



alloy wire[®]
international

WIREFCOMMS

Manufacturing quality, delivering reliability

SPRING ISSUE 2024

Transatlantic Deal

We started the year with one of the biggest global orders in our history.

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Heading for Wire 2024



The biggest show in our sector’s calendar is just a few weeks away and we are looking to bring our 60-strong range of exotic alloys and technical services to a global audience once more.

We have invested heavily in creating a large stand again and visitors can come and talk to us on E26 in Hall 11 at Wire 2024, with experts from the UK and agents from Germany, Italy and the US set to be in attendance.

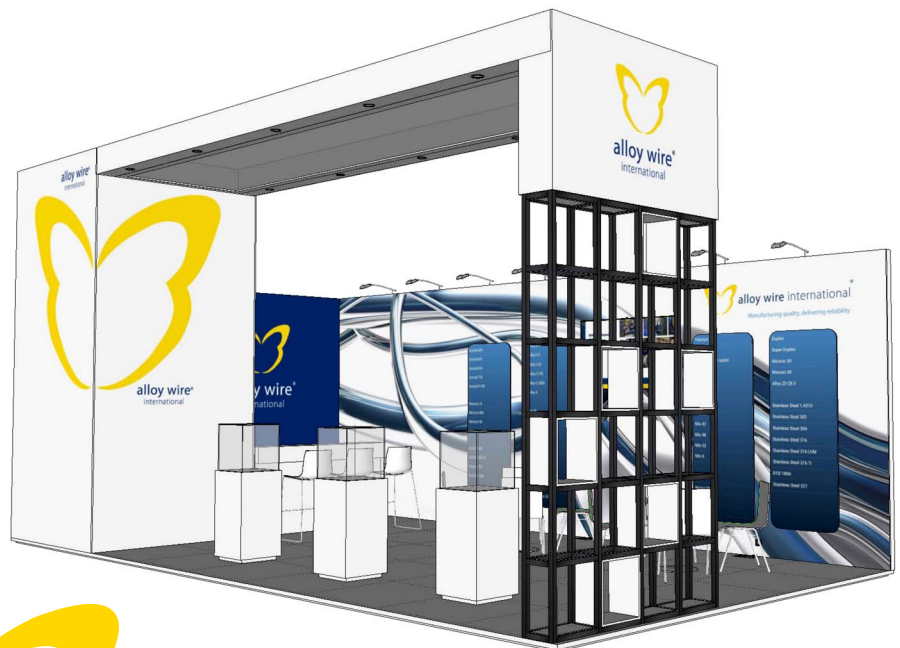
They will be able to talk through our investment in new machinery, our 400-tonne stockholding and our rapidly expanding testing department that can work with customers across 15 sectors to arrive at the perfect wire for their application.

“This is a very exciting time of the year, and all of the team are looking forward to travelling over to Dusseldorf to showcase what makes AWI different,” said Paul Chatterley, Sales Executive at Alloy Wire International.

“What we’ve noticed in the last twelve months is the level of technical support we are providing and the urgent need for

material, which we can meet through our 3-week lead times. Very few in our industry can match this.”

He continued: “Wire 2024 is a perfect opportunity to meet up with colleagues, suppliers and customers in Dusseldorf, as we look to champion the power of UK manufacturing to the world.”



DATES for the DIARY



22nd - 26th July 2024



2nd - 4th October 2024



3rd - 5th December 2024



Transatlantic Deal

Export is a big market for our business, and we were delighted to start the year with one of the biggest global orders in our history.

This saw us win a \$400,000 contract with a US springmaker to supply a high-strength nickel cobalt alloy.

The DFARS compliant material will be used in an aerospace application that requires heat and corrosion resistance, with AWI chosen for our world class quality and the ability to process the order in just a matter of weeks.

Andrew Du Plessis, Technical Director, commented: "This deal

illustrates how UK manufacturers can remain competitive through investment in the latest technology and a commitment to work with our customers to deliver exceptional technical advice and access to significant amounts of stock at short notice.

"The US order really does typify what AWI is all about. We received the enquiry about two months ago, went back quickly with a quote, agreed the deal, and processed the large quantity and despatched it in a matter of weeks."



