



# WIREFCOMMS

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Customer Newsletter



## Overseas order boost for AWI



Mat Pearce - Wire Drawing

We have seen overseas sales grow by 10% in 2017 and now send more than 60 different 'High Performance alloys' to 55 different countries across the world. Norway has seen the largest increase, followed by Hong Kong and Taiwan, with Italy, Belgium and Mexico all represented in our top ten hot spots of client locations.

The export boom means 52% of our £9.5m turnover is now outside the UK and this could increase further with the appointment of three new agents in Brazil, Indonesia and South Africa.

"We have always been an international business and we wanted to step this up in 2017 by doing everything we can to support our network of 45 agents," explained Mark Venables, Managing Director of AWI.

➤ *"The export boom means 52% of our £9.5m turnover is now outside the UK"*

"This has included more significant investment in attending overseas exhibitions and spending a lot of time translating our websites, making sure they are easier to read when international customers are looking for a potential supplier.

"It is an approach that is working, with visitors to the translated sites growing exponentially. If you are going to be successful overseas, you need to invest time and money so that the local sales office has the right support."

## We're talking your language!

### Website translations

As mentioned in the main article, we have spent the last twelve months developing our international websites to make them easier to access and navigate for our global customers.



This has seen us replicate the successful format and content of **alloywire.com** in nine different languages, including:

**Arabic**  
**German**  
**Italian**  
**Japanese**

**Mandarin**  
**Portuguese**  
**Spanish**  
**Thai**

The feedback has been extremely positive and we have noticed increased traffic across all of these websites, leading directly to more enquiries and sales.

Keep your eye out for more translations in the coming twelve months, including Indonesian.



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## Up coming Exhibitions 2018

# Always looking ahead

2018 is shaping up to be another exciting year for Alloy Wire International, with a number of new developments planned as we look to reach our target of £10m annual sales.

As well as a number of strategic customer visits, our team will also be getting ready for Southern Manufacturing at Farnborough (6<sup>th</sup> – 8<sup>th</sup> Feb) and Offshore Technology Conference (30<sup>th</sup> April – 3<sup>rd</sup> May) in Houston. We also have Wire 2018 (16<sup>th</sup> – 20<sup>th</sup> April), the world's largest show for our sector, to start planning for. Initial stand designs have already been drawn up and we can confirm that we will have one of our biggest ever presences in Düsseldorf as we look to promote our capabilities to the global audience.

**Mark Venables, Managing Director of AWI, concluded:** "2017 has been a great year for us and we want to build on that momentum by making sure we are showcasing what we do in front of the most relevant audiences.



The AWI stand at Wire 2016

➤ "A big thank you for your continued support and a reminder to give us feedback on the service and products we provide. We like to listen; it helps us to deliver exactly what you want and need"

## Exhibition update

Alloy Wire has had a busy few months when it comes to exhibitions, both domestically and overseas.

Our UK sales team and international agents have been showcasing our wide range of alloys and technical services to more than 70,000 visitors at Advanced Engineering, Offshore Europe and SMI Metal Engineering Expo. We also strengthened our exposure in China with a presence at Shanghai Wire.

Across all exhibitions, the design of the AWI stand and touch-screen technology was praised by visitors, as was our ability to discuss applications, processes and technical questions posed by buyers, engineers and R&D specialists.

### Advanced Engineering

We discussed enquiries with engineers, technical specialists and metallurgists, which led to lots of different conversations that went into more detail on properties and potential applications.

Small quantities were also high on the agenda discussion, especially around those that could be used for R&D projects and where a few metres of wire or bar could be used to make a handful of components.

### SPE Offshore Europe

Whilst the number of visitors was down on previous years, there appeared to be a lot more focused delegates who were asking our three-strong team about our products and how they could be used in a host of applications. There were a lot of actual enquiries placed at the show.

### SMI Metal Engineering Expo

Small quantities and reliable supply were in demand by spring manufacturers coming to terms with busy order books.

### Shanghai Wire

This is only the second exhibition for us in China and we were really pleased with the level of interest in AWI. Our sales team in Shanghai had invited all of our customers to come and meet with us and we were amazed how far some of them travelled to take advantage of the invite.

During our time at the event, we had meetings with spring manufacturers, some metal traders and a variety of industries that use nickel alloy wire for specialist applications, including precision measuring and high temperature gaskets. We even had a visitor who wants to use AWI's high strength Hot Cutting wire in its expanded polystyrene production.



