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NEWS AND INFORMATION FOR WIRE BELT CUSTOMERS

DECEMBER 2024

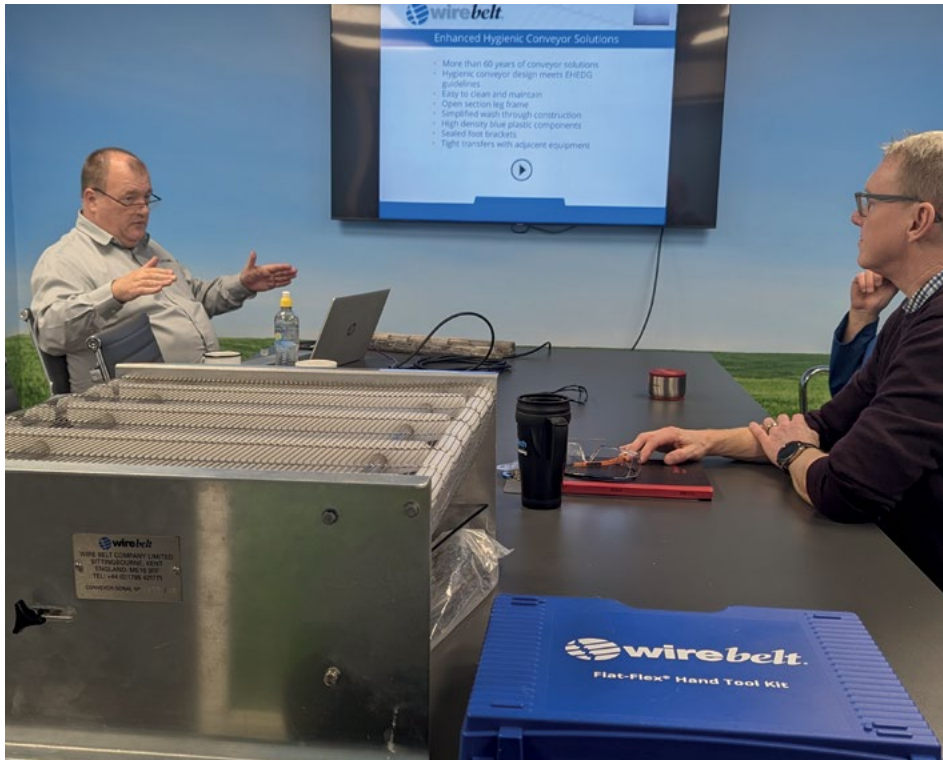


EZ-Splice™ Joining

## INSIDE THIS EDITION:

- Enhancing Productivity & Reliability
- Case Study, Extending Belt Life
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# ENHANCING PRODUCTIVITY & RELIABILITY



“ . . . Wire Belt has responded with a comprehensive training program designed to bridge this skills gap and empower engineers to keep Flat-Flex® belting running smoothly . . . ”

Training has always been a cornerstone of Wire Belt's commitment to supporting its customers. However, in recent times, a growing shortage of skilled engineers, compounded by retirements and inter-industry movements, has created a noticeable skills gap in the maintenance of Flat-Flex® belting. This gap has resulted in premature belt breakages, causing costly downtime, reduced production capacity and product losses. Recognising the urgency of this issue, Wire Belt has responded with a comprehensive training program designed to bridge this skills gap and empower engineers to keep Flat-Flex® belting running smoothly.

## Addressing The Skills Shortage

The shortage of engineers specialising in Flat-Flex® belt maintenance has been a growing concern across various industries. Wire Belt recognised that merely providing high quality belting solutions was not enough; there was a pressing need to ensure that customers had the knowledge and skills to maintain these belts effectively. This realisation led to the development of a formal training program conducted directly on customers' sites.

## Comprehensive Training

Wire Belt's training program goes beyond teaching engineers how to join belts; it encompasses all aspects of Flat-Flex® belting maintenance. This includes imparting knowledge about the correct setup, preventative maintenance practices and troubleshooting techniques. The program emphasises the use of proper tools and techniques, ensuring that engineers can confidently handle any issues that may arise.

