

WIRECOMMS

t: +44 (0)1384 262022 e: sales@alloywire.com w: www.alloywire.com Narrowboat Way, Hurst Business Park, Brierley Hill, West Midlands, DY5 1UF, UK

The Customer's Newsletter



WIRE & TUBE, DÜSSELDORF SHOW REVIEW

Alloy Wire hails best ever 'Wire 2016'

Alloy Wire saw more than 250 serious enquiries during the five day show, with interest for its extending range of exotic Nickel alloys coming from all corners of the globe, including Australia, Japan, the US and Europe. They came from customers in the automotive, aerospace, defence, medical and nuclear sectors, with oil and gas the only sector showing small signs of depression.

Mark Venables, Managing Director confirmed "Wire 2016 was definitely the biggest and the best yet in terms of getting so many quality suppliers, customers and agents together in one venue. This is our premier show of the year and this is reflected in the level of investment we have put in to creating a high profile presence and the fact we have many of our international agents here to build relationships and talk to visitors.

Enquiries came from all over the world and having a vast array of our colleagues on hand was great to help interpret and translate conversations. The exchange of thoughts and ideas flowed freely and I'm sure will lead to orders."

Over 50 different metals – including the recently added Nitronic 50^x (0.025 to 5.50mm) and Super Duplex (0.025 to 6.50mm) – were on display at the new stand, which caused a lot of interest at the show. Visitors were impressed with the sleek design, clean look and the 55 inch touchscreen that allows you to look at the history of the business, the markets it serves and the expanding product range.



The amazing AWI stand at WIRE & TUBE 2016

Angus Hogarth, Sales Director said "The new stand really made an impression, with visitors saying it was one of the best they had seen at the show – some even requested pictures! Wire 2016 was also a great place to launch our 84-page technical brochure,

with 100 given away during the 5 days and another 150 requesting the publication to be sent in the post."

Thank you to all our agents for their fantastic support at the show!

Exhibitions

OTC 2016
2nd-5th May

NRG Park / Houston, Texas, USA

NRG Arena
Booth #8847

www.otcnet.org



Farnborough 2016

July 11th - 17th

STAND 1/B90 MAA Pavilion

www.farnborough.com



11-17 JULY 2016

x Trade name of AK Steel.

INSIDE THIS ISSUE

■ NEW DIAMETERS FOR ALLOYS

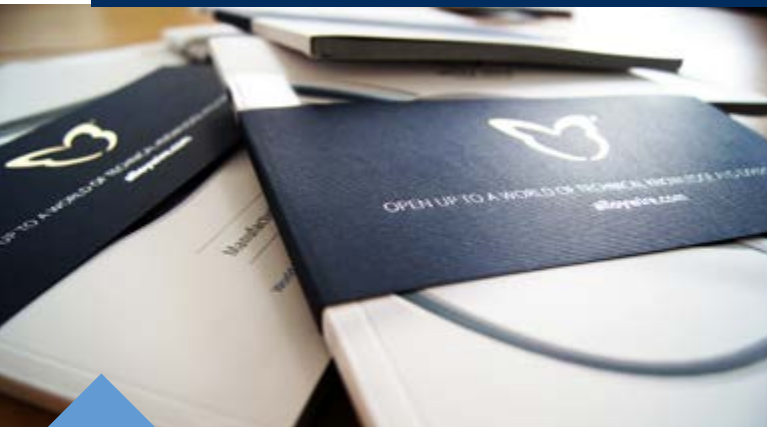
■ NEW STAFF JOIN AWI

■ EUROPEAN CUSTOMER VISITS

■ NEW MOBILE APP FOR ALLOY WIRE



NEW TECHNICAL BROCHURE



Alloy Wire are excited to release the latest Technical Brochure, which was unveiled at the WIRE show in Düsseldorf last month.

This edition is the biggest we have ever produced, with 84 pages and it has more information about our products and services than ever before. A full overview of our vast product range and detailed technical specifications of over fifty different nickel based alloys will help you choose the right alloy for your application.

To request your copy please contact sales@alloywire.com

GO LARGE with our new diameters

Alloy C-22  9.50 mm Ø

Titanium Grade 5  9.00 mm Ø

316 Stainless Steel  10.50 mm Ø

4 NEW STAFF JOIN THE AWI TEAM...

Alloy Wire continues to invest in the future with its four new employees over the last twelve months. The blend of youth and experience is key to building for the future and complementing our very experienced workforce.

EUROPEAN CUSTOMER VISITS

SWITZERLAND & AUSTRIA
8th – 11th February

Tom Mander linked up with Michael Sonntag of Ropa Stahl for the first time, for a packed 4 day tour of Switzerland & Austria. The pair enjoyed a successful time visiting customers from a variety of industries.

