



Confederation of British Metalforming



Henrob's state-of-the-art new heat treatment line at their Deeside Factory, near Chester



## New Heat Treatment Facility Sets High Standards

A state-of-the-art heat treatment line is now in production at Henrob Limited's Deeside factory, near Chester, following an investment in excess of two and half million pounds to expand the facility and introduce the technology. Since the beginning, Henrob has remained strongly committed to developing its UK manufacturing base and has consistently invested in first class equipment and facilities to assure the best in productivity and quality for its range of self piercing rivets. The new furnace line gives Henrob a major benefit in achieving precise, class-leading heat treatment specifications for their products.

The fully automated furnace line, supplied by Wolfgang Kohnle of Birkenfeld, Germany, incorporates a pre-wash to remove oil and grease from the incoming parts, a mesh belt hardening furnace and oil quench tank, a post wash to clean the hardened parts, then a tempering furnace with air cool to finish the process.

The initial washing equipment gives an excellent standard of cleanliness which greatly assists the hardening process and minimises the risk of surface diffusion. The atmosphere and carbon potential are automatically monitored at six points along the length of the furnace. For additional quality assurance and process control, Henrob have invested in specialist equipment to calibrate the carbon potential monitors, and this is done on a weekly basis. The entire line is carefully designed to have no trap points so that parts do not hang up, minimising the possibility of mixed or slack quenched parts. The operating parameters include a hardening temperature

range of 650 – 950°C, carbon potential from 0.25 to 0.7% and tempering range of 100 to 600°C. The furnace line is computer controlled and batches are 100% traceable, with the batch bar code information and all the measured heat treatment process parameters stored electronically.

Henrob, who are a TS16949 and Ford Q1 accredited company, have chosen to operate the furnace to the demanding CQI9 standard, and have achieved an unsurpassed level of quality in their heat treated parts.

Henrob currently have capacity available in the new heat treatment line for fasteners and other small components, and would be interested in heat treating third party products. They can offer a very high standard of quality and traceability with the most modern equipment and controls.

Further information can be obtained from Christopher Clarke at Henrob, [cjc@henrob.co.uk](mailto:cjc@henrob.co.uk), 01244 837220.


[britishmetalforming.com](http://britishmetalforming.com)


INVESTOR IN PEOPLE

Confederation of British Metalforming Associated Bodies:



Fastener Engineering and Research Association

Cold Rolled Sections Association  
[www.crsauk.com](http://www.crsauk.com)

International Institute of Forging Technology



Croner

a Wolters Kluwer business

## Landmark Decision In Hearing Case

**The Court of Appeal has recently ruled that a knitting company should have done more to protect a female employee's hearing, in a highly significant test case. Lawyers predict that, as a result of the Court ruling, thousands of workers will now be eligible to claim compensation from employers who failed to provide adequate hearing protection.**

The particular case centres on Nottingham resident Stephanie Baker, aged 51, who was recently awarded £3500 compensation, after a five-year court battle, in a decision at the Court of Appeal. She had worked for 20 years in a hosiery factory checking stockings for faults and packing them for various big name retailers. It is believed she was subjected to 85 decibels of noise, which was previously not recognised as causing injury before 1990.

In 2003, she found it more difficult to hear when out socialising than other people her age. She also developed occasional ringing in her ears, known as tinnitus. A hearing test later confirmed that she had damage to her hearing in the highest frequencies known as noise-induced hearing loss. The Court of Appeal found that the average employer should have known that a noise level of 85 decibels was not safe and should have provided hearing protection to workers after 1978.

According to the Baker's lawyers, Sheffield law firm Wake Smith & Tofields, "UK insurance companies have spent millions over the last five years in legal fees and costs to try to stop the claim". Chris Fry, Partner and Head of Industrial Diseases at Wake Smith & Tofields, who has worked on the case since 2003, said: "This is a landmark case, rewriting 30 years of legal practice."

Source: Croner Solutions 63



# interacti>e marketing

## Search Engine Optimisation

Search Engine Optimisation (SEO) is the latest 'buzz phrase' in town. Everyone with a website needs it, whether you realise it or not. Being number one in Google is an achievable target without costing a fortune, and it's something you can do yourself!

Here are a few helpful SEO tips from Interactive Marketing:

- Content – high quality content must be produced and updated regularly. It must be relevant and concise. Ideally you should have between 150 and 300 words on your home page to work most effectively.
- Inbound links - Links from trusted sites will elevate your search engine ranking, increase traffic to your website, and help people find you through other associated websites. If you can connect to .edu or .gov sites this will help you tremendously.
- Keyword and META descriptions - Keywords, title tags and META descriptions are how search engines find your website and identify the relevance of each page. Every page of your site should have them, if they don't; you won't get picked up by the search engine robots!
- Website Navigation - Make sure that your website is intuitive, allowing for quick and easy navigation follow the '3 click rule' and make sure the menu items are relevant to each section of the website.
- Keyword terminology – Make sure your content includes at least 2 or 3 keyword phrases; these are the phrases that people are likely to put in Google in order to search for you.
- Site map implementation - Providing an XML sitemap is one of the easiest things you can do to help search engines traverse your site. Google, Yahoo and MSN have all adopted this 'standardised' tool.
- Content relevancy - ensuring all your copy is well written, correctly spelled and appropriate to your subject/product. Irrelevant links and content could be detrimental and you may find yourself excluded by the Search Engines for cheating!
- Monitoring of results - There are many stats packages available, however most are inaccurate and unreliable. Interactive recommend using Google analytics for the most effective results – and its free!

