

WIRECOMMS

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Customer Newsletter



New summary brochure set for launch



The AWI technical brochure is one of the most eagerly awaited publications of the year for the wire industry, but we have had some feedback about it being a bit too big to fit in luggage.

Now we don't want to cut down on the depth of information in there, so we've taken the decision to produce a summary brochure that will give delegates and potential clients an instant reminder of what we do, how we do it and some of the unique capabilities we offer.

This latest marketing document will be launched at Offshore Europe in September and will also be sent as an e-shot next year to thousands of customers on our database.

Natalie Baker, Sales Executive, said: "One of the things we do really well is listen to our clients and a lot of them were telling us that whilst they loved the technical brochure, they would prefer it emailed to them so they didn't have to carry the 85-page publication around with them."

The new brochure is coming very soon

"We recognised that, but also wanted to ensure that any potential customers didn't forget about us when visiting us at exhibitions. The perfect solution was a professional summary brochure, which includes information on some of the wires we supply, the applications they can be used in, the industries we support and the wealth of technical knowledge we have at AWI."

➤ To request a copy of the summary brochure when it is released, please email sales@alloywire.com

Welcome Scott Smith!

Due to continued growth in sales and enquiries, we are delighted to announce the appointment of Scott Smith to the Alloy Wire team here in Brierley Hill in the UK.

He will co-ordinate the despatch/shipping of all customer orders, as well as working with the sales team to support their efforts in achieving rapid quotation turnaround and prompt processing of client requirements.





Strong interest at Interpack 2017

Interpack 2017 in Düsseldorf lived up to its reputation as being one of the world's biggest and busiest packaging shows, with AWI staff taking an impressive 300 new contacts during the seven days.



A brilliant show at Interpack 2017

This is a record number for Alloy Wire International and interest came from every part of the globe and for a whole host of applications, including wire for cutting food products, plastic bag sealing and for cutting through polystyrene. We even had one customer enquiring about material for dissecting pineapples – a first for us!

There was also strong interest in our ability to supply electrical resistance wire from 0.025mm to 3mm for heat sealing machines, from as small a quantity as 3 meters and the fact we can deliver within three weeks of orders being placed.

Angus Hogarth, Sales Director at AWI, picked up the story: "Six of our experts were on hand to meet people and discuss specific requirements and we were really impressed with the level of interest – in fact, it took us more than a week to go through all of the leads."

He continued: "There was a real international presence at the show, with 170,000 visitors from 190 countries across the 18 exhibition halls. We met with potential clients from around the world, including China, Greece, India, North American and Puerto Rico with a common desire to buy a quality product."

AWI again received lots of plaudits for its stand, with the vertical design helping us stand out from the crowd, whilst the new video presentations detailed all of the different applications for our resistance wire.



Show in Shanghai

Alloy Wire International's expansion in the Far East gathered pace in June, when we exhibited in China for the first time.

Teaming up with our representatives Shanghai Epad Int, we took a presence at the Advanced Material Exhibition in Shanghai and were delighted with the positive response.

Invites were sent out to both existing and potential customers and many took up the opportunity to meet us face-to-face and learn more about the products we provide and the technical support we offer.

"The AWI brand is becoming more well known in China and this exhibition has helped reinforce its popularity," explained Candy Chen of Shanghai Epad International. "It was an ideal place for us to exhibit because it attracted visitors from the many different market sectors we are currently involved in, such as advanced materials, heating wire and sealing materials.

"Visitors to the stand were looking for wire that is corrosion resistant, can be used in heated elements or welding and much more." Candy concluded: "Overall it was a success and, as a result, we will be attending other exhibitions around China to continue the growth of Alloy Wire International and Shanghai Epad International."

Next exhibition for AWI is Shanghai Wire Expo 2017 20th – 22nd Nov, where we will be situated at Stand D071 in Hall W5.

Shanghai Epad International will be representing us again and our UK Sales Director Angus Hogarth will be travelling to China to support their team. More details on the event can be found at www.wireexpo.net.



Up coming Exhibitions

5 – 8 SEPT 2017
Stand 3D11

Offshore Europe
Aberdeen, UK

3 – 5 OCT 2017
Booth 631

SMI Metal Eng. Expo
Connecticut, USA

1 – 2 NOV 2017
Stand M52

Advanced Engineering
Birmingham, UK



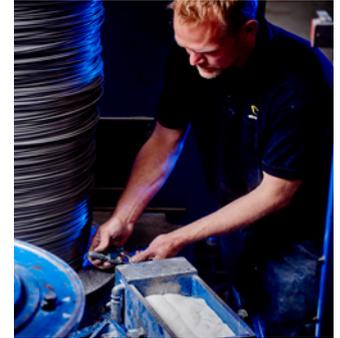
Bespoke tensile range

Alloy Wire International can alter our manufacturing processes to achieve a tensile range to suit the design of the finished component, a spring for example.

