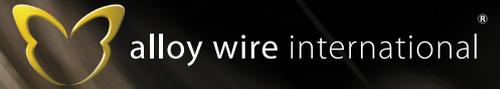


SUMMER 2021



# WIRECOMMS

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Company Newsletter



# WIRED *for good*

Celebrating 75 years  
in business with  
£1m investment

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COMING SOON

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MARY STEVENS HOSPICE



# 'Wired for Good'

AWI celebrates 75 years in business with £1m investment

2021 marks a milestone moment in our history, with Alloy Wire International celebrating 75 years of manufacturing 'High Performance' nickel alloys.

After discussions with staff at our West Midlands and Yorkshire sites, we have launched 'Wired for Good', a campaign that will see us boost our work supporting local charities and, importantly, committing to becoming carbon neutral.

This means all manufacturing, deliveries and even employee commuting emissions will need to be offset and we have partnered with a number of specialist organisations to achieve this, with the focus on woodland creation, solar/wind and sustainability projects.

Mark Venables, Managing Director of AWI, commented: "75 years in business is a major achievement and the last 12 months have certainly been some of the most challenging yet, with our staff going above and beyond to support the global fightback against the pandemic.

"Despite the challenges, sales have held up well and demand across 15 key market sectors has surged since January 2021 and this bodes well for our big anniversary year."

He continued: "We've got some really big plans for our birthday celebrations, including a £1million investment in new wet drawing machines and increasing our stockholding to 240 tonnes, the latter meaning we are able to offer our unrivalled two-week industry lead times.

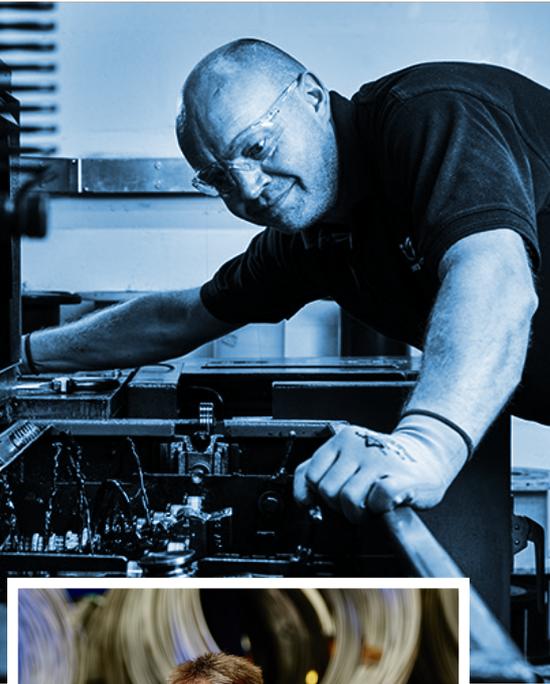
"We also wanted to do something different that makes a positive social difference. With sustainability on many people's agenda, we felt the time was right to become 'carbon neutral', a significant commitment when you consider we produce wire and export to over 65 countries.

"'Wired for Good' will govern all of our 75th activities and we're looking forward to announcing more positive projects in the coming weeks."

Alloy Wire International was founded in 1946 by John Stockdale in an old ambulance station in Old Hill in the Black Country.

The company's founding principles of 'manufacturing quality, delivering reliability' has stood the test of time and still remains a crucial part of how we deal with a global client base, spanning automotive, aerospace, medical, nuclear and oil and gas.

Today, the firm is employee-owned with most of the staff owning shares in the business, a decision made by existing Chairman Bill Graham and the current Senior Management Team.



Mark Venables, Managing Director

➤ "75 years in business is a major achievement and the last 12 months have certainly been some of the most challenging yet, with our staff going above and beyond to support the global fightback against the pandemic."



# AWI's new website is coming soon!

After months of preparation and hard work behind the scenes, we're delighted to announce that the new Alloy Wire International website will be live in a few weeks.

It uses more motion and interaction, sets clearer paths for users to navigate to the most relevant information and offers an informative resource for anyone with questions about High Performance exotic alloys.

Customer tools - including a wire specifier, application calculators and an online chat function - all lend themselves to our commitment to becoming an industry resource. Datasheets for every alloy are still available as direct downloads and the blog section is being used to delve into detail on specific topics authored by our in-house technical experts.

"It is equally important that the website captures the culture and people that are so vital to our business," explained Paul Chatterley, Sales Executive at AWI.

