



THOMAS  
WIRE DIE  
LIMITED

NEWSLETTER

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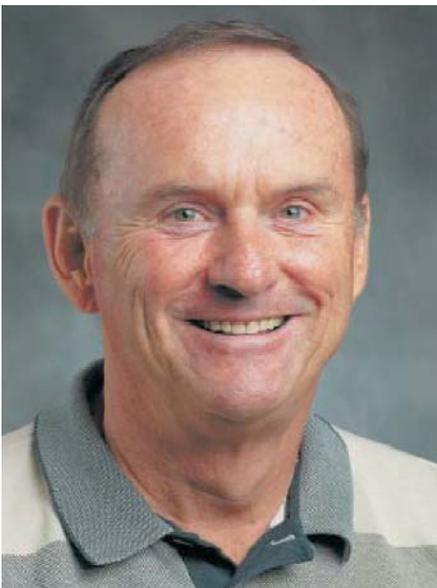
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VOLUME#1

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## Message From the President



The "Thomas" in Thomas Wire Die indicates a family business in Burlington, Ontario, Canada that has grown significantly over the past 38 years in product diversity and technical competence.

Thomas Wire Die is an internationally recognized leader as a manufacturer of custom tungsten carbide wear parts, tungsten carbide extrusion and draw dies, cores and diamond draw dies. We consult closely with customers to develop working prototypes for a new manufacturing process, or produce parts on a production basis for J.I.T. delivery where required. Thomas Wire Die is an ISO 9001 registered company.

We take pride in the quality of our workmanship and the long term relationships we have enjoyed with our customers across Canada and the U.S.

As an established and still growing company, we are always open to new ideas, new challenges and increased business opportunities. The newsletter you are now reading is designed to inform you of the new advances in product technology along with the successes in innovation and cost-savings that our customers have achieved through working with us (see Theta TTS success story in this issue). We plan to produce and send out at least 3 issues of the newsletter in 2005.

I will be grateful for your input or comments on our newsletter communication effort, and we welcome the opportunity to quote on any application you have where custom tungsten carbide wear parts or draw dies or cores could be the solution to current production slowdowns or work stoppages.

Sincerely,

**Barry Thomas**  
President

## The Tungsten Carbide Solution

The highly versatile tungsten carbide material has applications in numerous industries. These industries include metal stamping and forming, cold drawing bar and tube, paper, wood products, material handling, mining, oil and gas, automotive and fluid handling. The various grades of tungsten carbide cover applications from high wear nozzles to severe impact dies for cold heading and heavy blanking. Grades are also available offering superior corrosion resistance. The need for increased tool life and the subsequent reduction in downtime from wear parts changeover has driven the development of many new applications in tungsten carbide by Thomas Wire Die. Typical improvement over D-2 is 4 to 1. It is not unusual to get 10 to 25 times longer life with tungsten carbide wear parts. There is an ideal grade for your application and Thomas Wire Die will work with you to acquire it.





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## Technology Leader

A leader in technology must acquire and maintain state-of-the-art equipment for the manufacturing and servicing of tungsten carbide, natural diamond die and polycrystalline diamond and wear parts. That is exactly what we have done at Thomas Wire Die as our customer base grows and their need for our advanced technology increases.

Specifically our Agie CNC wire and sink EDM allow us to manufacture intricate shapes and CNC grinders provide consistent high quality round parts. We are able to grind 12" outside diameter carbide with steel case sizes to 19" diameter. Our range of internal grinders covers from .050" to 12" inside



diameter. The critical final polish of a carbide part can make the difference between success and failure. Thomas Wire Die's specialists have many years of experience in polishing round and profile parts. That expertise insures the high quality finish to the specification your application requires.

We work very closely with customers to develop inventory management programs for high volume consumable parts. Thomas Wire Die can help reduce your costs associated with carrying inventory by working with blanket order releases or by maintaining min/max levels. Our die program for diamond and PCD dies maintains a history of each die sent to us for service. We can provide you immediate service history and costs associated with any serial number.

Originally registered to ISO9002:1994 in 1995, we were re-registered to ISO9001:2000 in 2002.



## Never Say Never in Negotiations

Most of us negotiate something every day. We negotiate with our spouses or partners, our children, our bosses, a car dealer, sometimes the tax department, etc. In short, we try to make deals to our advantage, yet (hopefully) still try to exercise fair play where other parties are concerned. It's called win/win.

In the world of big business where the stakes can be immense, being a skilled negotiator is more than just a plus - it's a necessity. For example, whether you are the buyer or the seller, you never allow your "walk-away" number to be known early in the negotiations. That's because it closes down your options too quickly. The more options you have - and the longer you can keep them - the better chance you have of winning major issues or gaining better deals. A buyer might say "I will not pay more than \$50,000 for this product line or service", when in fact that person or company might pay much more with the right incentives to sweeten the pot. Incentives might include on-line access to product delivery status, or periodic seminars to the buyer's sales or technical people. In most cases these "value-added" incentives cost the selling company very little in actual dollars, yet can be of significant benefit to the buying company.