The training sessions take place on Wire Belt's small training conveyors, providing a controlled environment away from the pressures of manufacturing lines. This approach allows engineers to learn and practice the necessary skills without the immediate demands of production, helping them gain proficiency in a more relaxed setting.

## Positive Impact Across The Board

The results of this training have been nothing short of remarkable. Engineers who have undergone the program now feel equipped and confident in tackling issues proactively, preventing potential problems before they can disrupt production. Engineering managers benefit from having a more versatile and skilled team, while production teams experience significant gains in productivity.

Wire Belt's training program has garnered such success that it has quickly expanded to other sites within large corporate groups. Collaborations with group training managers have further solidified the importance of these training initiatives.

## A Growing List Of Success Stories

Throughout the year, Wire Belt has worked with major players in various industries, including biscuit manufacturers, coated chicken producers, ready meal manufacturers and more. Training has become an integral part of their operations, with sessions already scheduled through to the end of 2025.

As a testament to the program's effectiveness, training is now being requested for new hires at companies where Wire Belt conducted training in 2024.

## Measurable Impact

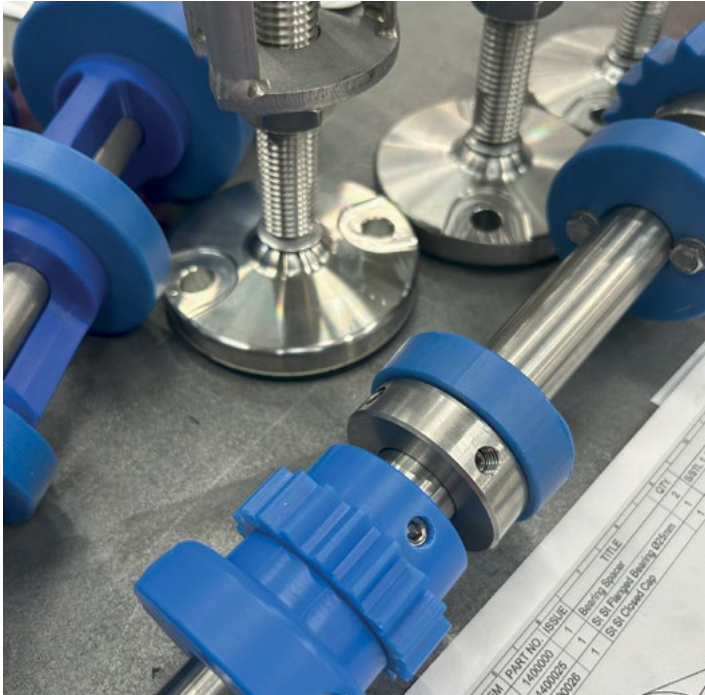
The significance of this training extends beyond knowledge and skills, it has a tangible impact on the bottom line. Wire Belt collects feedback from attendees and continually refines the training as part of its commitment to constant improvement. The feedback speaks volumes, with one customer reporting that by preventing a single unexpected breakdown, they save a staggering £28,000 in lost products.

In conclusion, Wire Belt's Flat-Flex® Belt Maintenance Training program is more than just a response to a skills shortage, it's a transformative solution that empowers engineers, enhances production reliability and saves companies substantial costs. With Wire Belt's ongoing commitment to excellence and continuous improvement, this training is set to become an industry standard, ensuring that Flat-Flex® belting continues to deliver maximum value to businesses worldwide.

## Contact Us

If you would like further information with anything related to belt training, contact our technical sales team today. Call us on +44 (0) 1795 421771 or email [sales@wirebelt.co.uk](mailto:sales@wirebelt.co.uk).





## CASE STUDY EXTENDING BELT LIFE: A COLLABORATIVE INNOVATION IN FOOD PROCESSING SOLUTIONS

### Introduction

A global leader in food processing solutions, specialising in advanced equipment, systems, and services for the poultry, meat, and fish industries, approached Wire Belt Company to address a critical challenge: extending the operational lifespan of conveyor belts in one of their flagship machines. Responding to industry demands for increased efficiency and reduced downtime, this collaboration aimed to deliver a transformative solution.