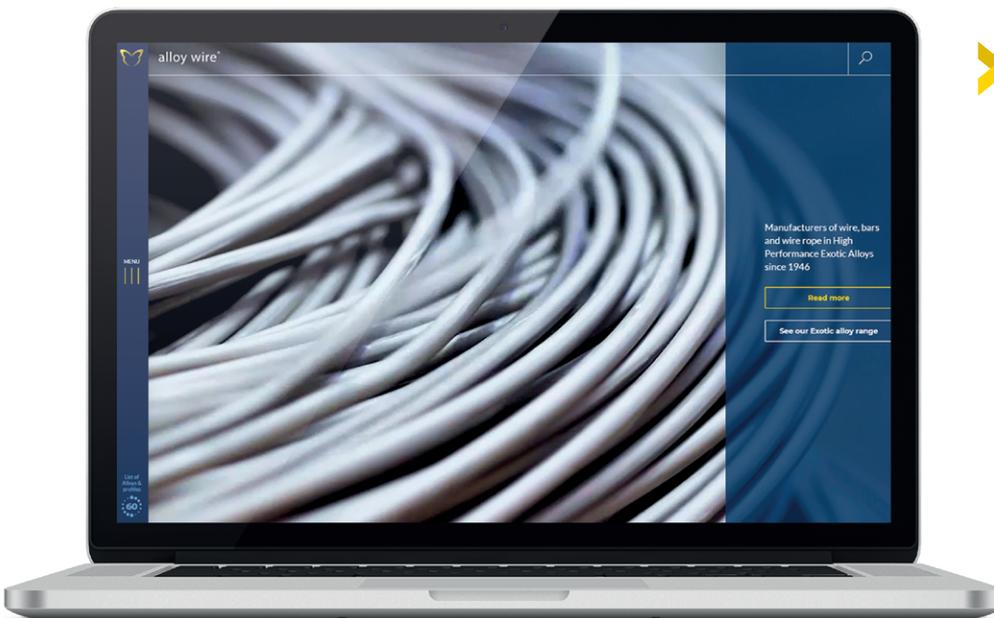
*"The website will continually evolve, with the next feature being an interactive facility tour that not only introduces departments and capabilities, but, over the course of the year, will look to introduce the people behind those functions."*

"An interactive timeline of the company's history has also been added to mark our 75th birthday in 2021."

**Let us know your thoughts and if we can improve our website to help you even further?**



Paul Chatterley, Sales Executive



**>** *"It is equally important that the website captures the culture and people that are so vital to our business..."*

- Wire specifier
- Easy site navigation
- Application calculators
- Online chat function
- Datasheets for every alloy

alloywire.com





# Turkish growth targeted with new international agent deal



Yusuf Gunes, Turkish Sales Agent

We are delighted to continue our global expansion after recruiting our 46th international agent.

➤ *"It is important that we invest in a local agent that will give us an even stronger presence in the area and Yusuf Gunes' knowledge and business experience will open up new contacts for us..."*



Angus Hogarth, R&D Director

Gürfil San.Ve Elek.Cih.Paz.A.S has been appointed to help us grow our Turkish business by 20% over the next 12 months, building on two years of strong activity in this territory.

Angus Hogarth, Director of R&D at AWI, commented: "It is important that we invest in a local agent that will give us an even stronger presence in the area and Yusuf Gunes' knowledge and business experience will open up new contacts for us, as well as meeting the requirements of existing customers."

He continued: "You can't beat having that country specific knowledge for understanding how the market will react to changes, new trends that are developing and where opportunities may exist."

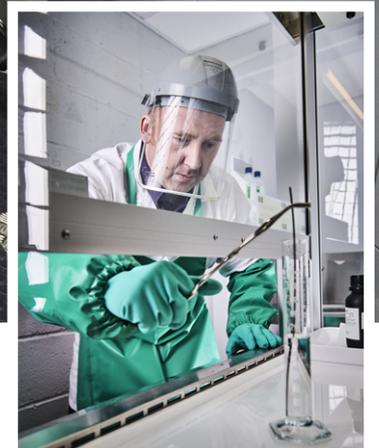
Yusuf Gunes went on to add: "I'm looking forward to travelling in Turkey and meeting with AWI's customers to find out how we may further help with their wire needs in 'Exotic' alloys such as INCONEL®, NIMONIC®, HASTELLOY, MONEL®, MP35N, PHYNOX and WASPALOY."