There are advantages at times for the selling company to offer to "open the books" to show the buying company exactly how much it costs to make a product or provide a service to the other party. Both participants know that a company must make a profit to stay in business. The percentage of profit becomes the negotiable area. It may not be the most desirable way to do business on the part of the seller, but can be the means of turning a situation around that appears to be heading south.

Although there are times that both parties might ultimately decide to "agree to disagree", there are far more instances when a win/win situation happens because enough options are left open until the final stages of bargaining to gain an equitable balance.



## Meet Jeff Stanley



Jeff Stanley has a solid history in the die and wear parts industry, so he really understands the importance of doing things right the first time.

He is Mr. Versatility for TWD, having made a contribution to almost all aspects of the company's operations.

Jeff combined his manufacturing management experience and product knowledge to run the customer service department very successfully while Leanne Barlow was on maternity leave. Leanne is back in February and Jeff will again take up his role as Manufacturing Engineer. It's a job tailor-made for someone with the enthusiasm for customer support and the technical expertise that Jeff has acquired in his 7 years with Thomas Wire Die.

Jeff lives in Dunnville with his wife and two children. He is prominent in his local church activities and loves to travel with his family.

## Words of Wisdom

The rule on staying alive as a forecaster is to give'em a number or give'em a date, but never give'em both at once.

**Jane Bryant Quinn**

## Precision Drawing Dies - Past, Present and Future

The year 1966 was a memorable one for a number of reasons: the race for space was in full bloom, the NFL and AFL made the decision to merge, and a young Muhammad Ali knocked out five opponents that year in defence of his heavyweight title, including Canadian George Chuvalo. It was also the year Thomas Wire Die began to service wire drawing dies.

The space race has cooled down, the NFL has heated up, and Muhammad Ali retired as heavy-weight boxing champion of the world. The fledgling TWD grew from small carbide wire dies, expanding over the years to natural and polycrystalline diamond dies and larger carbide dies for cold finished bar and tube drawing. Although servicing wire drawing dies is still a core part of the Thomas Wire Die business, our expertise has also expanded to include shape dies, drawing plugs and mandrels.

Part of our strength today is working closely with customers to reach optimum die design. The right die

geometry allows the end user to get maximum production from their equipment while producing a high quality product. TWD works closely with customers to set-up a variety of innovative inventory control programs for customers to reduce die and labour costs in their plants.

After 40 years of growth, we are well known by customers and consultants for our manufacturing versatility, producing high quality draw dies in every possible shape for every application.

We will continue to expand our product lines into inventive uses of carbide and PCD die wear parts, employing the most modern technology available. Our promise of the future lies in our history of innovation and attention to detail in the past. We are up for it!





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## TWD Customer Success Story

The town of Barrie, Ontario on Lake Simcoe, was once the preserve of a small number of local residents, and a large number of summer tourists attracted by the beautiful lake and its accommodations for boating, fishing and swimming.

Barrie is still a great summer vacation spot, but its population has increased dramatically in recent years due principally to its proximity to the Toronto area, some 40 minutes to the south. Barrie has also proven to be a good spot to set up a manufacturing company as evidenced by the success of Theta TTS. Theta TTS is a manufacturer of tooling, stamped parts and assemblies using progressive transfer and fine blanking technologies. They specialize in precision components for the automotive, consumer and electronic and manufacturing sectors.

TWD worked with Theta TTS to develop carbide draw rings for deep drawing of housings. Prior to using carbide they had used D-2 and CPM grades with coating. Tungsten carbide offered hardness in the range of 71-73 Rc and does not lose hardness when high temperature CVD coated. The stability of carbide means the distortion associated with the heat-treating of tooling after coating is eliminated. The result is increased tool life.

The carbide rings run approximately five times the number of parts between re-polishing, which reduces machine downtime and die servicing costs. The reduced time for die maintenance allows Theta TTS to spend more time on tooling and process improvements.

The success of carbide has encouraged Theta TTS to look at

other die wear issues for more applications of tungsten carbide.

If you have applications using tool steel that are costing you time, money and lost production due to high wear rates contact Thomas Wire Die Limited to see how carbide may be a big assist to your profit picture.



## Response Corner

**Can we be of help?** Do you have a question about our technology or policies or require a quotation?

If you do, please send your request to Adam Thomas, Vice President of Sales and Marketing, e-mail [adam@thomaswiredie.com](mailto:adam@thomaswiredie.com) and you will get a prompt response.



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