

# WIRECOMMS

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Customer Newsletter



## ANOTHER RECORD YEAR

**Alloy Wire International is delighted to announce its best ever performance in 72 years!**

We have secured sales of £11m, with significant increases in activity across all of our key markets, including aerospace, automotive, nuclear and oil and gas.

Our sales figures represent a 28% improvement on the previous year; this has presented an exciting and demanding challenge for our manufacturing and production team, who have used all of their experience, skills and insight to make sure we continue to deliver the highest levels of quality and delivery performance.

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**Mark Venables, Managing Director**, explained: "All of our customers are very busy and they want a supplier that will get them their material quickly and to the highest possible standard. Our lead times are the best in our industry, but it has been a challenge to keep them within the three weeks promise for the majority of the year. The only way we have achieved this is through our staff going above and beyond, not to mention a £3.8m investment.



Mark Venables with members of the production team

"This has meant we have over 200 tonnes of stockholding at any given time and this features all of the 60 nickel alloys in our range. It has been a great year and we expect 2019 to follow a similar path."

There are a number of exciting investment plans in place for the next twelve months, which will continue to see the development of a 'Super Fine Flat Wire' take up spooler, heat treatment furnaces and new drawing machines.



# Digitally speaking

More than 22,000 people have visited AWI's websites in October, a near 10,000 rise on the same time last year.

The UK continues to be a large market for AWI, but we have also seen significant growth in North America and Japan, whilst France, Germany, Italy and Spain are all performing above expectations – pushing total exports above 50%.

These figures, which include 106 leads and 234 app visits, reinforce our decision to invest significantly in our digital marketing, ensuring all of our key global sites are translated into their native language and that visiting engineers have easy access to the 'Alloy Technical Data Sheet' download facility.

The latter means they can take a two-page data sheet on any alloy and share with colleagues or customers to assist with their decision-making around material selection and product design.

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With so many AWI customers across Belgium, France, Germany, The Netherlands and Switzerland, the logistics can challenge the annual travel planning of even the most experienced AWI Sales Executive – not for our sales team at ROPA Stahl, who excel at getting around to see our customers in all these countries over the course of the year. Perhaps the outstanding performance of the European motorways helps here?

Face-to-face customer meetings are so important in improving the understanding of their specific needs, whilst building relationships based on trust and friendship. Massive thanks to our sales teams all around the world for their efforts in meeting so many AWI clients.

## GLOBAL SHOWCASE

2018 has been one of our busiest ever years when it comes to taking the Alloy Wire International message globally, with nine exhibitions completed to date.

We have visited four different countries across three continents, travelling 50,000 miles and meeting hundreds of visitors at events catering for the aerospace industry, spring makers, advanced engineering firms and the oil and gas sector.

It has been a real team effort, with our UK sales staff joined by our international counterparts to help us market the company in the native language of the show. This has definitely reaped dividends in generating new leads and forging partnerships.

**Angus Hogarth, Sales Director at AWI,** commented: "No matter which country we visited or which show we attended, the message was simple... customers are busy and looking for security of supply and quick lead times, something we can offer them in abundance."

"2018 also saw us take our first presence at Wire China and Japan's Mechanical Components & Materials Technology Expo. Feedback was very positive so we'll definitely be back at both of these."

4 DIFFERENT countries

ACROSS three continents

TRAVELLED 50,000 miles

Meeting 100's of visitors at events



## The Italian (Speaking) Job



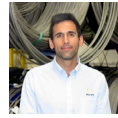
Stefano at the ANCEMM spring manufacturers meeting

At the recent ANCEMM meeting of Italian spring makers and businesses associated with the sector, Stefano Cappelletti was invited to give a presentation on nickel alloy wire for springs.

He explained to 75 people about the range of nickel alloys and the harsh environments they are subjected to as a spring, such as very high temperatures, extremely corrosive substances, or even a combination of both.

Stefano, who is AWI's Sales Executive for Italy, Spain and Portugal, talked about typical applications for these kinds of springs and the conditions that the wire is supplied in, including NACE.

He also mentioned how springs made in some of the age hardenable alloys are subjected to different heat treatments, in order to achieve the desired mechanical properties of the spring.



Bill Shields  
USA



David DiNuccio  
USA



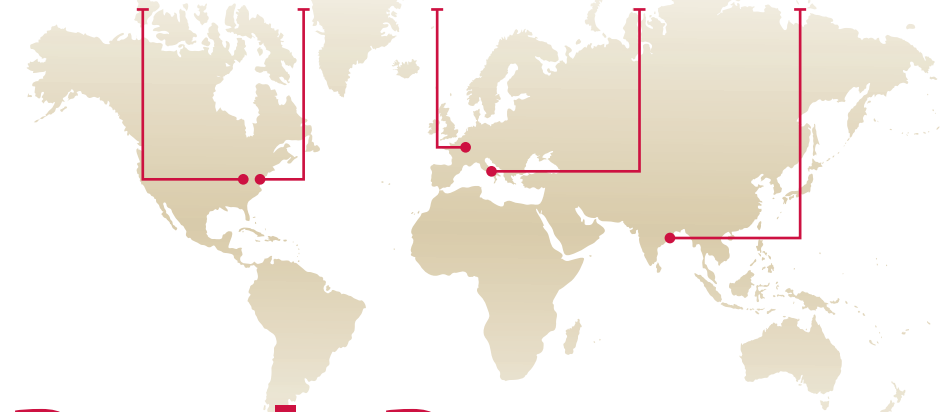
Steve Parton  
GERMANY



Stefano Cappelletti  
ITALY



Amit Banerjee  
INDIA



# People Power

People continue to be our biggest asset and we are committed to investing in the skills and personal development of everyone that works for AWI, both in the UK and overseas.

Our support staff visit our international sales teams throughout the year to make sure they are kept up to date with developments on production capabilities and market trends. This way, they can use the best information in supporting our customers.

Additionally, in-house training days have been given to sales teams at our HQ this year including visits from:

*Bill Shields (USA), David DiNuccio (USA), Steve Parton (Germany), Amit Banerjee (India) and Stefano Cappelletti (Italy).*



## Spare 3 mins?

We may not be heading for the Oscars, but the AWI video is certainly proving a big hit with customers.

The 3-minute video takes you on a journey through the Alloy Wire factory, revealing some of the processes and people that ensure we deliver the highest quality wire, quickly and in the batch quantities our clients demand.

In case you haven't seen it yet, please visit [www.alloywire.com](http://www.alloywire.com) and CLICK on the image in the rolling header banner. Feel free to share on social media and with your own contacts.



## Calendar on its way

Our marketing team have been working hard to come up with the creative concept for the Alloy Wire International 2019 Wall Calendar.

Now completed, copies of the calendar will be mailed out early December and we hope you like it as much as we do.

THE  
FINAL  
WORD

“Our customers, suppliers and staff have again played a key role in our record year. Thanks to everyone for your support, commitment and hard work in establishing AWI as the best in our marketplace – here's to everyone's success in 2019!”