NETHERLANDS & GERMANY
28th February – 4th March

Back on the road with Ropa Stahl, Tom Mander joined Eva Lorenz to explore existing & potential customers in Holland before driving onto Germany to continue the good work.

Next AWI trip

Italy - Tom Mander will join Stefano Cappelletti 8th – 12th May
Portugal & Spain – Angus Hogarth will join Stefano Cappelletti in June



Stephen Olley – Sales Executive
e stephenolley@alloywire.com



Andrew du Plessis – Technical Executive
e andrewduplessis@alloywire.com



Joe Coy – Apprentice Wire Technician

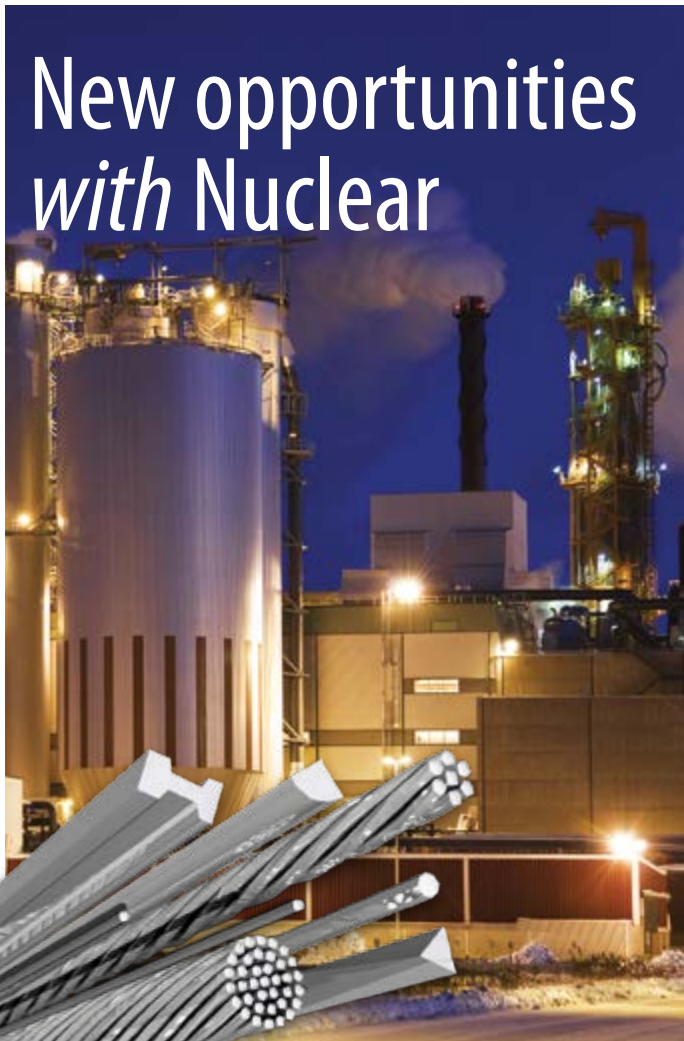


Adrian Howker – Wire Technician
e adrianhowker@alloywire.com

Celebrating 25 years

The team at Alloy Wire would like to congratulate Ropa Stahl our representatives in Germany, France, Austria, Switzerland and more recently Holland, Belgium and Luxembourg in achieving 25 years in business. Steve Parton and his team have helped AWI grow the customer base in these countries over the last 22 years. Well done Steve, Eva, Fabienne, Michael and Bob.





New opportunities with Nuclear

The Alloy Wire team continue to make progress on its F4N journey, an assessment by the specialists at Nuclear ARMC was very positive.



AWI were complemented on the improvements implemented to date and a further assessment is planned in June 2016 when we hope to be approved as a F4N supplier.

Alloy Wire has been supplying to the nuclear industry for over twenty years, but the "Fit 4 Nuclear" accreditation will allow us to be an "Approved Supplier" to this exceptionally high standard sector.

**THE
FINAL
WORD**

"The team at Alloy Wire would like to thank all our customers for your business. We will continue to do our best to exceed your service expectations"
Alloy Wire International – Manufacturing quality, delivering reliability

NEW APP

We are currently developing a new AWI mobile app which will make it easier for our customers to enquire and purchase products from us. Technical information about our nickel wire and services we offer will be available on the mobile or tablet. In future you will be able to keep up to date whilst on the move with the new Alloy Wire app.



SAMPLE BOX READY

We are delighted to announce our new sample box which will display a variety of our manufactured products. Our sales team and agents around the world will be able to show examples of our products when visiting customers. Wire sizes from .001" (0.025 mm) to .827" (21 mm) in a variety of shapes will be available to view.

AS9100 Accreditation retained



Aerospace & Defence

Following a successful three day audit in March, we are pleased to announce we have been re-approved with no non-conformances. Well done to the team at Alloy Wire for working to such a high standard.

