

WIREFCOMMS

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Customer Newsletter



AWI breaks £10m sales barrier after trio of new contracts



Matt busy wire drawing with a smile

Major new orders to supply into the aerospace, petrochemical and nuclear sectors have helped Alloy Wire International smash the £10m barrier for the first time in its 72-year history.

Alloy Wire International (AWI), which supplies more than 60 different 'High Performance' alloys, has seen sales increase by £3m since 2016 and puts the sustained expansion down to its ability to offer 3-week lead times and the growing demand for its Emergency Manufacturing Service.

The company has also invested heavily in its stock, with 200 tonnes now available at any one time – the largest holding it has ever held.

Mark Venables, Managing Director, commented: "The recovery in oil and gas has certainly been one of the highlights of recent months and interest for our material has come from every corner of the globe... I think at the last count we were exporting to 55 countries.

"In order to cope with the increase in volumes, we have taken on three new people in sales and

➤ *"It frequently amazes the team how far our products go and we have found out in the last year that our wire is used in space programmes."*

in the dry drawing department, whilst investment in bespoke machinery and an ever growing international list of sales offices gives us an ideal platform to grow sales even further at both of our sites in the West Midlands and in Yorkshire.

"We have a fantastic team who all know our strategy and work very hard to continually maintain the high standards the AWI name has become synonymous with. Whilst wire may be our core offer, it's our people that deliver the biggest competitive advantage."

He concluded: "It frequently amazes the team how far our products go and we have found out in the last year that our wire is used in space programmes, in nuclear reactors and in some of the world's fastest car engines. British manufacturing at its very best!"

AS 9100 SUCCESS



We are delighted to announce that we have been re-certified to the aerospace quality accreditation AS 9100 (Revision D).

This follows a comprehensive audit and assessment and a three-month internal programme of improvements that finally saw us secure the award with zero non-conformities.

As part of the process, we have completed a lot of QUENSH awareness training and have updated our root cause and analysis strategy, an improvement that has already helped us improve efficiencies in production by another 5%.

The AS 9100 accreditation is vital to AWI maintaining and winning new work within the highly demanding aerospace sector.

➤ *"AS 9100 helped us to improve efficiencies in production by 5%."*



 **Exhibitions Reviewed**

Wire 2018 *lives up to expectations*

Demand for Alloy Wire International's services hit an all-time high at Wire 2018, with more than 150 individual leads taken during the five days.

AWI staff from different countries were inundated with existing and potential customers keen to explore how we can deliver material in just three weeks as their own clients are looking to increase volumes and reduce lead times.

A number of enquiries were for the 'Emergency Manufacturing Service' it offers, with orders manufactured and completed within four days – a clear industry sign that things are buoyant at the moment.

Angus Hogarth, Sales Director at AWI, commented: "We've taken 30% more enquiries than the previous shows and these have come from around the world and from companies involved in nuclear, marine, aerospace and oil and gas.

"A lot of visitors to the stand were expressing concern over the availability of raw material on the world market so were delighted to learn that we have invested in over 200 tonnes to guarantee quick manufacturing times for their customers."

He continued: "Applications for our round, flat and shaped wire were numerous and varied, with a visitor from Belgium wanting to use some of our precision rolled flat wire to weave into a fabric that will be installed underground and another keen to use nickel alloy wire for the European Space Rocket programme."

Alloy Wire International's presence was a truly global affair with staff from their international offices attending Wire 2018, which was extremely useful when being able to speak to visitors in their own language.

On the rare occasion they couldn't do this, visitors were able to use the 55" interactive TV to access AWI's product and technical information that is now translated into 15 different languages.

The company's ability to answer technical and metallurgical questions was also in demand and some delegates asked about the availability of technical presentations – something the company is looking to adopt.



Pete Lambe (centre) and Mark Venables (right) speak with exhibition attendees.



➤ *"We've taken 30% more enquiries than the previous shows and these have come from all corners of the globe..."*

Angus concluded: "Wire 2018 is a great event for meeting so many customers from all over the world and made greater still when they greet you with resounding smiles and praise for AWI's performance in supporting their businesses."



Showcasing our products



Mark Venables networking

Exhibitions Reviewed



CELEBRATING 50 YEARS 1969-2019

Powering forward at OTC

Alloy Wire International are now back home after a very successful OTC in Houston, the biggest show in the oil and gas sector.

More than 61,000 people visited the event from 100 different countries, with numerous enquiries taken, including one through the power of social media.

Stephen Olley, Sales Executive at AWI, posted on LinkedIn about our appearance at OTC and was immediately asked to quote for the supply of shaped Monel 400 wire.

This was just one of a number of leads taken during the 4-day show, which saw an increase in visitor numbers with all of the major oil and gas firms attending.

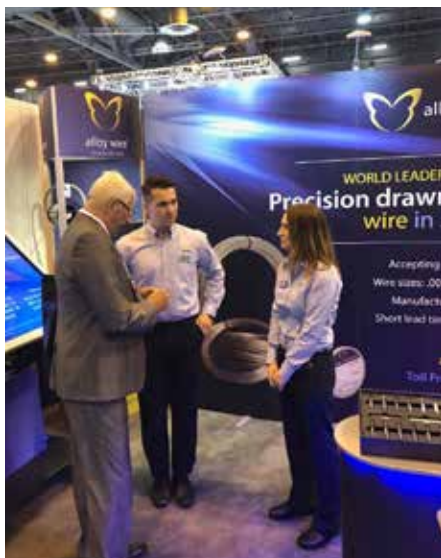
“Our location in the NRG Center ensured we received fantastic exposure alongside the ‘big players’ and it certainly contributed to us getting the AWI name out there,” explained Stephen.