### Background

Wire Belt, renowned as a leader in hygienic conveyors and metal conveyor belts, has built a strong and trusted partnership with the customer through years of successful collaboration. This established relationship has allowed Wire Belt to gain a deep understanding of the customer's technical requirements, industry-specific challenges, and expectations for both performance and cost-effectiveness.

### Challenge

The project centred on enhancing a heavy-duty coating conveyor used in the poultry, fish, and meat industries. These industries face the dual demands of delivering high-quality finished products while maximising throughput and minimising downtime.

The specific objectives were:

- **Extend belt life** from 2–4 weeks to 4–12 weeks.
- Maintain gentle product handling to ensure product quality.
- Preserve ease of maintenance for operators.
- Minimise modifications to the existing conveyor structure and components.

The solution needed to strike a balance between durability and maintaining the conveyor's original functionality.

### Solution

Wire Belt adopted a highly collaborative approach, working closely with the customer's design team. Multiple virtual meetings fostered an open exchange of technical drawings, data, and ideas to develop a robust and practical solution.

Key elements of the solution included:

1. **Retention of the Flat-Flex® belt**, known for its superior coating efficiency and gentle product handling.
2. A comprehensive analysis of the existing conveyor circuit, shaft layout, and drive components to optimise belt performance.
3. Modifications to the drive and idler components to accommodate Wire Belt's innovative **EZ-Splice™ Joining Strand**, a solution designed to improve belt longevity and simplify maintenance.

### Results

The proposed enhancements were rigorously tested, first on a customer test rig and subsequently on the actual coating conveyor. The results exceeded expectations:

- **Belt life increased by over 50%** in real-world operating conditions.
- Improved reliability led to reduced downtime, delivering significant operational benefits to the customer.
- Maintenance remained straightforward, ensuring minimal disruption to production schedules.

### Conclusion

Wire Belt's century-long expertise in the food processing industry continues to drive innovation that addresses the sector's unique challenges. By leveraging advanced technical support and added-value solutions such as the EZ-Splice™ Joining Strand, Wire Belt delivers tangible benefits to OEMs and end-users alike.

This collaborative project is a testament to Wire Belt's commitment to keeping production lines running efficiently, balancing durability, quality, and cost-effectiveness to meet the evolving needs of the food processing industry.

### Products used in this Case Study:

**Flat-Flex® Conveyor Belt**

**Drive Components**

**EZ-Splice™ Joining Strand**



For further enquiries or to explore Wire Belt's comprehensive product range, please contact [sales@wirebelt.co.uk](mailto:sales@wirebelt.co.uk) or visit [www.wirebelt.co.uk](http://www.wirebelt.co.uk).

Wire Belt: Your Trusted Partner in Metal Conveyor Solutions.



# WIRE BELT'S COMMITMENT TO SUSTAINABLE PACKAGING

At Wire Belt, we are dedicated to sustainability and strive to incorporate environmentally friendly technologies and policies throughout our operations. As part of this commitment, we have prioritised reducing our use of plastics in packaging and have already begun implementing meaningful changes. Our ultimate goal is to eliminate all plastics from our packaging, ensuring the materials we use are fully recyclable and responsibly sourced.

While we do not have a fixed deadline for completing these changes, we are committed to selecting materials that meet both sustainability and performance standards, ensuring our products reach customers without compromise. You may have already noticed some updates to your order packaging. Here are the initiatives we have implemented so far:

“... At Wire Belt, we are dedicated to sustainability and strive to incorporate environmentally friendly technologies and policies throughout our operations ...”

## Key Initiatives for Sustainable Packaging

- **Belt Identification Labels**, we have replaced our old, coloured plastic labels with labels made from recycled paper. These new labels are fully recyclable, reducing waste without compromising utility.
- **Cardboard Boxes**, we are transitioning from white cardboard boxes to brown kraft cardboard boxes. These are made from FSC-approved materials, contain 70% recycled content, and match the quality of our previous packaging to protect your products effectively.
- **Packing Tape**, our printed polypropylene adhesive tape, which can take hundreds of years to decompose, has been replaced with heavy-duty, reinforced paper tape. Made from brown kraft paper, it is both durable and fully recyclable.
- **Document Wallets**, plastic document wallets have been replaced with paper envelopes. These 100% recyclable envelopes eliminate the need to remove them from boxes before recycling, streamlining the process for our customers.
- **Jiffy Bags**, we have swapped bubble-wrap jiffy bags for eco-friendly, all-paper envelopes. These provide the same level of protection while being easier to recycle.
- **Packing String**, polypropylene twine has been replaced with butcher's twine; a biodegradable alternative made from renewable materials.