Advanced Engineering exhibition



The stand at SPE Offshore Europe



Shanghai Wire show



## A trio of new sales offices!

AWI is continuing to invest in expanding our global network of sales office by making a trio of recent appointments.

Simon Wintle, Carlos Faggiani and Fatony Wijaya will be looking after South Africa, Brazil and Indonesia respectively and will be charged with increasing our market share in these three growing areas for our business. They all bring with them considerable experience of the wire sector and impressive contact books that will hopefully open doors with new customers looking for faster lead times, the best quality alloys and the widest availability of stock available in industry.



Angus Hogarth, Sales Director at AWI, is delighted with the appointments: "We've been looking for representatives in these territories for some time and were put in touch with Simon and Carlos by mutual contacts who felt they would be a good fit."

"Fatony was slightly different as he approached us direct and impressed us with his enthusiasm, drive and eagerness to represent AWI. We do very little in Indonesia at present so felt it was worth taking a look at this market through a concerted approach on the ground."

He continued: "We welcome all three of them to our team and will provide them with the same level of technical support and marketing expertise as we do the rest of our 45-strong network of agents."

Stefano Cappelletti, currently our agent for Italy, Spain and Portugal, is also adding Greece and Albania to the list of countries that he represents. He brought it to our attention that many of the new generation of Albanians can either speak Italian or have, in fact, studied in Italy. With the success Stefano has made of his other territories we can only see positives in him broadening his reach.

## AROUND THE WORLD WITH ALLOY WIRE

Management and our sales team have been clocking up the air miles again over the last three months, visiting key customers in six different countries, across three different continents. This is what they found.



Mark and Pete



Fabienne and Steve by the Eiffel Tower

"We started in the Lyon region, before moving north to Paris and then East to Belgium, taking in 10 customer visits over an action-packed 5 days.

More than 2000 kms were travelled and we met with clients focused on nuclear, aerospace, engineering and space. Working with Steve Parton and Fabienne Meyer from Ropa, we were able to host a number of technical meetings with R&D specialists looking to purchase wire for exciting new projects.

Throughout the visit, our customers were unanimously pleased with our delivery and quality performance, coupled with our ability to change manufacturing processes to suit specific requirements.

Mark Venables and Pete Lambe



Tom Mander with Amit Banerje

"The mood over in India at the moment is one of patience and understanding. Business conditions are often challenging, but the relatively new government that came to power three-years ago is brimming with exciting ideas.

"Demonetisation of 500 and 1000 rupee notes, coupled with a unified, consistent Goods & Service Tax (GST) system, has slowed things down periodically. However, the good news is the government wants to make India more transparent and easier to deal with and new large scale projects are likely to be released in early 2018.

"Our quality and service was praised by all, with many customers expecting to place new tenders in the coming weeks and months."

Tom Mander

"My trip took me in and around Barcelona and gave me the chance to catch up with companies that I hadn't been able to meet previously. During the visit, it was clear that the automotive and mechanical industries were experiencing tremendous growth, yet few needed to or were prepared to look at Exotic Alloy applications. The focus is more on cheap prices and large orders.

There is still, however, plenty of opportunities for AWI in Spain. A lot of firms there are starting to invest in new high-tech products, especially those for the petrochemical processing, water treatment and chemicals sectors. These are all potential targets for our high quality wire!"

Stefano Cappelletti



Stefano





## Animal magic for the new calendar

AWI's 2018 calendar is set to feature animals from around the world in their native habitat.

The idea for the calendar was to create a visually appealing theme, which would also represent the different industry sectors and wire solutions our High Performance alloys relate to.

*Natalie Baker, Sales Executive at AWI, commented: "We are mailing over 2000 calendars to our customers, suppliers and Sales Offices worldwide for delivery in December. Our calendars are well received and, each year, the challenge is to come up with something both eye-catching and different that sparks conversation."*

To request a copy of the calendar please email us and we'll pop one in the post to you.

[sales@alloywire.com](mailto:sales@alloywire.com)

The Alloy Wire International UK office will be closed for Christmas from **12.30pm on Friday 22nd Dec 2017 to 8am on Tuesday 2nd Jan 2018.**

We wish all our customers a fantastic festive period and look forward to working with you all in 2018.



**THE  
FINAL  
WORD**

"We'd like to thank all of our customers for their continued business and look forward to working with you all in 2018"

  
alloy wire  
international