



## ALLOY WIRE TARGETS NUCLEAR OPPORTUNITIES AFTER SECURING F4N SUPPORT

“Fit For Nuclear will help us raise our manufacturing processes and health and safety standards even further, providing opportunities for new contracts in civil build and de-commissioning.”

**Mark Venables,**  
Managing Director, Alloy Wire

Established in 1946, Alloy Wire International (AWI) is a world leader in the manufacture of precision drawn round wire, flat wire and shaped wire in a comprehensive range of high performance and exotic Nickel alloys.

- Disaster recovery and contingency planning now implemented
- Nuclear specific marketing strategy in place
- World class health and safety systems formalised
- Standard work methods introduced



### **Huw Jenkins, F4N Assessor**

“Alloy Wire is a global manufacturing success story for the UK and already holds contracts in the nuclear sector. However, the management team realised that there was a bigger opportunity for them and set about gaining support to formalise already excellent systems. F4N is taking it to the next level.”

## Nuclear Challenge

AWI supply a range of specialist alloys for use in demanding environments, including automotive, oil and gas and, increasingly, nuclear.

The traditional focus for the latter has been supplying the spring makers at tier 3 or 4 level, but the company recognised that growth in the sector was going to present a number of opportunities that could easily equate to more than £700,000 of new business.

There was work to be done in order to create a platform to achieve this objective, yet, like many small to medium sized companies, time and resources can be a challenge when you are looking to formalise existing good practice and introducing new processes to meet regulation.

“There has been a lot of talk about £60bn of new civil build projects and billions more in decommissioning and this is something we knew we could get involved in.

“However, It’s not the easiest sector to penetrate so when we decided we wanted to do more, we turned to Fit For Nuclear for additional support to help us review our operations and identify where we could make improvements.

“The process to gain funding was extremely rigorous and encompassed every aspect of the business, including strategy, design, leadership, process, quality management and health and safety.”

**Mark Venables.**  
**Managing Director**

## F4N action

Alloy Wire has spent the last six months working its way through the Fit For Nuclear programme, working with assessor Huw Jenkins and expert consultants Start 2 Finish Marketing and Initiative Quality and Safety Ltd.

The initial focus has been on developing a strategy that identifies the firm’s key strengths for attracting new work, including technical experience, fast lead times and an ability to deliver bespoke solutions in a range of exotic alloys.

From there, the company reviewed its business operations and management, its approach to nuclear and manufacturing safety and how it assessed the skills and competencies of its staff.

This resulted in an action plan of improvement activity that included integration of QUENSH across both manufacturing sites, the introduction of new disaster recovery and contingency planning and implementation of 5S.

## Results

Thanks to support from Fit For Nuclear, Alloy Wire now has the processes, formal systems and, importantly, the culture needed to fully take advantage of new opportunities in nuclear.

Greater manufacturing efficiencies will improve the company’s competitiveness and new inspection testing facilities will reinforce quality and conformity.

In terms of sales and marketing, nuclear specific campaigns are now in place with market research highlighting new clients the firm can actively target.

This will be supported by sector marketing collateral, e-shots and website landing pages.

An initial PR campaign has already generated Alloy Wire £25,000 of industry focused media coverage.

Fit for Nuclear accreditation will follow shortly and, potential new business, will lead to the creation of three new, highly-skilled jobs.



## Overview

Employees: 27  
Turnover: £8m  
Sector: Nuclear  
Location: West Midlands and Yorkshire