- **Filler Material**, instead of plastic fillers like bubble wrap and packing peanuts, we now use filler materials made from brown kraft paper. These provide excellent product protection while being recyclable and biodegradable.

## Addressing Plastic Use Where Alternatives Aren't Yet Viable

In cases where we have not yet identified suitable non-plastic alternatives, we are using products with a higher recycled content. For example, our stretch film is now made with over 30% recycled material, reducing our reliance on virgin plastics and minimising environmental impact.

## Our Ongoing Commitment

These changes are part of a comprehensive review of our packaging materials. As we continue this journey, we aim to implement further improvements in alignment with our sustainability goals while ensuring your products are delivered in perfect condition.

We are proud of the steps we have taken so far and remain committed to making Wire Belt a leader in sustainable packaging practices. Thank you for joining us on this journey toward a greener future.



# MEET JAMES BERRY: DRIVING BUSINESS GROWTH ACROSS THE M62 CORRIDOR



Hello! My name is James Berry, and I'm excited to join the team as a Business Development Manager. I'll be focusing on the north region, specifically along the M62 corridor, bringing with me a wealth of experience and enthusiasm for building strong customer relationships.

My career has spanned sales, account management, and new business development across diverse sectors. For the past 14 years, I honed my expertise with the world's largest coatings manufacturer. Before that, I gained valuable experience in pharmaceutical sales.

Outside of work, I live in Wakefield with my wonderful wife, two energetic children, and three curious cats who keep us all entertained. When I'm not at work, I'm passionate about health, fitness, and all aspects of well-being. On weekends, I

trade my professional hat for a chauffeur cap, shuttling my kids to their various sports events—it's a challenge, but one I absolutely love.

I'm thrilled to be part of the team and look forward to driving growth, forging strong partnerships, and contributing to the company's success. If you're in my patch, feel free to reach out—I'd love to connect!

Email [sales@wirebelt.co.uk](mailto:sales@wirebelt.co.uk) or call **07773 596 813**.

## CELEBRATING DEDICATION: WIRE BELT COMPANY'S LONG SERVICE AWARDS

At Wire Belt Company, our commitment to excellence goes beyond the products and services we provide—it's embedded in the dedication and skill of our employees. We believe that our people are the backbone of our success, and their loyalty and hard work directly benefit the quality of service we deliver to our customers. This belief is why we proudly celebrate long service milestones with heartfelt recognition and thoughtful rewards.

### Recognising 120 Years of Combined Service in 2024

In 2024, we had the privilege of celebrating a remarkable milestone: eight of our employees reached long-service anniversaries, contributing a combined total of 120 years of dedication to Wire Belt Company. This achievement underscores not only their individual commitment but also the collective spirit of excellence that drives our organisation forward.

Long-service employees bring a wealth of experience, institutional knowledge, and a strong sense of ownership to their roles. Their familiarity with our processes and customers, coupled with their ability to mentor newer team members, ensures that the high standards our customers expect are consistently met—and often exceeded.

### The Impact of Experience on Service Quality

Each long-service employee adds immeasurable value to our operations. Their deep understanding of our industry, coupled with the relationships they've built internally and externally, enhances the quality of service we provide. This longevity creates stability within our teams and allows us to cultivate a culture of trust and reliability, both of which are key to fostering strong relationships with our customers.

### Honouring Dedication with Thoughtful Gifts

To show our gratitude for these milestones, Wire Belt Company presents each long-service employee with a special gift tailored to their individual preferences. This token of appreciation not only acknowledges their years of service but also serves as a tangible reminder of the impact they've made on our company's success.

We take pride in ensuring these gifts are meaningful. Whether it's an experience that resonates with their interests, or something that aligns with their passions, we aim to celebrate their contributions in a way that reflects their unique value to Wire Belt Company.