For more help or free advice on any of these topics please feel free to call our friendly team at Interactive Marketing 0121 523 1242.

# SUBCON 2009

The week commencing the 8th June saw the annual SUBCON exhibition at the NEC. Once again the CBM were there represented with a stand in the main hall.

On the CBM stand many articles, made by CBM members, were on show demonstrating the best of British metalforming. One of these components was the rear panel made from aluminium for the Jaguar XF pressed by STADCO at Castle Bromwich, and a variety of components forged in magnesium as part of the Magforge project.

During the three days over 2,500 visitors were hosted by numerous stands representing the engineering industry both in the UK and further afield. CBM members, whilst visiting the exhibition, called by and sector specialists Adrian Nicklin and Ken Campbell helped with manning the stand together with the CBM staff over the three days. Technical seminars including supply chain development and lean manufacturing were held during the show and

were well supported.

The many visitors to the stand certainly justified the time and effort required to exhibit at this show. The latest edition of Metal Matters was well received and the advantage of the suppliers' directory in the magazine proved to be very successful. Several of the visitors were seeking UK suppliers of quality metalformed parts for either current or future projects.

The introductions that were achieved during the show have proved to be extremely useful and the extra publicity created for British metalforming during the three days was invaluable.

The success of the SubCon has prompted CBM to consider a 'Metalforming' pavilion for MACH 2010 and attract several CBM members to join us at the



show, creating a 'best of British Metalforming' showcase. Further information is available from CBM, please contact Kirsi Lintula – Tel: 0121 601 6350 or email: [kirsi.lintula@britishmetalforming.com](mailto:kirsi.lintula@britishmetalforming.com).



L-R: Simon Davies – Golder Associates, Joel Priest – E4Environment, David Evans – Reactec, and John Houseman – CBM.

## CBM Health, Safety and Environment Group

encouraging members who had not achieved environmental standard 14001 to consider applying with a little help from the consultants E4Environment and CBM.

This accreditation is becoming more requested particularly for automotive or local government contracts. There are several ways of achieving the standard and this could lead on to ISO 18001 the health and safety standard. It was suggested that companies who have made significant energy savings should use this as part of a marketing plan demonstrating how the industry has taken their environmental responsibilities seriously.

Simon Davies from Golder Associates explained the 'Dos and Don'ts of decommissioning, the potential dangers when relocating equipment and how the mass of relevant legislation impacts on every aspect of the operation. This together with safety tips on how to leave the site in a safe state after the transfer has taken place.

Hand-arm vibration comes from the use of hand-held power tools and is the cause of significant ill health; painful

and disabling disorders of the blood vessels, nerves, joints and muscles of the hands and arms. This condition is commonly referred to as Vibration White Finger.

Around five million workers are exposed to hand-arm vibration in the workplace. Two million of these workers are exposed to levels of vibration where there are clear risks of developing disease.

David Evans of Reactec described his company's products for measuring hand arm vibration when using hand tools in our sector. The simple to use device clipped to the hand tool in use and a 'traffic light system' alerted the operator when he was approaching or exceeding the regulated exposure to the hazard. This type of product has been well received across several industrial sectors and will definitely help companies protect their workers from this debilitating condition.

The next meeting will take place on 29 September at 10.30am at the National Metalforming Centre.

For further information please contact John Houseman at the CBM offices on 0121 601 6350.

The CBM Health, Safety and Environment group is the most active and progressive of any committee, during July the group had several valuable presentations at their meeting at the National Metalforming Centre.

Dr John Newnham updated the audience on the latest position concerning the REACH directive and the substances of very high concern (SVHC).

The agenda also consisted of information on ISO 14001,



## Poland Fastener Trade Association Joins EIFI

At the May European Industrial Fasteners Institute (EIFI) Congress in Barcelona, PAFP, the new Polish Association of Fastener Producers was voted in as a new member of EIFI, alongside the existing five national associations from Germany, France, Italy, Spain and the UK. PAFP consists of six member companies, representing almost 50% of fastener production in Poland. The six companies in PAFP are: **Koelner ŁFS, Srubena, FEZ, Stalmax, Drewnokreť, and Skormet**, and they were represented in Barcelona by **Jarosław Rzytka** and **Marek Lechowski**, both of **Koelner Lechowski** has been named as the president of the new association.

