THOMAS WIRE DIE LIMITED

NEWSLETTER

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VOLUME#1 ISSUE#2

Message From Adam Thomas

Welcome to the second issue of Thomas Wire Die's "In Touch" newsletter. When you start a project like this, there is always a question of how it will be received. I am happy to report that we've gotten a strong (and positive) response from current customers and friends, as well as feedback from people on the mailing list who were not familiar with our products and services. We are grateful to all who read our initial offering and found items of interest and benefit to them.

In this issue we will bring into focus some exciting new technology at TWD that you will find reported on the inside left panel of this newsletter. The back page features our Success Story where tungsten carbide replaces ceramic and leads to significant production improvements for our client. The increasing cost of materials is a big issue for all of us, and you will find an accompanying piece on this timely subject in the column to the right. You will meet Leanne Barlow who has returned from maternity leave to handle the important customer service and order follow-up function at TWD. Our general business article is on PowerPoint presentations - and how you can improve yours by following a few simple rules.

I welcome your comments on Issue #2. If there are applications where you are using tungsten carbide or diamond, we would like the opportunity to provide you a competitive quote. Should you be new to the benefits of tungsten carbide and their time and cost savings over steel, we would welcome the opportunity to discuss the possibilities first hand. You can reach me through e-mail: adam@thomaswiredie.com or telephone 905-335-7062 or toll free 877-303-2433.

Sincerely,

Adam Thomas
V.P. Sales and Marketing

The Touchy Subject of Price Increases

Every manufacturer would like not to have to touch this one, but unfortunately it's a reality of life that we all have to deal with. The goal at TWD is to keep the discomfort as minimal as possible.

APT (Ammonium Paratungstate) is the raw material form of tungsten, used to manufacture tungsten carbide. In 2005 APT moved from $80/mtv to over $300/mtv. Those kinds of increases put tremendous pressures on our suppliers, us, and ultimately to the end user, you our customer. We work very diligently at TWD to keep improving our production process with new systems and new equipment to keep our costs as low as possible. These things we can control and do pass the benefits along to you. It is obvious however that significant material cost increases cannot be absorbed by any manufacturer for long periods of time. On the plus side, we do see signs of the APT market stabilizing somewhat, so the impact on everyone involved could be less onerous than originally predicted. We will keep any increases as moderate as possible so that tungsten carbide finished products from TWD still provide your best payback for longevity and cost effectiveness.

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Technology Leader

"The difference between the right word and the almost right word is the difference between lightning and the lightning bug" said humorist Mark Twain.

The same analogy also holds true for precision parts. There can be no "almost right" part in today's requirements for rigid tolerances in manufacturing. To ensure that every carbide part we produce for customers is "bang on" tolerance, we have invested in a new Mitutoyo CMM (Co-ordinate Measuring Machine).

This leading edge equipment is used to verify first-off parts in production, and the final inspection of those parts. As important, it can also provide detailed inspection reports to customers for their reference and files.

The acquisition of this technology by TWD has a threefold benefit. First of course is to guarantee accuracy of a manufactured part in terms of tolerances, second, as mentioned, is to provide an on-the-spot physical record for customers verifying this accuracy and third, it allows us to refine our internal processes from the information detailed on each run. It is literally a win/win situation for all involved.

It is our discipline to carefully examine all new manufacturing technologies to determine if they can help TWD improve efficiency or lower costs. New technology will always be at the forefront as we continue to provide the highest quality tungsten carbide and diamond die and wear parts to our expanding customer base.

PowerPoint - Friend or Foe?

Nothing has changed the face of making presentations as dramatically as the PowerPoint process from Microsoft. You seldom see the age old system of overhead transparencies on a projector with the whirring fan noise anymore now that the new technology has become very affordable. So if it is out with the old and in with the new, why do some companies ask that you not use PowerPoint in your presentations to them? The answer is disarmingly simple: it can be too much of a good thing!