### Building a Legacy Together

As we celebrate this extraordinary milestone of 120 years of combined service in 2024, we are reminded of the collective strength our employees bring to the Wire Belt family. Their dedication not only enhances our quality of service but also reinforces the core values that make our company a trusted name in the industry.

At Wire Belt Company, long service isn't just a statistic; it's a testament to the enduring relationships we build with our employees. Together, we're creating a legacy of excellence, innovation, and unwavering commitment to our customers.

Here's to our long-service employees—the true architects of our success!



# “HEALTH, WELLBEING, AND FUN: WIRE BELT’S 2024 YEAR OF CELEBRATION AND CHARITY”



At Wire Belt, we’re committed to fostering a culture of health, wellbeing, and family values in the workplace. Our team’s dedication and hard work deserve recognition, and we believe that creating opportunities for fun and connection helps strengthen our sense of community. In 2024, we proudly hosted a variety of events to support our employees’ wellbeing and raise funds for our supported charities.

## Celebrating Health and Wellbeing

Our focus on health and wellbeing was highlighted through initiatives like Fresh Fruit Mondays, a monthly tradition where employees are treated to an assortment of fresh fruit along with a fun twist: a list of fruit facts, including one cheeky fake fact to keep everyone guessing! This initiative is a simple but effective way to encourage healthy habits in the workplace.

## Fun and Games for a Cause

Staying true to our value of ‘Fun,’ we hosted several memorable events throughout the year, giving employees opportunities to socialise, unwind, and give back to the community:

### ● Egg and Spoon Race & Easter Raffle:

Employees brought their competitive spirit to the classic Egg and Spoon Race, followed by an Easter raffle that raised funds for charity.

### ● UEFA European Football Charity Sweepstake:

Football fever took over with our charity sweepstake, combining friendly rivalry with fundraising.

### ● Summer Event at The Hub:

Our summer celebration at the Hub in Murston featured a delicious lunch, exciting games, and a raffle, making for a sunny day of camaraderie.

### ● Visit from the Ice Cream Van:

Nothing says summer like an ice cream treat! Employees enjoyed a refreshing visit from the Ice Cream Van, bringing smiles all around.



## Supporting Great Causes

Our dedication to making a difference extended to popular charity events, such as the **Macmillan Coffee Morning**, where we shared coffee and cake while raising vital funds for a worthy cause. During Halloween, the office buzzed with festive vibes as everyone enjoyed some spooky **Halloween cupcakes**.

## Reflecting on 2024

These events are more than just fun—they’re a testament to the strong family values and culture we’ve built at Wire Belt. They remind us that a happy and healthy workplace isn’t just about what we do but how we support and celebrate one another along the way.

We’re looking forward to carrying this momentum into 2025, building on our health, wellbeing, and charity initiatives to create even more opportunities for connection, celebration, and giving back.



## Wire Belt Contacts

### Customer Service Team

Jo-Anne Spokes - Customer Support Manager  
Sarah Hill - Order & Quotation Administrator  
Dominic Johnson - Order & Quotation Administrator  
Rhodell Marling - Order & Quotation Administrator  
Victoria Hills - Order & Quotation Administrator  
Karen Hearne - Order & Quotation Administrator

### Technical Sales Team

Gabriel Boxall - Product Manager  
Elena Van Boolen - Technical Sales Engineer  
John Wartens - Consulting Technical Engineer  
Ben Thomason - Consultant

### UK Sales

Marc Chambers - Business Development Manager  
James Berry - Business Development Manager

### Export

Sophie Risbridger - Export Import Coordinator

Jihong Li - Business Development Manager  
Yogesh Yadav - Business Development Manager

### Sales & Marketing

Neil Walters - Sales & Marketing Manager

Wendy Thrower - Senior Marketing Coordinator  
Alex Cooper - Marketing Associate

### Accounts Team

Tim Keevil - Accountant  
Sam Donnelly - Assistant Accountant  
Lauren Hawkins - Accounts Clerk

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Wire Belt Company Limited publishes LiveWire for its customers. Your feedback is always welcome. Contact us by:

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