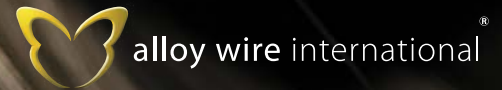


WIRE 2022 Special



WIRECOMMS

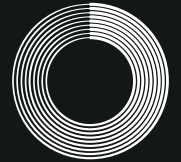
t: +44 (0)1384 262022 e: sales@alloywire.com w: alloywire.com Narrowboat Way, Hurst Business Park, Brierley Hill, West Midlands, DY5 1UF, UK

Company Newsletter



wire®

Düsseldorf



20 - 24 June 2022

HALL 11

stand #E26

WE'RE READY FOR **wire®**

**INSIDE THIS
ISSUE**

■ SECURITY
AND SUPPLY

■ WIRE THROUGH
THE YEARS
'PICTURE GALLERY'

■ NEW ALLOYS
ANNOUNCED

■ CHARITY WORK
HITS NEW MILESTONE



wire®
Düsseldorf
20 - 24 June 2022
HALL 11
stand #E26

A promise of 'security of supply'

Security of supply, unrivalled lead times and technical expertise will be just three of the major talking points when we take our largest ever presence (Stand 11 E26) at Wire 2022 this month.

Alloy Wire International (AWI) is returning to Dusseldorf for the first time since Covid-19 and is expecting to target spring, semiconductor and fasteners manufacturers involved in automotive, aerospace, electronics and the booming oil and gas sector.

Boosted by our recent £500,000 investment into a new warehouse extension in the UK, we will take ten staff over to Germany as we look to reinforce our reputation as a hub of technical knowledge for clients and suppliers.

This will be reinforced by sales representatives covering more than 13 individual territories, reflecting the truly global nature of Wire 2022.

Mark Venables, Managing Director at AWI, commented: "This event has been a long time coming and will be a fantastic showcase for everyone connected with the wire industry.

"With all the uncertainty caused by the pandemic, our customers are really looking for security of supply and that involves knowing there is the right volume and variety of material available and that we can still deliver within our expected short lead times"

He continued: "Every decision we made during Covid-19 was taken to ensure we continued to give the same level of manufacturing quality and reliable delivery,



Mark Venables, Managing Director

and this has paid off with the start of this year turning out to be our busiest yet, something we hope to build on at Wire 2022.

"Our biggest ever stand will have display cases with samples of round, flat and profiled wire alongside a video screen showing behind-the-scenes manufacturing processes of wire being produced in our UK factory".

For further information, please visit www.alloywire.com or follow @alloywire on twitter.



wire® THROUGH THE YEARS

Alloy Wire International has been exhibiting at Wire since 2000, growing its presence at pretty much every show since. We take a look back at some of the more memorable moments...

2002



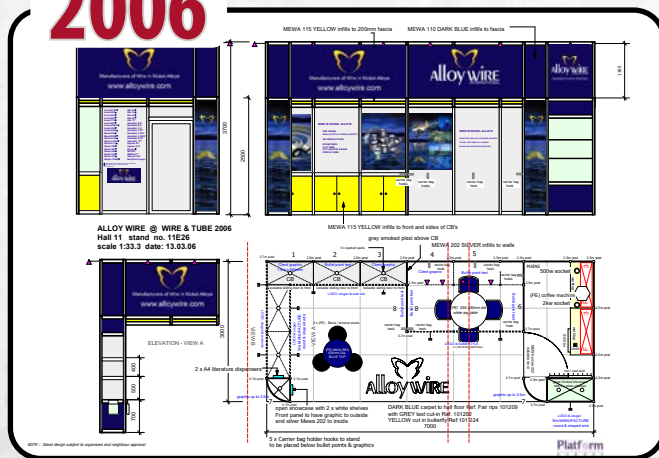
Our recently appointed North American Representatives join us – Don Di Nuccio (President) RIGHT, talking with Angus Hogarth, R&D Director LEFT, to a potential customer in 2002.

