



alloy wire<sup>®</sup>  
international

# WIRECOMMS

Manufacturing quality, delivering reliability

WINTER ISSUE 2023



## MBO complete

Alloy Wire International completes  
MBO and sets sights on record year

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# Alloy Wire International completes MBO and sets sights on record year

After months of discussions and planning, we are delighted to announce that Alloy Wire International (AWI) has completed a management buy-out, as we look to target £15m annual sales for the first time in our 77-year history.

AWI's senior management team, comprising Managing Director Tom Mander, Technical Director Andrew Du Plessis and Finance Director Adam Shaw, has purchased the business from the current owners, cementing our long-term future.

The deal will see all 33 members of staff become shareholders in the business, reinforcing a company-wide commitment to each other and our 7000-strong global customer base.

The trio have also pressed the button on a near £1m investment drive that will see new wet drawing and single hole dry drawing machines arrive during the course of the year, along with an annealing line spooler and several hundred tonnes of raw material.

"This is another major milestone in the history of AWI and gives us the platform to capitalise on recent growth and massive export opportunities," explained Tom Mander, Managing Director of Alloy Wire International.

"The new owners have over 45 years' combined experience of working here, so it was a natural progression for us to step forward and take the business on, with



Left to Right  
Andrew Du Plessis - Technical Director, Adam Shaw - Finance Director,  
Tom Mander - Managing Director and Mark Venables - Chairman

previous MD Mark Venables moving to Chairman for the next five years and R&D Director Angus Hogarth taking a consultancy role."

He continued: "We will continue to focus on our USPs, which include delivering the fastest industry lead times, world class manufacturing quality and an expanding range of exotic alloys."

Mark Venables, who led the previous MBO in 2013, is delighted that the new owners have come from within the company.

"The new management team are well versed in the Alloy Wire International culture and will also bring a youthful exuberance, passion, and eagerness to innovate traditional processes and industry norms.

"They have already ring-fenced significant investment for the next five years and are keen to work on increasing our international network of agents, with discussions currently taking place on establishing a bigger presence in Egypt and the Middle East."

> *"We will continue to focus on our USPs, which include delivering the fastest industry lead times, world class manufacturing quality and an expanding range of exotic alloys."*



# 50 years

## and out for Bill



L-R: Mark Venables, Bill Graham and Tom Mander

The ever-present in Alloy Wire International's growth has called it a day after clocking up more than five decades of service.

Bill Graham retired at the end of 2022 after what has been a roller-coaster career that saw him start as a maintenance engineer before leading an MBO, overseeing a sale and then bringing the company back into his ownership.

The former Machine Tool Engineering apprentice was also instrumental in developing our international presence, travelling the globe to build export sales from nothing to over half of its annual turnover.

He had been Chairman for the last nine years, providing strategic guidance on growth opportunities, industry developments and supporting the management team in our rapid expansion from £8m in 2013 to £13m at the start of 2022.

➤ *"When I joined the business in 1972, I never expected to still be involved 50 years later... Alloy Wire International gets you like that"*

"When I joined the business in 1972, I never expected to still be involved 50 years later... Alloy Wire International gets you like that," explained Bill, who was born in Paisley in Scotland, but now lives in the Wyre Forest.

"There's just something really special about the business and what we do, especially since we took the decision to be employee-owned.

That was really the moment we put the marker in the sand and created the unique culture that has seen AWI become a globally trusted supplier of 60+ strong range of alloys to more than 7000 customers."

### Bill by the numbers...



One man  
aged 22



Engineer to  
MD in four years



Travelled  
50 countries



60+ Exotic alloys  
established



50 years  
of service



A network of  
7,000 customers





## ADDING to the INCONEL® RANGE

➤ *"The high nickel and chromium content makes the alloy resistant to a variety of both reducing and oxidising media, not to mention achieving comparable corrosion resistance to INCONEL® 625."*

A lot of investment and time is spent every year on our R&D activities, and we were delighted when some of this focus translated into two new alloys being launched.

The first was INCONEL® 617, a nickel-chromium-cobalt-molybdenum-aluminium alloy. This delivers a combination of increased strength and stability at elevated temperatures (up to 1100°C/2012°F), whilst retaining the high temperature corrosion resistance of INCONEL® alloy 601.

The high nickel and chromium content makes the alloy resistant to a variety of both reducing and oxidising media, not to mention achieving comparable corrosion resistance to INCONEL® 625.

