

Customer service the

Without a doubt, Aerodyne Alloys is truly a company committed to its customers. Since 1979, this leading international supplier and processor of high-temperature specialty alloys has remained rooted in dedication to quality, excellence and customer relationships. The company has held on to this tradition even as it moves forward in 2012, expanding its footprint in the global marketplace. When, for instance, you call Aerodyne Alloys, don't expect to listen to an automated message, look forward to a live person answering the phone. For this company, every action is taken to meet their customer's needs; to them, that's key. Stainless Steel World Americas had the opportunity to speak with Jeff Adams, Inside Sales Manager of Aerodyne Alloys, on his 16th year anniversary with the company. We discussed their successes and advancements in 2011, as well as their intentions for the future.

By Ashleigh Ryan



The Aerodyne Experience

Of the 65 employees at Aerodyne, a significant percentage bring between 15-20 years of experience to the table. "With experience comes customer knowledge... We're able to understand the customers on many levels, many of us have grown with our customers. The changes that have taken place over the last decade are nothing short of astounding." Indeed, Aerodyne has grown from a small player in the aerospace market to a major player in aerospace, power generation, oil and gas and now the fastener market.

Having been in the industry for 28 years himself, Jeff has witnessed some dramatic changes to the company from a technological standpoint. He also speaks to the fact that the handshake and relationship selling that formed the base of the company, has not changed. Purchased by family-owned business O'Neal Steel



term approach to customer service. We think of our customers as partners; we rely on relationship selling, whether its delivery requirements or stocking programs, or pricing issues. We listen to the customers and we ask the right questions and then focus all of our efforts on achieving and exceeding their expectations."

This commitment our customer satisfaction and company betterment starts and runs from the top-down. Just recently, company president Greg Chase, hopped into a delivery truck and spent the day with the driver, delivering materials to customers with the sole purpose of finding out what their customers' receiving needs are. "This speaks volumes to what we think about our customers. When the president of the company is concerned with the total customer experience down to that level, you're working for a great company."

At Aerodyne, employees and their opinions are valued. Employee committees are in place where representatives from each department can express their ideas and issues, etc. ensuring a better environment.

"We give them a voice and we listen. Our hope is that they will share how much they enjoy working at Aerodyne Alloys with their friends. This is why we have attracted the best people in the business. I think we're unique in this. When you have a happy team member you have a better salesperson, a better shipping person, whatever your position is within the company."



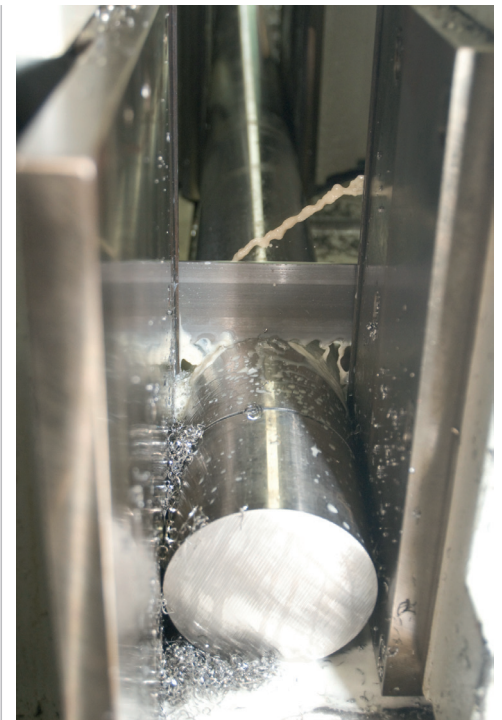
Jeff Adams, Inside Sales Manager for Aerodyne Alloys

New employees are at an advantage when joining the Aerodyne team because experienced veterans in the industry, who have been there for 10-15 years, can mentor them. "We know that our veterans make the best teachers for the folks just breaking into the business, fresh out of college or from another industry. This gives us a great foundation and allows us to maintain world class customer service as we continue growing our business".

Oil & Gas Market Expansion

In 2008, Aerodyne Alloys expanded our position in the Oil & Gas market with the acquisition of Southern Nickel and Titanium, a Houston based high temperature metals distributor. Since the purchase, we have moved twice in order to accommodate the tremendous growth and are currently in a new 17,100 sf facility. Although this was a small company when it was purchased, we knew the right people were in place to make it grow. They knew the Oil & and Gas market and lived in Houston their entire lives. In addition, they believed in all the same business practices as Aerodyne Alloys. It was a recipe for success.





Looking toward the future

Late in 2010, Aerodyne began working their way into the aerospace fastener market. With four core grades including 718 Cold Reduced, Waspalloy, A286 Cold Reduced and A286 Strain-Hardened, the company has spent the last year composing their full inventory and are now ready to support the fastener market. They are confident that there is a demand for a customer service company like themselves in the fastener market. "The fastener market compliments our existing Aerospace customer base and product lines very well while offering us new opportunities in other industries such as Oil & Gas. We see business opportunities not just in North America, but globally."

company, United Performance Metals, moved from a 12,000 sq/ft facility to a 45,000sq/ft space. New, state of the art band saws have been purchased for all four of Aerodyne's locations, some of which have received two or three machines. "We've ramped up our cutting capacity with newer more reliable equipment. As we're growing we need to find better ways to do things quicker, faster and more efficiently," says Jeff. Of the four locations, two tonne cranes have been added to each of them; the cranes are placed over the saws, ensuring that material is moved safely and more efficiently. The company also purchased a side loading system for its fairly new Greenville facility which has been growing by leaps and bounds.

Currently, Aerodyne is in the midst of installing a complete new ERP operating system, a major investment they believe will help with efficiency, and ease of doing business with customers. "That's what we're all about really, the customer experience, not making things complicated.

In 2012, Aerodyne will be expanding it's footprint in the global markets. "We're going to go wherever the business is; you have to, to be a success." In all of their markets, aerospace, power generation, oil and gas and fasteners, Aerodyne customers are predicting growth in and around the 10% range or more which is good news for the company. Internal as well as external expansion is also in the cards for Aerodyne. "The experience that we have as a company, combined with the people that we have makes our customer service a difference experience. We care about where our customers are going, what their future is like and how we can play a role in their growth."

In 2011, the company moved their California facility from Norwalk to La Mirada. Aerodyne, along with their sister

In 2011, Aerodyne updated its quality approvals, making them AS 9120 and ISO 9001 approved. They are Pratt & Whitney and Rolls Royce approved; the company also sells material certified to GE S400 & DFARS requirements.



Facts & Figures

Name:	Aerodyne Alloys
Founded:	1979
Offices:	La Mirada, California; Houston, Texas; Greenville, South Carolina; South Windsor, Connecticut
Products:	Bar, Plate, Near Net Shapes, Fasteners
Materials:	Stainless, Titanium, Nickel, Cobalt, Alloy X, Alloys 718 / 625 and Alloy Steel
Website:	www.aerodynealloys.com