

## Adding Value Through Experience

August 2009

### Multi Alloys - Another Successful Year!!



Our first newsletter in our new financial year! And I am pleased to report that we have achieved yet another successful year - that for the 12 months ending June '09. Our success is particularly satisfying when one takes into account that South Africa did not escape the grip of the global recession. We have had to face numerous challenges; not only did we have to cope with a 'drop-off' in business but also with a 'drop-off' in the prices of the products we supply and as a stockholder this can be quite daunting. With contingency plans firmly in place we have come through what we believe to be the worst but we could not have done it without you, our loyal and valued customers. Thank you for your support.

We are further encouraged by the fact that our new financial year has started well. By keeping a watchful eye on industry trends, we have set ourselves realistic budgets and see no reason why we should not achieve them.

As part of our ongoing commitment to offering our customers a range of products from stock, we have replenished our Alloy 2205 pipe and bar and have also introduced Alloy 2507 bar. We continue to replenish our stock of 904L, 310 bar and pipe, Titanium Gr 2, 17-4PH bar and selected ranges of nickel and copper alloys.

On the marketing front, it remains full speed ahead. We have taken a close look at our corporate ID and over the next few months, we will be implementing some subtle changes across our various marketing activities which include advertisements, the website, etc. Our advertising campaign in select trade media Engineering News and SA Mechanical Engineer - remains on track. Our seminars continue and the details of the next one appear below. However, the most significant development of all is that the plans we have put in place to serve the "Projects Market" together with Energy Engineered Products are starting to show results.

It is difficult to believe that 2010 will be with us in just over four months! Reports appearing recently indicate that whilst some countries are already technically out of a recession it will be a while before the same can be said for South Africa. We look forward to writing another "good news" BizTalk a year from now.

Best regards  
Ken

Our next Seminar will be on the 9th September 2009 at our premises in Kyalami and should you be interested in attending, please send an e-mail to [kenp@wwtrade.co.za](mailto:kenp@wwtrade.co.za)

It a valuable way of learning about a niche range of metals.  
We discuss corrosion and heat resisting alloys  
- high alloy and duplex stainless steels, nickel alloys and titanium.

**HOLD THIS THOUGHT**

The person who gets the last word in is not necessarily the person who speaks last.  
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