We haven't stopped there. To mark our appearance at CASMI 2023, we also launched INCONEL alloy 686, a single-phase,

austenitic alloy that delivers excellent resistance to general and stress corrosion cracking that can occur in aggressive liquids and gases.

This wire is expected to be used within components destined for corrosive environments - industries that demand material that performs under the most extreme engineering conditions without premature failure.

Angus Hogarth, Consultant at AWI, commented: "INCONEL 617 has proven the most popular of the new arrivals to date, with a lot of orders and trials requested."

"Most of these are in small volumes at present, as customers start to explore how they can use them in their manufacturing operations. There has been lots of feedback and we're building that into how we market the two alloys going forward."

## MORE POWER

AWI likes to stand out from the crowd, so it is no surprise that, when the rest of the country is looking to reduce energy usage, we are investing in gaining access to more power.

Complex work has now been completed on a new electricity substation at our factory in the UK and this £175,000 investment will effectively double our supply.

We made this decision to give us the capacity to install a wave of new machines, including a four head spindle spooler in annealing, a wet drawing machine, two single hole dry drawing machines, a three head fine wire dry drawing machine and new tape winder.



### EXHIBITION ROUND UP *We're on the road again!*

2022 saw many of the global exhibitions return and Alloy Wire International seized the opportunity to meet customers, suppliers and partners face-to-face.

The UK team, backed by international agents, were present at Offshore Technology Conference (OTC), WIRE, Farnborough Air Show, CASMI and, more recently, at Valve World.

It was great to get out and about again and extoll the virtues of what we do and the different applications our material can be used for.



1st - 4th MAY 2023

**STAND  
2073**

NRG PARK, HOUSTON, TEXAS

#OTC2023



#wiredforgood

## WE'RE GETTING NEGATIVE

### AWI is now Carbon Negative!

The environment is very important to Alloy Wire International, and we are committed to the most sustainable forms of manufacturing possible.

After speaking with staff in 2021, we partnered with Carbon Neutral Britain to offset our carbon emissions, which we successfully did. But why stop there?

With the bit between our teeth, we wanted to go one stage further and can now proudly say

we are now actually Carbon Negative offsetting more than 527.74 tonnes of carbon – this is more than we produce every year in doing business.

Our successful transformation to a 'greener' business has also been made possible by our partnership with JUST ONE tree, an initiative that plants trees on land and in oceans, focusing on areas severely affected by deforestation.

The not-for-profit organisation also provides agricultural education and sustainable incomes to local communities.

### Backing the Santa Appeal

As part of our #WiredforGood campaign, we decided to back Santa's Black Country Toy Appeal in its bid to deliver more than 10,000 Christmas presents to children.

AWI pledged £5000 to the fantastic cause and the additional money was used to help it not only meet but surpass the target of gifts it was able to provide.

In total, 12,485 children in Dudley, Sandwell, Walsall, West Bromwich and Wolverhampton benefitted and enjoyed anything from toys and games to colouring books and children's clothes.

Santa's Black Country Toy Appeal, which is run by a team of trustees and volunteers, is now looking for ongoing support for future campaigns and a new HQ near Brierley Hill that will give them better facilities and more space.

## Production team expands, as demands for alloys increase

Alloy Wire would like to give a warm welcome to both Brandon and Josh as they join the business.

With demand for our alloys reaching record levels, we took the decision to expand our production team by recruiting Brandon Aston and Josh Lambe as Wire Technicians for annealing and dry drawing respectively.

**Brandon** has been working in manufacturing since 2012 and will help support the annealing sector, concentrating more on finer diameters and fine drawing.

**Josh's** arrival is a real family affair, as he follows in the footsteps of his father Pete Lambe, our former Technical Director. The keen fisherman brings with him seven years' experience in manufacturing and will aid Mat Pearce in drawing the large diameter orders.



Brandon Aston



Josh Lambe

## THE FINAL WORD

Tom Mander  
Managing Director



Thank you for taking the time to get up to date with the latest news from Alloy Wire International. As you can imagine, the last few months have been a real rollercoaster ride for the business, but we are all delighted that the MBO has been completed and we are on course for our best-ever year.

This is just the start. The focus now is on us increasing production capacity and building on our core values of service, speed and technical knowledge.

Now that the world is emerging from the shackles of Covid-19, we are also determined to get back out travelling and will be shortly arranging face-to-face meetings with our customers, suppliers and agents across Europe, Asia and America.