**20%**  
growth planned for our Turkish business over the next 12 months

"They are already used by manufacturers of springs, fasteners and mesh for example, with these materials often used because of their excellent performance in high temperature or very corrosive environments."



LEFT: Josh Handley, Testing Executive, CENTRE: Kevin Guest, Quality Executive, RIGHT: Lee Knight, Technician



## Introducing our new testing capability

Work has now been completed on our new testing room in the West Midlands, which will help shorten lead times on orders and reduce dependence on external test houses.

AWI's Technical Director Andrew Du Plessis and his four-strong team have designed and equipped the facility to include two tensile testers, a Micro-Vickers Hardness tester, Metallographic Preparation, Macro and Micro imaging and four lab furnaces to support heat treatment.

More than £500,000 has been invested in the project and it took over six months to complete the build and fit-out.

"We were increasingly asked for more testing as our customers strive for more exacting performance from the materials they purchase," explained Andrew.

"The decision was taken as part of an overall commitment to improve our service and the range of testing we can deliver in-house, and this is reflected in the level of investment and extent of capability we can now offer."

He concluded: "What this means to our clients is that we will have far greater control over testing and, I have no doubt, this will reduce lead times for them."

"Better imaging facilities will also significantly boost our R&D activity, so we can continue to bring new materials and services to market."

➤ *"More than £500,000 has been invested in the project and it took over six months to complete the build and fit-out."*





# Hospice becomes the first beneficiary

Alloy Wire International has announced Mary Stevens Hospice as the first nominated charity for our 'Wired for Good' campaign.

We have agreed to donate £7,500 and this money will help the organisation continue to provide a safe and compassionate environment for patients with incurable or life-limiting illnesses.

As part of the agreement, AWI will be the headline sponsor for the charity's 30th Anniversary Ball and a sponsor of the exhibition football match that will form part of the Hospice Summer Fayre due to be held in September 2021.

"We are passionate about our Black Country roots and wanted to support charities that make a real difference to the lives of local people," explained **Tom Mander, Managing Director Designate at Alloy Wire Int.**

"Mary Stevens Hospice immediately came to mind as we have been supporting it for over 15 years and recognise the outstanding care

and support it provides to individuals and their families at what is the most difficult time of their lives."

He continued: "The team all agreed to make it our first 'Wired for Good' charity and the £7,500 donation takes our total backing to the Hospice to more than £26,000."

Mary Stevens Hospice, which celebrates its 30th birthday in 2021, has continued to deliver its critical care and switched a lot of its face-to-face services to virtual catch-ups, including counselling, spiritual therapy and support with bereavement.

Ruth Longville, Business Partnership Fundraiser, was delighted to have AWI on board.

"Support from local companies, like Alloy Wire International, has been so important during the pandemic with an increase in donations or by finding other ways to support us during the pandemic."



For further information, please visit [www.marystevenshospice.co.uk](http://www.marystevenshospice.co.uk)



## New starter for PSW

Precision Shaped Wire (PSW) has boosted its workforce in June by adding **Hayden Teasdale** to its production team.

The 25-year-old, who is trained in CNC programming and forklift truck driving, will be responsible for operating wire rolling machinery, CNC lathes and the cylindrical grinder, as well as inspecting tooling and final products. He impressed the management team with his positive, can-do attitude and will be a welcome addition to the team, which is targeting strong growth over the next 12 months.

"I'm really looking forward to a new challenge at PSW and using my manufacturing skills to help the production team deal with additional demand for our services," added Hayden.

## THE FINAL WORD

*Tom Mander,  
Managing Director Designate  
Alloy Wire International*

"With UK Covid-19 restrictions continuing and the world at different stages of recovery, it feels like a strange time to consider celebrating an anniversary. However, June marks our 75th year as a company and these last 18 months have encapsulated – more than ever - what makes AWI special.

When the first lockdown arrived, our immediate thoughts were for the safety of our workforce and our friends and family. In true Alloy Wire International spirit, this soon changed to an overwhelming desire from the whole team and our agents to pull together to leverage our manufacturing expertise and material to support the global fightback against the pandemic.



This sense of togetherness and wanting to leave a good social footprint has long been in place and it's the adaptability and commitment of our employees that still drives us on today.

We can't do it without you though, so would like to thank all of our customers and sales representatives for their continued support and, in return, we promise to deliver the same support, technical expertise and quality of wire you have become accustomed to over the last 75 years."