2004



2004 shows Paul Wiltshire and Natalie Foxall of AWI, accompanied by the company's first and very popular recyclable paper carrier bag.

2006



Drawing of new stand design used in 2006.

2010



Artist impression of our stand in 2010, the exhibition that will be remembered for the Icelandic ash cloud stopping flights and forcing 1000s of people to find alternative routes home.



2012



Sneaker Advert

Stand design 2012 - this was the year the Sneaker made its debut at Wire 2012, promoting that fact that the customer can order as little wire as needed, which is still true today.

2014



2014 was the year we went big. The "Big iPad" touchscreen made its debut, creating quite a stir for both AWI staff and customer visits.

2016



2016 was the year we went blue, "electric blue"!



The AWI crew that manned the stand.



2018



Our stand in 2018 was a busy busy show! We were exhibiting our High Performance wire with our hummingbird campaign.

2018



A happy Mark Venables (MD) in 2018 - enjoying the stand meetings.

2018



Alloy Wire International made the headlines in 2018, not just with our wide range of material but with the quality of our news anchors at the show.





NEW ALLOYS

on the way, manufactured for the extreme

Alloy Wire International will use Wire 2022 to introduce INCONEL® 617, a nickel-chromium-cobalt-molybdenum-aluminium alloy.

This is its latest addition to a 60+ range of alloys and delivers a combination of increased strength and stability at elevated temperatures (up to 1100°C/2012°F), whilst retaining the high temperature resistance of INCONEL® alloy 601.

It has been a busy period for the firm's R&D programme, which has also just started testing and production trials of INCONEL® alloy 686 ahead of a potential launch at the end of 2022.

Following requests by design engineers and customers, AWI is looking to make this wire available as part of its standard range and this is set to be of major interest to petrochemical customers and clients involved in chemical processing, pollution control, waste processing and paper manufacture.

Component parts that could be made using this wire include fasteners, springs, seals and mesh, but with our 5000-strong global customer base it is certain there will be other applications.

"This single-phase, austenitic Nickel-Chromium-Molybdenum-Tungsten alloy offers outstanding corrosion resistance to both reducing and oxidising acids and to mixed acid solutions", added Andrew Du Plessis, Technical Director at Alloy Wire International.



Andrew Du Plessis, Technical Director

"The Molybdenum (Mo) and Tungsten (W) elements in the alloy aid resistance to localised corrosion, such as pitting, with resistance to crevice corrosion being enhanced by the combined alloying of Cr+Mo+W."

He concluded: "Its qualities place it in the same arena as corrosion resistant Alloys, such as C276, C22 and INCONEL® alloy 625."





Wired for Good hits new milestone!

A leading hospice that cares for more than 900 families every year is the latest recipient of our 'Wired for Good' campaign, a charity initiative designed to celebrate 75 years in business.

We have agreed to donate £7500 to the crucial work of Acorns Children's Hospice to help it continue to provide respite, short breaks, end of life and emergency care across its three locations in Birmingham, Walsall and Worcester.

This takes our total fundraising activities to £30,000 over the last twelve months and includes gifts to Mary Stevens Hospice in Stourbridge, the Chris Westwood Charity for Children with Physical Disabilities, and the Giving Hands Mission.

acorns

Your local children's hospice

www.acorns.org.uk/



www.givinghandsmission.org.uk



www.marystevenshospice.co.uk/



www.marystevenshospice.co.uk/



HIGH STAKES

High Performance Alloys are continuing to have a growing impact on industry, but every HPA offers something different and choosing the right one for your sector can be the difference between success and failure.

Alloy Wire International's Technical Director Andrew Du Plessis wrote exclusively for the Institute of Spring Technology's guest blog...read the full article here www.ist.org.uk/high-performance-alloys-high-stakes/



Institute of
Spring
Technology

www.ist.org.uk