The main driver for PAFP joining EIFI was the success of the EIFI anti-dumping campaign against standard fastener imports from China. The Polish fastener market is dominated by imports, and prior to 2008

there had been a growth in the share taken by low cost products from China. PAFP presented the following trade data on the Polish market at the Congress. Poland has the seventh highest population in Europe, and the Polish domestic demand for fasteners is similar in size to that of Spain, but the market shows a very high proportion of imports. This is more similar to the UK market.

Volume in tonnes	2006	2007	2008
<b>National production</b>	83,000	71,000	80,000
<b>Total imports</b>	221,900	255,700	250,700
<b>EU imports</b>	167,900	182,700	195,700
<b>PRC imports</b>	54,000	73,000	55,000
<b>Exports</b>	54,400	56,800	58,340
<b>Domestic market demand</b>	250,500	269,900	272,360

The table above shows that Imports from the EU have by far the largest share, representing almost 80% of imported product. This contrasts with the UK, where in 2007, almost half of all imports were from Asia.

For further information please contact Dr John Newnham, CBM Fastener Specialist, at the CBM offices on 0121 601 6350 or email: [john.newnham@britishmetalforming.com](mailto:john.newnham@britishmetalforming.com).

## LOOKING FOR WORK

### INDUSTRIAL / PRODUCTION ENGINEER

- Do you require the help of an engineer with your production aspects
- Looking to increase productivity cut costs need that extra assistance

Currently working in CBM member company if references are required.

#### For further information contact

Mike Breakwell

Tel: 01543 877 981 / 0777 331 3495

Email: mikeb@regenteng.com

## WANTED

### WORKS FOREMAN

(Sheet Metal / Precision Machining)

Required to organise and progress work through our factory to ensure manufacturing deadlines are achieved. This is a hands on role and applicants need to have an in depth knowledge of either sheet metalwork or precision machining (Manual and CNC) as well as supervisory experience. A competitive salary is available for the right candidate.

**Please forward C.V. to** Dr. Ian Witherden  
FOWLERS OF BRISTOL (ENGINEERS) LTD.  
25a Bath Buildings, Montpelier, Bristol BS6 5PT  
Tel: 0117 9422563 Fax: 0117 9424770  
Email: ian.w@fowlers-eng.com

## 3 events to stimulate your mind and your business

After returning from the Summer break it is prime time to invigorate yourself and kick-start your business for the 3rd quarter of the year. CBM has convened these technical and commercial focused events to deliver real value into your business. As CBM members we are able to offer registration at a significantly discounted rate. All events are being run at the National Metalforming Centre in West Bromwich.

22nd September

#### "The failure of bolts on truck wheels"

This workshop introduces a forensic technical analysis of wheel bolt failure; discussion of the consequences and the solution(s).

8th October

#### Advanced Material Analysis and Application

This event is in association with Science City (funded by AWM and ERDF), providing an insight to the latest techniques and technologies for material analysis, including forensic failure diagnosis.

Aimed at all companies involved in materials:

- Aerospace
- Automotive
- Medical technologies

This event is designed to help your company:

- Accelerate materials and product development
- Improve productivity
- Hone staff skills
- Help drive R&D strategy

This workshop provides an overview of the project, the experts and their facilities that are available to support you. Breakout sessions are planned in order to help identify the key technological challenges of our sector.

4th November

#### "Grow Your Business, Work less Hours, Make More Money, Pay Less Tax"

Do you remember why you go to work every day?

Why is it that ..... 50% of British business owners don't have a plan for making more money

72% of British Business owners don't have a plan for working less hours ..... They simply go to work each day.

Award winning Lyness Group Director Roy Lyness and his team are offering to help you change that statistic for ever and help you take your business or your company to its full potential.

# Diary Dates

2009

### September

- 22 The failure of bolts on truck wheels
- 24-25 Euroforge General Assembly - Turkey
- 29 10.30am CBM Health, Safety & Environment Group meeting

### October

- 3-5 ICOSPA meeting – Boston, USA
- 7-8 Fastener Fair Germany - [www.fastenerfair.com](http://www.fastenerfair.com)
- 8 Advanced material analysis and application
- 14 10.30am Cold Rolled Sections Association [CRSA] AGM & Members' Meeting
- 15 10.00am CBM Executive Board Meeting
- 27-29 BLECH Polska

### November

- 4 Grow your business, work less hours, make more money, pay less tax
- 18-20 BLECH India

### December

- 10 CBM Workshop

2010

### June

- 9 - 11 MACH Exhibition, NEC Birmingham

All events are held at the CBM Headquarters, National Metalforming Centre, West Bromwich B70 6PY, unless otherwise stated.

If any member is particularly interested in attending any of the above events, and is not sure of registration details, please contact CBM for further details on 0121 601 6350.