The standard tensile ranges found on our Technical Data Sheets can be increased, decreased or supplied with a tighter range depending on bespoke requirements. Our Technical Director Pete Lambe can help customers to find a tensile that is best suited to their desired application. Contact petelambe@alloywire.com



Pete Lambe, Technical Director



Matt Cobb, Wire Drawing Technician



Larger diameters, anyone?

AWI is continually looking to improve the diversity of its wire and is now offering a lot of alloys in wider diameters.

This will help us capture more of the market, which previously we were unable to service. The two latest alloys to benefit from larger diameters are:

Titanium Grade 5 (6Al/4V) (IMI 318) now available from 0.80mm – 8.80mm in the oxidised annealed condition and 0.80 - 6.40mm spring temper/hard drawn oxidised condition.

Titanium Grade 1 (99% Ti) (IMI 115) and **Titanium Grade 2 (IMI 125)**, now available from 0.80mm – 8.80mm in the oxidised annealed condition and 0.80 – 6.40mm spring temper/hard drawn oxidised condition.

International agents visit AWI UK

We had the great pleasure of welcoming Stefano Cappelletti and Michelle Nichols to the UK in July as part of our ongoing commitment to ensuring our international agents are up to date with our capabilities and recent investments.

This involved a complete factory tour that included looking at production processes and raw material, as well as recent improvements to our quality and testing department. The agents for Italy, Portugal and Spain and the US and Canada respectively also spent time with our sales team to understand how we handle enquiries, quotations, ordering and dispatch.

Mark Venables, Managing Director at AWI, commented: "The main reason for organising Stefano and Michelle's visits were to refresh and expand their knowledge

of Alloy Wire's products and processes, especially considering we have invested more than £700,000 in new equipment over the last few years.

"They are both doing an excellent job in their territories and their trip to the UK will complement existing knowledge so they can offer an even better level of service to existing and new customers. The tours are something we'll look to offer to other international agents going forward." Stefano, who has been representing AWI since 2005, said: "I had three fantastic

days here and the trip was very useful in terms of developing my knowledge and understanding all of the different products/technical expertise we can offer. It was also good to spend time with all the staff in the UK, you've got a great team of people there!"

Michelle concluded: "I really enjoyed going around the factory and understanding, in detail, how we make things and how some of the recent investment has expanded our capabilities. It will certainly help when answering customer questions going forward.



Stefano Cappelletti, Agent for Italy, Spain and Portugal



Michelle Nichols, Agent USA & Canada

"Meeting Pete and his team was also very beneficial. It was great to see how we review orders and the effort and diligence that goes into ensuring we only send out products that are 100% to specification."



Great trip to Germany and The Netherlands

In early July, Eva Lorenz of Ropa Stahl and Tom Mander of Alloy Wire International embarked on a week-long tour of north-west Germany and The Netherlands, taking in many meetings with existing and potential customers.

“The action-packed trip comprised of visits to a variety of different types of manufacturer, stockists, traders and agents. We were really pleased with how the trip went and the feedback from our visits was very positive...encouragingly, economic confidence in both countries appears to be high, with many predicting a good second half to 2017,” explained Tom Mander, Sales Executive.



Business as usual

There's no summer shutdown for Alloy Wire International. We'll be working hard to ensure your products continue to reach you quickly and in world class condition.

2017 has seen somewhat of a resurgence in the oil and gas sector and we are looking to build on this when we exhibit at Offshore Europe in September.

Members of our sales and technical team will be travelling up to Aberdeen and manning Stand 3D11 at the event, which runs from the 5th to the 8th.

We are looking forward to discussing our stockholding capability, our Emergency Manufacturing Service and our ever growing range of alloys, which includes MP35N, Nimonic 80A, Inconel 625, Inconel 601, Haynes 282 and Stainless Steel 304.

“AWI already has a long list of customers in the offshore sector and supply wire all over the world for use in the production of springs, valves, machined parts and shear pins. These are used in some of the most demanding and corrosive environments in the world so we have to ensure high performance and durability,” pointed out Angus Hogarth, Sales Director at Alloy Wire International.

“It has been two years since the last Offshore Europe event and in that time we have increased the diameter of a lot of our products making them more versatile. Why not visit us in Aberdeen to see how that might work for you?”

Alloy Wire will be on **Stand 3D11** at SPE Offshore Europe. For further information, please visit www.alloywire.com or follow [@alloywire](https://twitter.com/alloywire) on twitter.

**THE
FINAL
WORD**

“A big thank you for your continued support and a reminder to give feedback on the service and products we provide. We like to listen; it helps us to deliver exactly what you want and need.”

