

# WIRECOMMS

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The Customer's Newsletter



## Stepping on the gas at Houstex 2017



The exhibition stand doing its job

**'This is just what I need!', 'you can supply it in that form', 'really, delivery is that quick' ...these are just some of the comments our representatives received when AWI exhibited at Houstex 2017 earlier this month.**

Footfall to our stand was up again and, despite the oil and gas industry still in the early throes of a revival, there was plenty of interest in our materials and a number of new applications visitors enquired about.

We also spoke to a lot of new customers who were frustrated with extended delivery times from current suppliers, giving us the perfect opportunity to talk about our commitment to getting them their wire within 2 weeks on most standard orders and, for those truly URGENT deliveries, our 'Emergency Manufacturing Service' (EMS).

Angus Hogarth commented: "It's not as big as the Oil Technology Conference also held here in Houston, but we do get a lot of engineers come to Houstex that perhaps wouldn't go to OTC."

"This provokes a lot of interesting conversations and this time around there were discussions about tighter dimensional tolerances and corrosive environments, whilst a couple of delegates were delighted that we could do so much more than just round wire on a spool."

Once again visitors and fellow exhibitors were very impressed with the visual AWI booth and were particularly intrigued with the Touch TV. This gave them the opportunity to independently explore and learn about Alloy Wire, what makes us positively different to our rivals and the technical data of our alloys.



Engaging with customers



"Apparently not all visitors are as friendly as those going to the Houstex Show!"

### Exhibitions

**21 – 23 MARCH Stand M86**

Southern Manufacturing & Electronics  
Farnborough, UK

**1 – 4 MAY Stand 7443**

OTC (Oil Technology Conference)  
Houston, USA

**4 – 10 MAY Stand C02**

Interpack 2017 – Hall 1  
Düsseldorf, GERMANY



# ALLOY SPOTLIGHT

After a period of uncertainty, the oil and gas industry appears to be coming back to life and demand from customers in this sector is growing by the month.

With this in mind, we have increased our stockholding in some of the key alloys used in this industry, with more than 40 tonnes of Phynox, X-750 and Inconel 718 currently available from our facility in the UK.

With a combination of cold work and heat treatment, we can usually supply material in a condition suited to meet the customer's required properties.

## PHYNOX

Size range 0.025mm – 21.0mm

### KEY FEATURES

- Corrosion resistant
- Age hardenable
- Non-Magnetic
- ANSI / NACE MR0175 / ISO 1516-3:2015 compliant

## INCONEL X-750

Size range 0.025mm – 21.0mm

### KEY FEATURES

- Corrosion resistant
- Age hardenable
- High temperature resistant
- ANSI / NACE MR0175 / ISO 1516-3:2015 compliant

## INCONEL 718

Size range 0.025mm – 21.0mm

### KEY FEATURES

- Corrosion resistant
- Age hardenable
- High temperature resistant
- ANSI / NACE MR0175 / ISO 1516-3:2015 compliant

For further technical information on INCONEL X-750, 718 & PHYNOX, please visit our alloy wire range page on our new website [www.alloywire.com/#range](http://www.alloywire.com/#range)



## STOCKING UP BY 33%

We appreciate how important it is for customers to have access to their wire when they need it most and that is why we have decided to increase our stockholding by 33%.

This means we now have up to **160 tonnes** of stock at any one time, meaning clients can choose from our extensive range of alloys and receive delivery within two weeks.

Furthermore, all of our material is from an EC origin and DFARS compliant ensuring the highest quality finish and performance.

## High performance Alloy 25

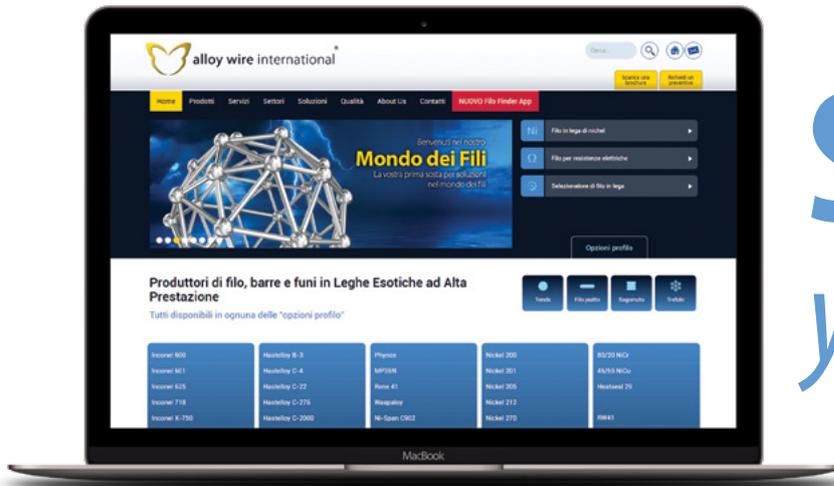
Alloy 25, a high performance alloy is now available up to 10.50mm annealed and 0.025mm to 9mm spring tempered.

## Top marks for Health & Safety and Environmental performance

We are delighted to announce that we have been re-approved for the OHSAS 18001 and ISO 14001 accreditations, marking a successful twelve months when it comes to Health & Safety and Environmental performance. This was a complete team effort, with every member of staff contributing to the audit, which lasted two full days.

