



**THOMAS
WIRE DIE
LIMITED**

NEWSLETTER

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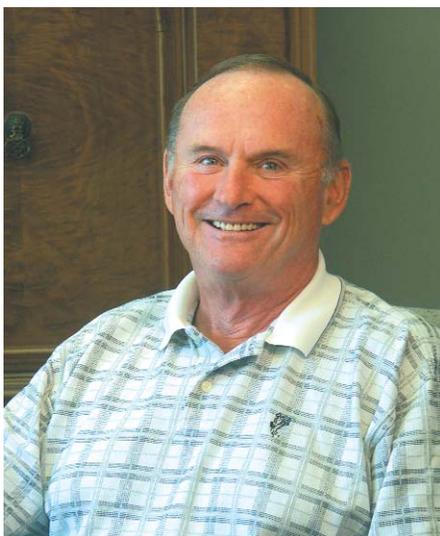
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VOLUME#1

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Message From Barry Thomas



It's celebration time at TWD and we have a number of items to share with you on this, our third newsletter to customers, and prospective customers. The major news is that we have signed an agreement to acquire the Hamilton, Ontario manufacturing firm of Stoney Creek Precision Parts. SCPPI is a unique tool and die machine shop with a 25 year history of manufacturing custom carbide, ceramic and steel tooling for use in industrial applications. Much of Stoney Creek's finished product is sold to companies involved in the manufacturing of fasteners, but machine shops and auto parts manufacturers are also an important part of Stoney Creek's customer base.

I have personally known SCPPI President and company owner Bob Rawson for many years and have a great respect for the quality of the products his company produces and their outstanding relationship with

their customers. We at TWD see the purchase as mutually benefiting our current customers and SCPPI's as well. We have complimentary products that give the combined company greater scope in the marketplace and a greater range of services for our collective clientele. We will be operating the overall company from our office and factory complex in Burlington, Ontario, with SCPPI employees joining forces with ours to form a single and strong operating unit. This move also comes at a propitious time for TWD, as we are celebrating our 40th anniversary as a leading manufacturer of custom draw dies and wear parts made largely from Tungsten Carbide. We are capping this overall celebration with the introduction of our new website which brings into clear focus all of the combined products and services of TWD and Stoney Creek Precision Parts. You can get on board early by reaching us at www.thomaswiredie.com. As always, we invite your comments and observations.

It is an exciting time for us at the enlarged TWD as we look forward to future growth with great anticipation. Our promise to our customers (both current and new), is that we will always maintain our high level of quality and service through knowledgeable personnel, innovation, and state-of-the-art manufacturing methods. Thank you for being a partner in our progress.

Sincerely,

Barry Thomas
President TWD

Thomas Wire Die is a Growing Concern

For over 25 years TWD has been a force in the production of diamond dies and a leader in the growing emphasis on tungsten carbide dies and wear parts. With the purchase of Stoney Creek Precision Parts, TWD broadens our product range into cold forming tooling. It also more than doubles our wire & sink EDM capacity, provides us with increased grinding and new machining centre capacity. This creates additional value added services to the existing customers of both companies and expands our customer base across additional industries. We are combining the skilled work forces and manufacturing equipment of TWD and SCPPI into our modern facilities in Burlington, Ontario, Canada.





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Stoney Creek Precision Parts Inc. is a Unique Specialty Shop

Stoney Creek Precision Parts Inc. (SCPPI), now a division of Thomas Wire Die, is a highly efficient machine tool shop with a number of unique production capabilities. The heart of these capabilities is the CNC turning, machining, Wire and Sink EDMing. Also included are cylindrical grinding, internal grinding, surface grinding and optical grinding. SCPPI are specialists in cold forming tooling and are suppliers to a wide variety of industries. The machining centre and other production equipment will be moved to TWD's main manufacturing plant in Burlington, Ontario from which customers of both companies will be serviced.

The sales contact for SCPPI is Darryl Finley. He can be reached at (905) 528-4226 or darryl@scppi.com.



Meet Paula Thomas



Her job is officially “Administrative Assistant”, but there is a good chance that Paula’s will be the first voice you hear when you call Thomas Wire Die in Burlington. That voice is warm, professional and very able to provide needed information, or transfer you to an individual or a department to handle your requirements. Paula is a lady of many talents and interests. Those interests are as diverse as ballroom dancing, horseback riding and even parachute jumping! But she has now added a new dimension to her skills - that of restorer and construction specialist of an 1840 house. Paula says it’s a lot of work, but also a lot of fun as artifacts from the era show up from behind torn down walls or from under replaced flooring. She and her beagle hound “Charlie” love the challenge of the adventure of living in a house built before confederation.

Paula admits to taking a break on Sunday mornings to read The Toronto Sun and watch the current events and political interview shows on television.

Words of Wisdom

“I cannot give you a formula for success, but I can give you a formula for failure: try to please everybody”

Herbert Swope



Recharging your Sales Battery

Selling as a profession can be compared to a 12 volt battery. When fully charged, you get peak performance. With only half a charge, you get...well you know! With a half charged battery, even professional sales people, like professional ball players, can get into a selling or a batting slump. In both cases the solution is to work our way out of the slump, to re-charge our batteries and get back into the winner's circle. Here are some useful suggestions:

First - *Don't blame yourself!* It's human nature to have periods when the mind and body slow down temporarily. Things can also change in your markets that can cause short term interruptions in your planning and sales strategies. You didn't cause these changes, but as a professional, you adjust to deal with them.

Second - *Don't stop working!* A letdown in effort tends to fortify a feeling of failure. You can't work your way out of a slump if you stop working! Hang in there and keep doing what you do best - sell!

