

WIREFCOMMS

Manufacturing Quality, Delivering Reliability

SPRING ISSUE 2025

'Wired for Good' campaign hits £60k milestone!

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Testing Times

A major upgrade of our testing capabilities has been completed to ensure we continue to deliver world class quality to our global customer base.

More than £50,000 has been channelled into repurposing a room previously used for wire assemblies into a metallographic inspection laboratory.

Kitted out with the latest sample preparation equipment, this new facility will enhance our internal testing capabilities by bringing a previously subcontracted service in-house.

Andrew Du Plessis, Technical Director at AWI, commented:

“Ultimately, it means we can reduce lead times whilst maintaining the superior quality our clients have come to expect.

“The refurbishment gives us more control of our own production processes, which will mean an even better, more consistent product.”

As part of our commitment to upskilling, we are currently training additional members of the team to carry out testing.



Capacity Boost

Our new 4000 sq ft unit - adjacent to our main factory in the West Midlands - is now operational.

The extra space will allow us to reposition machines and our production cells for greater efficiency, whilst also maintaining current stock levels of approximately 400 tonnes – what we believe is still the largest stockholding in our sector.

LED lighting has been installed throughout as part of the building's facelift, with the latest security features also in place.



Passage to India

With sales continuing to grow in India, we decided to send Oliver Smith on his latest travels to visit existing and potential customers in Bangalore, Chennai, Delhi, Hyderabad and Mumbai.

The meetings were predominantly with spring, valve and fastener manufacturers and involved covering a lot of ground, with a gruelling itinerary that included lots of early morning flights and hundreds of miles covered by car.

Oliver said: "The Indian market has grown more than 50% in recent years and now accounts for around 5% of our business.

"This is just the start. There's lots of opportunities out there for AWI to take advantage of and we're hoping that our latest visit will translate into more orders and new clients."

Meeting our clients is very important to us and Stephen Olley has just returned from Germany and the Netherlands. Other trips planned include Andrew going to America in the summer and Paul finalising a trip to Italy later in the year.



Going Nuclear

A lot of our material heads to the nuclear sector, where it is used in reactors, decommissioning and in specialist components for the supply chain.

In order to reinforce our commitment to the industry, we are currently working towards ISO 19443, the global standard for Quality Management Systems in the nuclear world.

This involves reviewing our existing systems to assess where things overlap and what needs to be added, followed by full staff training, at every level, to achieve 'nuclear safety culture'.

Quote/order conversion, on-time deliveries and customer rejections are just some of the KPIs we are being measured on.

Paul Chatterley, Sales Executive of AWI, added: "As our customer base becomes more demanding, ISO 19443 demonstrates compliance and commitment to a genuine nuclear safety culture.

"It should provide a genuine competitive advantage by meeting any management system certification business requirements from customers, suppliers and sub-contractors.

"Nuclear has grown in significance and, whilst we don't always know where our wire ends up, an increasing number of pre-existing clients appear to be making springs specifically for this industry."

We expect to achieve the nuclear quality accreditation in early Summer 2025.



'Wired for Good' campaign hits £60k milestone

Acorns Children's Hospice has become the first charity to be recognised twice by Alloy Wire International as part of our ongoing 'Wired for Good' initiative.

The £5000 will help deliver essential services to more than 780 children and over 1,000 families every year across the West Midlands.

It follows a £7500 donation three years ago and takes the total money given out by AWI to good causes to a massive £60,000.

Tom Mander, Managing Director, said: "Acorns is one of the region's best-known charities and its work in supporting children with complex needs - across its three hospices and in the wider community - positively touches the lives of thousands of families at their lowest moments.



Abigail Coulson, Senior Partnership Fundraising Manager at Acorns, with Tom Mander (Alloy Wire International)

Wired for Good



"The decision to deliver a second donation from the 'Wired for Good' campaign was a unanimous decision from all 33 members of staff."

He continued: "This time we received a guided tour of the charity's Worcester hospice, and it really hit home the amazing work the Acorns staff do in some of the most testing of circumstances. Despite the seriousness of the conditions of many of the children, there was a really positive atmosphere and a real sense of togetherness."

Acorns Children's Hospice provides specialist palliative care to babies, children and young people with life limiting and life-threatening conditions, as well as a range of practical and emotional support services for their whole family.

acorns
children's hospice



Work Anniversaries

We have two big anniversaries this year at AWI with Bob Jones and Kevin Guest celebrating 30 and 25 years of service respectively. The two legends of Alloy Wire International gave us their views on why working here is so special to them.

What has been your best achievement at AWI?

Kevin: That's a tough one as there has been quite few, but I'll go with my NEBOSH qualification. The National Examination Board in Occupational Safety and Health (NEBOSH) offers globally recognised qualifications covering health and safety and risk management and is very difficult to get.

Bob: Being responsible for managing our stock, seeing it grow from 40 to 400 tonnes!

Why do you like working here?

Kevin: The people. Being part of a friendly team of hard-working individuals, all pulling in the same direction.

Bob: Yes, I agree. It is the people that makes AWI special.

What is your best memory?

Kevin: I've got so many fond memories of our Christmas parties and other social occasions.

Bob: Got to be meeting my wife, Alison, who also worked at Alloy Wire in the old days when our factory was based in Cradley Heath.

25 Years

Kevin Guest



30 Years

Bob Jones