In addition to meeting all of the necessary standards, the company was praised for achieving zero environmental complaints and the excellent commitment of the management team to the process.





# Speaking your language

## Alloy Wire now exports to 52 countries as our global reach enters four new locations, including the Dominican Republic, Nepal, Peru and Oman.

In order to make sure we effectively communicate to our international customer base, we have taken the decision to translate our UK site into ten other languages, with the first three now completed for Germany, Italy and North America.

We are working with our agents and a specialist translation company to ensure all of the information is transferred over and reflects any local nuances, including the potential to upload latest agent news. In addition to the translations, the website will also host the 'Wire Finder' app giving visitors the chance to search for their material by checking alloys typically used in sectors or to deliver specific solutions. This is easy to download and can be used on both iPhone and Android.

The next tranche of translations for the website and App is likely to include Chinese, French, Thai and Japanese.

## Taking to the road in France and Belgium

**Our Sales Executive Tom Mander was joined by Fabienne Meyer (from our French agents Ropa Stahl) on the trip, which was designed to give us the chance to catch up with established and new customers and provide them with an update on our planned activities in 2017.**

We were able to go through the increases in our stockholding, the additional alloys we've added to our range and investment in new machinery that is now allowing us to offer bigger profiles.

There was also considerable interest in our Emergency Manufacturing Service (EMS),

which gives clients the chance to select their material in any shape or size and have it produced and delivered to your door within a matter of days.

"We have definitely noticed a more optimistic outlook across our clients in France and Belgium, with many reporting a good start to 2017 after a solid previous 12 months," commented Tom.

"The trip started off in the East of Belgium, moving down to Paris before finishing in the South East of France. 17 meetings were conducted in total and we saw firms involved in supplying oil and gas, nuclear, aerospace and renewables."

**5 days, 17 visits, 3 flights and more than 3100 kilometers travelled... that was just some of the statistics from Alloy Wire's latest tour of clients located across France and Belgium.**

He went on to add: "Both countries share a real desire for exacting quality, competitive pricing and working in close partnerships, business philosophies we share at Alloy Wire. There also appears to be a real optimism to grow and we look forward to supporting these ambitions."

"Our agents did a great job of designing an action-packed business itinerary, although there was still time to enjoy a little bit of the local culture!"

Alloy Wire is expecting to grow market share across France and Belgium this year and is interested to hear from potential new clients looking for a world class supplier of precision round, flat & shaped wire.



# Taking 'Wire' around the world

**Alloy Wire will be traveling all over the world soon, showcasing the 60-strong range of alloys to a global audience of more than 15,000 people. Over 15 members of staff from three of our offices will be present at Southern Manufacturing & Electronics in Farnborough, OTC Houston and Interpack 2017 in Dusseldorf, as we look to forge new partnerships with clients in offshore technology, processing and packaging and high value engineering.**

Our experts will be on hand to talk through our range of wire, which, thanks to a £150,000 investment in machinery, is now available in bigger cross-section wire profiles of up to 100mm<sup>2</sup>.

Angus Hogarth, who will be present at two of the three exhibitions, commented: "Southern Manufacturing & Electronics is one of the fastest growing UK shows and we'll be taking our biggest presence there yet, with a special focus on meeting potential customers in the aerospace sector. "Then in May we've got two huge shows in Houston and Dusseldorf where we're expecting huge interest in our capabilities. Oil and gas is really starting to pick up pace again and our electrical resistance wire expertise is used by processing and packaging specialists for plastic bag welding and hot wire cutting."

He concluded: "Interpack is held once every three years and is the largest packaging exhibition in the world. It is spread over eighteen huge halls... it's an experience in itself."

**60**  
ALLOYS

GLOBAL AUDIENCE  
**15,000 PEOPLE**

**15**  
OVER 15 STAFF



## Alloy Wire launches new APP

**We are always trying our best to make life easier for our customers and have again listened to what you want with the launch of our first ever Alloy Wire 'app'.**

Over the last four months our technical experts have been working with our sales team to develop an interactive database of all of our materials, their properties and the applications they are best suited to.

The web-based app, which has also been designed for mobile devices, allows users to search for the type of wire they need by sector (aerospace, oil and gas and

nuclear) or by solution, such as strength, sub-zero temperature, electrical and heat, corrosion and water resistance.

"We've got over 60 different alloys in stock at any one time and we need to make sure our clients get the material that best suits their manufacturing requirements. The app will help us do just that," explained Mark Venables, Managing Director.

He concluded: "It is available on your desktop computer, tablet and mobile and, in addition to the database, will provide a whole host of information on each alloy. This includes a brief description, key features and profile options, with an easy enquiry form readily available to log your interest."

The 'Wire Finder' App is available now with plans in place to translate the app into a range of other languages.

**Downloading couldn't be easier, just go to [www.alloywire.com](http://www.alloywire.com) and click on visit the app. You can then add it to your home screen on your iPhone or Android.**



Andrew Du Plessis, Mark Venables and Natalie Baker showing off the App.

**THE FINAL WORD**

"We would like to thank all our customers for their continued business. We hope to see you at the various exhibitions around the world this summer, look out for our e-shots and adverts to see up and coming dates"

