the pandemic, we have moved quickly to bolster our sales and accounts team with the appointment of James Gill. The 29-year-old, who is AAT (Association of Accounting Technicians) qualified, will be responsible for maintaining sales and purchase ledgers and supporting our Finance Director on treasury/management accounts and budgeting.

He previously worked at Jaguar Land Rover, MAK Service and Altdigital and will bring with him a host of commercial and customer service experience.



James Gill

NEW AGENCY SoPa Stahl joins the AWI family

Alloy Wire International is delighted to announce a new agency will represent us in Austria, Belgium, France, Germany, Netherlands and Switzerland.

'SoPa Stahl GmbH' has been working in these territories since March 1st and is being led by industry experts **Michael Sonntag** and **Christa Löwenmuth**.

The duo has significant experience of AWI's capabilities and customer base and a proven track record of upholding our values and our commitment to 'manufacturing quality, delivering reliability'.

You will continue to receive the very best technical knowledge, outstanding service and access to more than 60 'High Performance' alloys from just two weeks of placing your order.



Michael Sonntag

SoPa

All enquiries from Austria, Belgium, France, Germany, the Netherlands and Switzerland should go through SoPa Stahl GmbH using the contact details:

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THE FINAL WORD

Mark Venables
Managing Director



"Like many businesses and organisations, everyone at Alloy Wire International wish to express our unwavering support for the people of Ukraine.

Our thoughts are with the affected families in those regions as we hope for a swift and peaceful resolution to the violence."