On the plus side PowerPoint wins hands-down on adaptability. You can change slide content, rearrange slide order, or delete slides even minutes before a presentation. You can also add animation and sound to create a dazzling display of fast moving graphics and cacophony of sound that can leave your audience gasping for breath. It's the latter of course that creates the problems. Much like those television commercials that are so clever that they rate high in entertainment - but few people remember the actual product they are supposed to promote, PowerPoint presentations can self-destruct with too much glitz and too little message.

The moral of the story is that PowerPoint is a powerful tool to add visual impact to your message, but it is only a tool and not the main character. You are the main character and it is your presentation skills and knowing what you want to leave with your audience that counts. When it comes to PowerPoint, less is sometimes more. Use your power wisely!

Meet Leanne Barlow

Leanne is back! After time off on maternity leave, Leanne is back at her customer service role with Thomas Wire Die. Her smile tells it all as she gets to talk one-to-one with customers, follows up on their product requirements and coordinates shipments with the plant.

Leanne's husband Jason is in the independent coffee supply business and they have two young daughters - Allison and Emily. In their "spare" time, the Barlows are redecorating a house they bought in Waterdown on a large piece of property. The plans for this year include building a garage!

Leanne likes to cook and says Mexican food is her specialty. When the family goes for frequent walks, they are accompanied by their faithful dachshund, simply named DeeOooGee Leanne has been with Thomas Wire Die for 10 years.

Words of Wisdom

Politics is not a bad profession. If you succeed there are many rewards, if you disgrace yourself you can always write a book.

Ronald Reagan

Precision Drawing Dies - State-of-the-Art

It's amazing how soon technology of a few short years ago quickly becomes ancient history. It wasn't that long ago that drawing dies were made with "one profile fits all" approach. Today's tungsten carbide die requirements are much different - far more of a tailored approach to customers needs. The availability of raw materials and demands for improved surface finish on the drawn material with different physical properties require more design considerations and more specialization from your die supplier. Each draw die profile is specific to the material being drawn and the incoming material size. This contributes to improved die life, reduced stress in the drawn material, better surface finish and lower overall die costs.

TWD maintains a data base of standard specifications for each customer as well as information on the special die geometries produced. This allows us to get your re-order requirements into the system quickly and efficiently, especially valuable when you have a need that is critical to continuing production.

Whether you are drawing wire, bar or tubing, TWD will work directly with you to insure that you are getting the exact die for the job. Send us a print of your part and put us to the test!

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TWD Customer Success Story

For many years tungsten carbide has been a popular choice in high wear applications. Thomas Wire Die has been active in introducing carbide as an alternative to tool steel in situations sometimes considered too severe for so called “brittle” tungsten carbide. This issue’s success story is a little different - a high wear application that was using ceramic and was changed to carbide.

There are a large number of tungsten carbide grades available and these grades cover a wide variety of applications. High cobalt grades used in heavy shock and impact conditions, such as heavy blanking, swaging and cold heading, have a hardness of 60-65 Rc. Low cobalt grades used in high wear no-shock applications such as nozzles and wear guides have a hardness of 80 Rc and higher. With the wide range of grades available, it is important to match the grade with the application to realize the maximum benefit of tungsten carbide.

The use of ceramics in wear applications is increasing because of their high level of hardness, light weight and resistance to chemical attack. Typical applications for ceramic include wear plates and thermal barriers, bearings for high speed spindles, valve seats, oil field flow control components, and die and cutting tool inserts.

In a recent project, we worked with a customer in testing several grades of tungsten carbide against ceramic in a wear application. The existing design called for ceramic in a nozzle component and our customer wanted to evaluate the suitability of various carbide grades in reducing the operating cost of the assembly.

The results of the testing in this application showed that a tungsten carbide submicron grade with 6% cobalt provided better overall performance than the ceramic they had previously been using.

The investment in carbide dies and wear parts varies by need. Thomas Wire Die will work closely with you to determine the most appropriate grade for your application to balance wear resistance and toughness.

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** and you will get a prompt response.

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