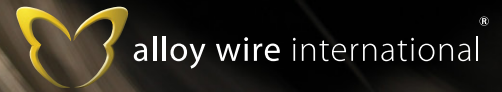


WINTER 2021



# WIREFCOMMS

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

Company Newsletter



## New Board of Directors announced

// Top story: page 2



**INSIDE THIS ISSUE**

■ £120,000 FACTORY REFURB

■ NEW ACCREDITATION FOR MEDICAL WIRE

■ WET DRAWING MACHINE INSTALLED

■ RUSSIAN AGENT APPOINTED



New Board of Directors announced as AWI plan for the future

# Succession Planning



Tom Mander (MD Designate)



Andrew Du Plessis (Technical Director)



Adam Shaw (Finance Director)

Alloy Wire International is continually planning for the future to ensure our business remains at the forefront of the wire industry. It is somewhat fitting then that in our 75<sup>th</sup> anniversary year, we have decided to supplement the existing Senior Management Team (SMT) with a number of new Director appointments that will pave the way for the next generation of leadership.

Mark Venables will remain as Managing Director for the foreseeable future, with Ian Fitzgerald continuing as Operations Director in charge of manufacturing and engineering and Angus Hogarth taking on the new position as R&D Director, responsible for new markets and materials.

The existing SMT will be joined by three new Directors in Tom Mander (Managing Director Designate), Andrew Du Plessis (Technical Director) and Adam Shaw (Finance Director). The trio have all been on a strong personal journey with AWI and are fully committed to the unique culture that has seen us move to a £11m+ turnover company supplying customers in over 55 countries.

**Mark Venables explained:** "We have built an incredible business that is a world leader in the supply of exotic alloys and it is vital that we have a succession plan in place well in advance, so we can build on recent growth and take advantage of new opportunities in both the UK and overseas. In Tom, Andrew and Adam we have three experienced professionals who are hungry to carry on the AWI journey and have fantastic skills in their specialist areas of sales, business strategy, finance and technical and quality."

*"We have built an incredible business that is a world leader in the supply of exotic alloys and it is vital that we have a succession plan in place well in advance."*

"They will continue to learn from the three existing Directors and also be encouraged to bring their own ideas and vision to the table. This is an exciting development for the business and one I hope that all of our staff, partners and customers will support."

*"These qualities are what makes AWI so special and we want to take these forward as we plan for the start of the next 75 years."*

**Tom Mander concluded:**

"Despite all of the issues of Covid-19 and Brexit, we still grew as a company and remained operational to supply our clients and, importantly, the NHS and other healthcare facilities across the world."

"These qualities are what makes AWI so special and we want to take these forward as we plan for the start of the next 75 years."



Mark Venables (Managing Director)



# £120,000 refurb for factory

## Creating a world class place to work and manufacture wire

Ensuring the safety of our staff and setting the foundations for future expansion has seen us complete a £120,000 refurbishment of our factory in Brierley Hill.

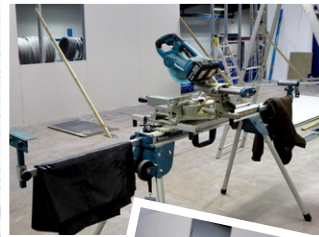
The work, which had started before Covid-19, trebles the size of our office space, as well as creating a new boardroom, kitchen area and mezzanine floor to help with storing additional spools of material.

**Mark Venables, Managing Director at AWI, went on to add:** "We have pressed ahead with plans to make some really important improvements to our offices and capabilities in the West Midlands. And this is just the start. We are about to extend the mezzanine even further and are currently building a new 'Die Room', which maintains the precision of all our wire drawing dies.

➤ *"And this is just the start. We are about to extend the mezzanine even further and are currently building a new 'Die Room'..."*

This means that all of the company's employees can safely work two metres apart and also gives them enough space to host international agents and customers when the time comes for face-to-face meetings to resume.

"Importantly, we are also creating a new metallurgical laboratory, which will allow us to bring some of the external testing in-house, such as macro examinations and grain size measurement. This will dramatically reduce lead times for our customers."



# Cyber Essential!

**We are delighted to let our customers and agents know that Alloy Wire International has achieved the Government-backed Cyber Essentials certification. So, what does this actually mean?**

Put simply, AWI has completed an independent audit of our IT systems and, following some minor software updates, we are protected against the world's common cyber-attacks, giving you confidence that your data is safe and that the supply of your wire is secure.

**The five controls we have in place are:**

1. Firewalls
2. Secure configuration
3. Control user access
4. Anti-malware
5. Phishing

We have also had 16 hours of external consultancy helping us to refine already robust systems.

In addition to reducing the possibility of a cyber-attack, AWI has also put itself in a position to be considered for Government contracts and open business opportunities.