Third - *Replenish your reservoir of product knowledge.* Fill your battery with a surplus of needed information. Change is constant and yesterday's knowledge will not suffice in today's world.

Fourth - *Re-examine your sales techniques.* Go back to basics and re-learn all the aspects of professional selling. Re-read a favourite sales manual or read a new one. You can't know too much about your chosen profession!

Fifth - *Experience the regenerative effects of the "charged battery".* Once the attempt to "work your way out of a bind" is implemented, the picture can change rapidly. When a ball player works out of a batting slump he moves into a hitting streak. A recharged sales battery will do the same for you.

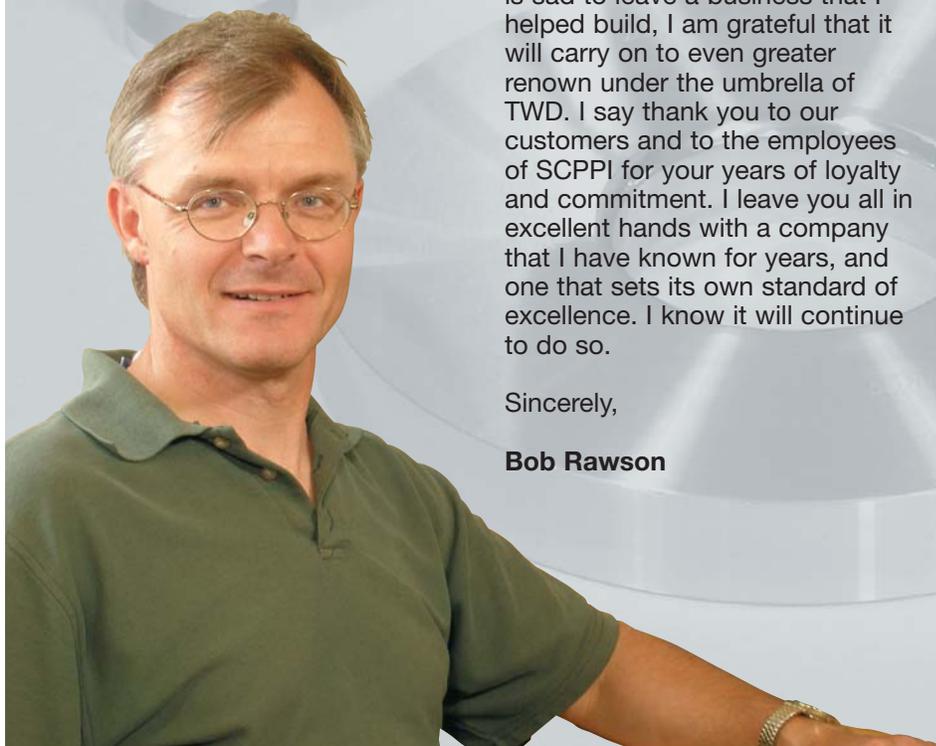
Message From Bob Rawson

It is with mixed emotions that I leave the company that my father started over a quarter of a century ago. Certainly it is with pride that I look back on the successes we have achieved over those many years - the products we maintained at a high level of quality and service, the people here at Stoney Creek Precision Parts who made it all happen and of course, our loyal base of customers. The timing of the sale of SCPPI to a company with the high standards of Thomas Wire Die allowed me to follow my heart into another profession that has been my dream for a number of years. I want to be a teacher! Yes, it's true, I have this burning desire to work with high school students who want to pursue technical careers and will be going back to school myself (Teacher's College) in the Fall to equip myself for my new career.

I am quick to add however that I would have put that dream on hold and would continue to run our successful company if I had not been approached by Barry Thomas, President of Thomas Wire Die to discuss the possibility of acquiring my company. TWD also specializes in the manufacturing of tungsten carbide products which are very complimentary to ours. Many things fell into place with TWD. They are involved in industries similar to the ones we sell and service (meaning the culture is the same), TWD is a family business, as is SCPPI, and TWD had space in their modern manufacturing facility to accommodate our people and equipment. TWD is growth oriented and Barry and his son Adam have the drive and the knowledge to take the combined company to new heights. So although a part of me is sad to leave a business that I helped build, I am grateful that it will carry on to even greater renown under the umbrella of TWD. I say thank you to our customers and to the employees of SCPPI for your years of loyalty and commitment. I leave you all in excellent hands with a company that I have known for years, and one that sets its own standard of excellence. I know it will continue to do so.

Sincerely,

Bob Rawson





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Machining Harder Grades of Carbides Keeps Stoney Creek Precision Parts Inc. Ahead of Competition

TWD phrases that work magic every time are “increased production” and “decreased cost”. Those two sought-after commodities were achieved in the instance of a local fastener company with the input and product innovation of Stoney Creek Precision Parts Inc. The fastener business is extremely competitive and improvements to the bottom line are critical in a tight marketplace. The success factor for SCPPI with this customer was in their ability to turn harder grades of carbide. By improving the hardness of the working dies, SCPPI achieved dramatic production improvements. From a low range averaging 875,000 pieces, the production increased to a high range average of 3 million pieces per die change. It was gained by changing the ratio from 25% cobalt in their extrusion dies to 15% sub-micron hipped. The technology required the skilled application of SCPPI's equipment (EDM, Hole Pop and Hard Turning). The net result was

the reduction of labour costs, machine down time and maintenance by significantly increasing die life.

SCPPI continues to turn harder grades of carbide 10-15%. It's a special technology that our

competition would like to emulate. We will continue to work on this process to make the competitive gap even wider. For information or consultation on this application for your production line contact Darryl Finley at (905) 528-4226.



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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