

WIREFCOMMS

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Customer Newsletter



What's in a tradename?

Words by: Andrew DuPlessis, Technical Executive, Alloy Wire (UK)

A tradename is the 'chosen' name registered by a company for a product they offer and, where AWI is concerned, this applies to the tradenames that wire suppliers give to their alloys.

If a name is registered to a supplier another supplier must use an alternative name, unless re-selling that supplier's wire.

A different tradename does not affect the alloy chemical composition, as these are typically defined by international standards and specifications, but it can result in some confusion when someone asks for a material by a different tradename to one that is listed on our website.

A common example of this is the Cobalt-Nickel-Chrome alloy UNS R30003, which is called both Phynox and Elgiloy. Often customers have heard of Elgiloy, but do not know that Phynox is identical – apart from the name.

A few of the more common examples which often crop up are listed below:

Tradename		AWI name reference
Kovar	=	Nilo K
Haynes 25/L605	=	Alloy 25
Nichrome/Brightray C	=	80/20
Constantan/Ferry	=	45/55
Ti6Al4V	=	Titanium Grade 5

AWI has recently added a reference to the commonly used alternative trade names on our website, which is helping customers with material selection.



Andrew DuPlessis, AWI Technical Executive





AWI customer support gets a boost

We have exciting staff news to bring you, with two new appointments set to help AWI deliver even higher levels of customer support.



Josh Ramsay

Josh Handley

Josh Ramsay joins our specialist wire profile rolling department, where he will help the team to profile wire into all types of shapes, from 3 sides up to 12 and with tolerances as small as $\pm 0.0127\text{mm}$ (± 0.0005). He brings with him extensive tooling knowledge and skill, which will be a big asset to the business.

Joining the Quality & Technical Department is Josh Handley, who will be part of a team that scrutinises and tests ordered wire to ensure all aspects of specification are conformed to.

"This collective knowledge boost is a further commitment by AWI to provide extensive resources and customer support to over 6,000 customers all over the world."



Matt Cobb preparing this first-of-its-kind prototype for an order

This month we took delivery of a first-of-its-kind prototype multi-hole drawing machine.

Ian Fitzgerald, Operations Director at Alloy Wire, said: "This wire drawing machine has been designed and built for AWI, incorporating the latest modern technology in wire production. It gives us real-time machine status information and complements our current range of dry drawing machines that are processing wire from 21mm to 0.23mm diameter.

"Our unique coil dryer has also arrived and this is dedicated to achieving cleanliness during the drying process of wire coils." Ian went on to say: "This continued investment in equipment is to future-proof AWI's industry-leading 3-week manufacturing time, as customer demand for our wire continues to grow around the world."



AWI AROUND THE WORLD



Mexican opportunities

Mexico is a country full of culture, history, natural wealth and also a thriving industrial economy.

Our office in San Luis Potosi boasts the principal highways, excellent rail access and is recognised as a crucial part of the Bajío region, alongside Querétaro, Guanajuato and Aguascalientes. This is reflected by huge foreign investment in automotive, metalworking and energy.

All of this makes us a strategic partner for Alloy Wire International and we are working hard to increase the number of companies we are supplying our high quality products to.

We have a young and dynamic sales team that is committed to ensuring AWI continues to be a world leader in the supply of wire.



A strong partnership down under

Metal Spray Supplies Australia (MSSA) has been working in partnership with Alloy Wire International for over 16 years.

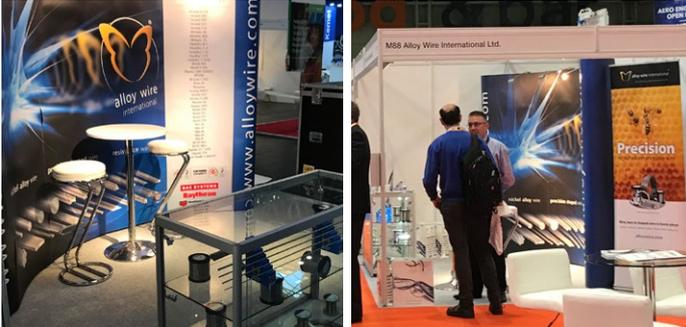
Based in Brisbane, MSSA serve customers all over Australia, a country that is home to 25 million people, spread over 7.7 million km².