# Medical quality standard delivers potential £1m boost



## Securing a new medical quality standard is set to open up a £1m opportunity for AWI.

Our quality and technical team took just nine months to refine our systems to achieve ISO 13485 - the quality standard for supplying medical devices. This accreditation is recognised throughout the world and means new and existing customers can purchase material from our two sites in the West Midlands and Yorkshire.

"Companies in the medical sector demand exacting quality, full traceability and superior performance, after all they are often producing devices that improve or save lives," commented Paul Chatterley, Sales Executive at AWI. "We had been aware for some time that our wire has been purchased to undergo further processing for use in this industry, but Covid-19 really brought it into focus how critical a supplier we could be to clients in this field."

He continued: "From supplying 5km of wire in unbelievably strict timescales for use in the Nightingale Hospital, to meeting the needs of a spring maker working with the Ventilator Challenge UK consortium, our team has really stepped up to the challenge over the last 10 months.

"ISO 13485 gives our clients peace of mind that we operate to the highest standards and we believe could deliver an additional £1m of sales in this sector."

➤ "We had been aware for some time that our wire has been purchased to undergo further processing for use in this industry, but Covid-19 really brought it into focus."



Paul Chatterley (Sales Executive)

## Knight in our shining technical department

We are delighted to welcome a new starter in our expanding technical department, with Lee Knight joining us from a global manufacturer of aircraft tyres where he was a senior member of the laboratory team.



Lee Knight (Technician)

The graduate in Material Engineering has a strong background in materials testing and development, working with a range of international specifications over the years.

He will help bring an extra dimension to our quality and technical team, who are in growing demand from customers looking to push the boundaries of performance with their wire.

## NEW WEBSITE

In a bid to give users, customers and agents the ultimate online experience, Alloy Wire International is redesigning and developing our website for launch in March 2021.

The website will use more motion and interaction, set clearer paths for users to navigate to the most relevant information and will become 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 AWI being a trusted industry expert.

It is equally important that the website captures the culture and people of the business and we will feature an interactive facility tour, which not only introduces departments and capabilities, but also the people behind those functions and who make us a world class supplier of wire in over 60 exotic alloys.



## New wet drawing machine up and running

Our bespoke German-engineered oil filled 'wet' drawing machine was delivered to us at the end of the year and we're delighted to say is now fully operational.

It is capable of drawing wire diameters from **1.6mm down to 0.6mm** through multiple diamond dies, with faster run speeds of up to 6 metres per second and laser guided traverse to achieve better quality spooling.

*"The investment will triple our capacity for the size range and can accommodate spool sizes up to DIN355 to enable us to deliver larger weight spools and for our sales team to quote for larger volumes."*

Andy Botfield  
Fine Wire Operative





# From Russia with Wire

As part of our international expansion, we are delighted to announce that Special Materials has been appointed as our dedicated local presence in Russia.

The company, which is a specialist in the supply of non-ferrous metals in wire, strip and tube, will help us meet growing demand from customers in this territory and hopefully open up new markets that aren't currently using our wire.

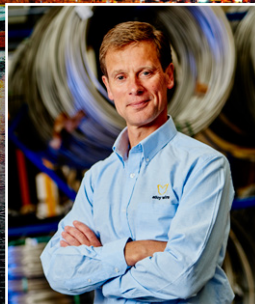
**Angus Hogarth, R&D Director**, commented: "Like many countries, Russia has its own specific requirements and this is where Special Materials and Alloy Wire International

will work well together because of a shared commitment to technical excellence and quick response times.

To support the appointment, we are investing in a dedicated Russian website and have committed to offering our full range of 60 alloys in any size between 0.025mm to 21 mm.

[alloywire.ru](http://alloywire.ru)  
[info@special-materials.com](mailto:info@special-materials.com)

➤ "To support the appointment, we are investing in a dedicated Russian website and have committed to offering our full range of 60 alloys in any size between 0.025mm to 21mm."



Angus Hogarth, R&D Director

## THE FINAL WORD

**Mark Venables**  
 Managing Director

"Well, who would have predicted the unprecedented events we had thrust upon us in 2020?

If it wasn't Brexit, it was Covid-19, lockdowns, social distancing, zoom meetings, no travel to meet customers, working from home... all in all, it was definitely a challenge.

In typical AWI style, we pulled together, supported one another and made great strides to keep the business operational, whilst moving forward with many new initiatives and improvements for the future.

We are not out of this pandemic yet, but I am really optimistic that, when we are, AWI will be in a really good position to support the market and our customers.

I would like to personally thank all of our clients, suppliers, sub-contractors and sales agents around the world and, of course, our very loyal staff for their support, co-operation and belief that we can get through this by working together.

Stay safe, stay healthy and let's hope for a better 2021."