NEW STARTER

We have a new face on the shopfloor, with Charlie Causer joining the Alloy Wire International family as a Wire Technician.

The 21-year-old, who was previously an installer of structural bases of outbuildings, is very eager to learn and embrace his new working environment and is already having a positive impact at our factory in Brierley Hill.

He's currently moving around the different functions in production, taking on the challenge of learning all the roles to better understand the inner workings of AWI.

Outside of work, Charlie enjoys fishing, golf and working out.





A Year in Review

Export successes and security of supply have been just two of the highlights of the first 15 months following our most recent MBO.

It has been a real whirlwind period. Since the deal went through, we have seen sales rise by £5m to £17.9m, making it the best twelve months in our 78-year history.

The senior management team feel the expansion is down to a resurgence in oil and gas and aerospace volumes returning after the pandemic, plus ongoing growth in automotive and new opportunities in R&D and space exploration.

They have also underlined the growing importance of AWI's commitment to its workforce, with every employee in the business now a shareholder.

We asked a few of our staff to sum up the last 15 months and what their highlights have been.



Hitting £17.9m in sales is a huge achievement, especially after the pandemic. The renewed focus on employee ownership is a great boost to morale and teamwork across the company. It's a great time to be part of the AWI team.

**Stephen Olley,
Sales Executive**



We've seen a surge in demand across the board, particularly in oil & gas and aerospace. It feels great knowing our hard work is paying off, and we're securing such important contracts.

**Lee Knight, Technical
Executive**



It's been incredible to see the company grow so quickly since the MBO. The atmosphere is fantastic, everyone feels invested because we all have a stake in the business now. It's a very exciting time to be involved!

**Ryan Cooper, Wire
Technician**



£400,000 Investment in New Machines

The production team is currently overseeing several new additions on the shopfloor, with a £400,000 investment drive continuing at pace.

A 4-spindle annealing line spooler is set to be completed imminently and will soon be joined by two single hole drawing machines

All these investments have been made to ensure we can provide increased capacity and shorter lead times, equating to an even better service for our customers.



On our Travels

It is important that we understand the local markets we serve and that is why we try to get out to see our network of agents as much as we can.

Already in the travel diary for the next eight months is Austria, Belgium, France, Germany, Italy, Netherlands, Switzerland, and the US.

Our touring party will consist of Paul Chatterley, Stephen Olley, Andrew Du Plessis and Oliver Smith, the latter set to make his

debut at our neighbours across the channel.

Whilst there will be lots of work, we will make sure we fit in some time to see the local attractions, with a walk planned for Milan city centre, lunch by Lake Como and some live sport in Illinois when we exhibit at CASMI Springworld.





Happy Anniversaries!

Two big work anniversaries took place recently, with Andy Botfield and Stuart Hardwick celebrating 35 and 25 years of service respectively.

The duo sum up perfectly what makes us different, pouring their hearts and souls into producing world class wire that saves lives, powers vehicle, finds oil and makes planes fly.

Andy started working at AWI at 16-years-old in fine wire annealing, moving to diamond die polishing and maintenance, then onto fine wire drawing.

He quotes drawing 0.025mm wire as his best achievement, which is 3 times finer than a human hair! Andy is still enjoying the day-to-day processes of Alloy Wire but mentioned the next milestone would most likely be retirement!

“Alloy Wire is like being in a family away from my family, with my colleagues always having my back and the company looking out for you – there’s not many businesses who do this.”

35 Years



Andy Botfield

25 Years



Stuart Hardwick

Stu also echoed the culture as one of the key benefits that has spanned his 25 years, firstly in dry drawing and then plying his trade in managing wire annealing.

“There’s a real community feel, and I don’t think you’ll find another employer who looks after you how AWI does. Many of my friends can’t believe the benefits we enjoy.”

Tom Mander, Managing Director, added his support: “You can’t understate the experience they have and the difference they make to our business.

“Andy has been integral to implementing new machinery with his unrivalled knowledge of wire, whilst Stu’s experience in creating process routes, progression of jobs and training new staff is vital to our ongoing expansion. A big thank you to both of them!”