To put that into perspective, the time it would take to travel from the East Coast of Australia (Brisbane) to the West Coast of Australia (Perth) by plane would be approximately 4 to 5 hours. The same journey by road would take approximately 39 hours!

Electrical resistance wire and wire for spring manufacturers are the main application areas for our customers. AWI's Australian website is a great source for technical information for our clients and links them directly to our sales office. As a result, enquires and sales continue to increase and we are looking forward to a successful 2020.



EXHIBITION REVIEW



Mark Venables talks to a potential customer

New applications in demand at Advanced Engineering UK

Demand for our wire to be used in 'additive' manufacturing was one of the big talking points when we exhibited at the Advanced Engineering Show at the end of October.

Potential customers chatted to our technical experts about our alloys and how they could offer performance benefits in this application, with a number of new opportunities set to be explored over the next few months.

There were also a lot of discussions about our straight bars in nickel alloys for use on CNC machines in the production of precision turned components for the aerospace sector.

Stephen Olley, Sales Executive at AWI, concluded: "We had a lot of good meetings, including with engineers from Rolls-Royce who were impressed with the range of High Performance alloys we manufacture in wire and bars."

Getting ready for the Big Show

Preparations are well underway for Wire & Tube 2020, the world's largest exhibition for wire and tube and related machinery.

Held in Düsseldorf in Germany (March 30th to April 3rd 2020), the event will give AWI the opportunity to present its largest ever stand in Hall 11 and we are looking forward to giving a big welcome to our partners and existing and potential customers from all round the world.

Our range of 60 alloys will be on display, as well as our team of technical experts who will be on hand to talk through technical specifications, batch sizes and the wire that should be used in High Performance and demanding environments.



Some of the pages of the 2020 calendar



30 Mar - 03 Apr 2020

HALL 11
Booth #E26



Find AWI at Wire & Tube 2020 at booth #E26, hall 11

Angus Hogarth, Sales Director, commented: "If you're a spring or wire forming manufacturer then this is the exhibition to be at, where all the latest technology and materials are on show.

"It's truly a one-stop shop that could help your business improve performance, develop new products and save money."



EXHIBITION REVIEW

Alloy Wire International spring into life at SMI Metal Engineering Expo



The exhibition team (L-R) Tom Mander & Angus Hogarth (UK), Steve Gencarella & Michelle Nichols (USA)

Alloy Wire International (AWI) has enjoyed one of its most successful SMI Metal Eng. Expos to date, taking its proven global track record to Pittsburgh.

Scores of potential and existing customers visited our strikingly lit exhibition stand that was located in the centre of the show, with the

main message being 'keep on doing what you are doing, it's great to work with a consistently reliable supplier'.

The discussions focused on AWI's ability to maintain a three-week lead time for orders placed from all over the world, with a number of clients continuing to express surprise at our ability to offer spring wire up to 3/4 inch in diameter.

"SMI is a focused show, targeting the spring making and metal forming markets – two of our strongest sectors," pointed out Michelle Nichols, who is a key figure in growing AWI's business in North America.

"Lead time, flexibility and our ever-increasing range of alloys continue to impress the marketplace and this is something we will look to invest in going forward. It was great to connect with many customers and to receive so much positive feedback."



"Missed that boat" – a motorised floating bar!

The next SMI will be held in Las Vegas! This will be a great opportunity for AWI to meet with its West Coast customers, who are currently servicing high-tech industries, such as aerospace, motor sport and oil & gas. We expect this show to be impressive and lively... we look forward seeing you there!

THE FINAL WORD

"We have had another incredibly successful year and this is reinforced by the number of positive compliments on our service and how we help you achieve world class manufacturing standards. It's a great pleasure speaking with our customers around the globe, who are all really friendly and appreciative of our support. We are very fortunate to have such a great network, whose diverse applications make each day a pleasure – thank you for your business and we wish all of our clients every success in 2020!"