“The general mood in the sector is positive, with many customers talking of full order books and increased demand for corrosion resistant alloys. Visitors to our stand were again impressed by our extensive range of materials and, critically, the short lead times we offer – so essential in this industry.”



The exhibition stand looking smart and ready for the show to open!

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Stephen Olley (UK) with Michelle Nichols (USA & Canada)

In addition to the new leads, there was also plenty of opportunity for Pete Lambe to hold technical discussions and Michelle Nichols and David Di Nuccio to put faces to the names of many of their North American customers.

“Most of the enquiries we took were for materials that have a great corrosion resistance and can be used as a small component, inside a valve or in a marine environment,” added Michelle.

“We’ll be working our way through the enquiries now that we are back in the office and looking to tap into the increase in activity across oil and gas.”



Team selfie: L-R David Di Nuccio, Stephen Olley, Michelle Nichols and Pete Lambe



EASTERN EUROPEAN tour proves a major success

3-hours stranded on a Stansted runway, 1400km travelled by car and 10 different factory visits... Angus Hogarth's first visit to Eastern Europe was certainly action-packed.

The AWI Sales Director met up with Jiri Maranek, from our sales office in this territory, for an itinerary that took in Slovenia, Hungary, Slovakia and ended up in the Czech Republic and the beautiful city of Prague.

Over the course of the five-days, they were warmly received by all existing Alloy Wire International customers, with many of them taking the time to give guided tours of their factories and manufacturing processes.

"I was very impressed with the quality and modern facilities we visited and the diversity was fantastic, from electrical and turbines to polystyrene production, springs and aircraft engines."

"Despite the different sectors, everyone was impressed with our all-round excellent customer service and the consistency of the wire that goes into their products.

"It was great to spend time with Jiri and you can clearly see how his aerospace engineering background and knowledge of nickel alloys proves so important in winning AWI new business."



Angus Hogarth, Sales Director at AWI

The Italian Job

Italy is a massive area of opportunity for AWI and we wanted to build on the excellent work of our agent Stefano Cappelletti in building new opportunities by sending one of our sales team to meet existing and potential customers.

Tom Mander was given the 'Italian Job' and little did he know that this was to prove one of the more memorable European adventures thanks to 'The Beast from the East'. The winter storm that lay siege to the UK meant he had to face snow, wind and minus temperatures that disrupted travel considerably... however, our intrepid duo did not let it stop them from having a highly productive trip.



Tom Mander

During his week-long stay, Tom managed to visit 16 different companies, spanning the length and breadth of Northern Italy. All reported a very positive last twelve months of trade and all were planning for growth over the next year.

"Aerospace, in particular, appeared to be a very buoyant market in Northern Italy and that reflects what we are seeing in other parts of the world," explained Tom.



Stefano Cappelletti

"It was my third visit here and, despite the inclement conditions, it was one I really enjoyed. We met some great people, discussed exciting projects and also had the odd opportunity to sample some excellent local food."

He concluded: "What was especially encouraging was meeting firms who don't necessarily buy from us right now, but are looking to become more involved in Nickel alloys – the scope for us to do business together in the future is extremely promising."

AWI coming to a screen near you

There has been a touch of Hollywood at our factory in Brierley Hill recently, with a film production company appointed to produce a new corporate film for us. Two days of filming has been completed to highlight our capabilities and what makes AWI different to our competitors.

The film will become an important marketing tool that all of our sales staff and international agents can use.

Tom Mander, Sales Executive, added his support: "We are very excited to see the finished product as everyone got really involved in the filming. It will tell the AWI story perfectly and plans are in place to translate the video into ten different languages."



NEW FACES

Two new employees have joined the Alloy Wire International family in the last six weeks as we look to build on new opportunities, whilst continuing to deliver the quality and delivery performance you have become accustomed to.

24-year-old Jonathan Burton has joined us to work in the dry drawing department predominantly, whilst Paul Chatterley will take his place in the internal sales team to support Angus Hogarth, Tom Mander and Stephen Olley with customer visits and exhibitions.

Both of our new employees are friendly, dynamic and ambitious and will fit perfectly into our team and the way we do business.

Paul Chatterley (Sales Executive) & Jonathan Burton (Wire Technician)

Good luck Natalie

As many of you will know, Natalie is currently away from the business for a year on adoption leave and we are pleased to say things are progressing well.

Along with her husband Mike, they have adopted a one-year-old girl called Ruby and are enjoying getting to know each other and spend lots of family time together.

Everyone at AWI wishes them well and we hope to see Natalie back with us in February 2019.



It's good to talk, so keep in touch!

We want to continue to be able to tell you all about AWI, our products and exhibitions we are attending.

To make sure we comply with GDPR, opt in to future communications from us, by visiting:

alloywire.com/signup

SOUTH AMERICAN BOOST

We are delighted to announce that we have a new international agent, with Gabriel Pistillo agreeing to join our 45-strong network.

Gabriel, an international specialist in metals, will be responsible for growing sales in Argentina, Chile and Uruguay and brings with him extensive experience in steel, wire, ferroalloys and industrial commodities for steel making.

Gabriel, who can speak English, Italian and Spanish, said: "This is a very exciting opportunity and I'm looking forward to taking AWI's capabilities into a new part of the world. There is definitely



demand for the quick lead times and a large range of high quality Exotic alloys in these countries."



WEBSITE SUCCESS

Translating our website into lots of different languages seems to have been a big success, with web traffic in April up by nearly **2400 visits**. North America was up the most at **634**, followed closely by the UK (287), Japan (252) and France (231). All of this has resulted in new leads and new customers.

THE FINAL WORD

"£10m of annual sales is a major milestone in the Alloy Wire International journey and we want to thank all of our customers for their continued support. Here's to the next big milestone!"

