

There are a number of ways you can achieve editorial coverage in Fastener + Fixing Magazine. This guide provides an insight into what we are looking for to maintain the high editorial standard that we believe is key to ensuring our advertisers and editorial contributors achieve their goals via our publications.

Six issues of Fastener + Fixing Magazine are published each year and distributed free of charge to over 25,000 qualifying professionals in the European fastener and fixing market, as well as the related tools and equipment, manufacturing and distribution sectors. +

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The Art of Riveting Knowledge
Construction fixings

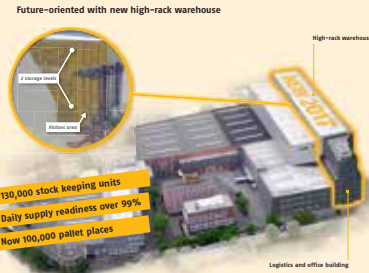
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Breaking news

Each issue contains, on average, 40 pages of news and products reports. That includes pages dedicated to European, North American, South American, Russian and Asian business and market news. Additionally there are specific pages for news and product information relating to Construction Fixings, Manufacturing Technology, Products + Tools, Application Technology, and Management + Systems.

Each section is avidly read by our qualified readership and there is a simple reason why – to us news means news. That is why we encourage companies to send us news about genuine developments within the business. This can include company changes, new contracts, new sectors opened, new launches, product developments, new technologies and applications, as well as exhibition plans.

300 – 350 words is ideal. It is unlikely we will publish much longer unless the content is exceptional. If it needs less words that's fine. Please avoid claims that are not clearly substantiated. It is often better to include this kind of statement as a quotation from a named company spokesperson. Please also try to avoid PR clichés – your company may well be the largest, best or leading in its field but unless supported by specific data it will almost certainly be cut. +

INDUSTRY NEWS

Material trends 2017 – steel

Steel has experienced a sustained period of deflation, but in 2016 closed steel mills across the world implemented significant price increases.

There are two primary methods for producing steel: the blast furnace (BF) route and the electric arc furnace (EAF) route. The BF route is the most common, accounting for 70% of global steel production. It involves melting iron ore in a blast furnace, then refining it in a basic oxygen furnace (BOF). The EAF route is used for specialty steels and accounts for 30% of global production. It involves melting scrap steel in an electric arc furnace.

The change in the steel market has been a significant factor in the price increase. In 2016, global steel production was 1.8 billion tonnes, up from 1.7 billion tonnes in 2015. This increase was driven by a combination of factors, including a recovery in the Chinese economy and a decline in the US economy.

“In 2016 around 75% of global steel was produced using BOS, with EAF making up almost all of the remainder.”



A Blast Furnace at ThyssenKrupp Steel

INDUSTRY NEWS

After a five year downturn the increase in coating cost prices in the second half of 2016 was nothing short of spectacular.

Coating costs for steel are at a historical decline, suggesting price may fall below 2008 levels by the end of 2016. This is due to a combination of factors, including a decline in the price of raw materials and a decline in the price of labor. However, in the second half of 2016, there was a significant increase in coating costs, which was driven by a combination of factors, including a decline in the price of raw materials and a decline in the price of labor.



Coating costs for steel are at a historical decline, suggesting price may fall below 2008 levels by the end of 2016.

Face-to-face interviews

One of our 'signatures' is a regular in-depth interview with industry leaders and opinion makers. Although the interview will almost certainly place that individual in the context of the business they lead, the real objective is to explore their perceptions of industry trends, technology, corporate and management styles.

Our editorial stance will be independent – we write what is discussed – which is what has made these interviews a regular and popular feature of Fastener + Fixing Magazine. Most of the interviews are at our request but if you are interested call our editor personally. +

COVER STORY

Secure bolting solutions

During a busy and productive Fastener Fair Stuttgart, Ole Ringdahl, CEO at Nord-Lock Group, sat down with Editor Will Lowry to talk about the recent developments at the Group and how it plans to continue to focus on supplying 'secure bolting solutions'.

Ole Ringdahl joined Nord-Lock Group as CEO in 2013 having previously worked in the fastener industry. "I have been part of all kinds of industries from health care and pharmaceutical to telecom and agriculture sectors. I am not technically a 'fastener person'. However, as CEO it is my responsibility to make sure we as a Group are doing everything we can to ensure that the 'key business experts' are the sales engineers, application engineers, manufacturing specialists, who are based in our 25 countries and the world supporting them to 30 industries."

Since joining Nord-Lock Ole has directed the use of the key developments has been the growth of the business – including the expansion from a two-technology group to a multi-technology group. "The technologies we have expanded into are existing offering and can be picked up and worked on by the highly skilled people we have within the Group. There were clear past performance of adding the new technologies and we now have customers that not only have one or two but three or four of our technologies all being used in the same project – I find that pretty exciting. Maybe I am already becoming a 'fastener person after all'." laughs Ole.

Another important factor in Nord-Lock's growth over recent years has been its expansion into more geographic markets. "We have focused on sales growth across all four technologies and across all markets. Thanks to this policy we have seen all our product technologies show growth, which is very positive. Some of them are still relatively new to our family, which is a short time to evolution, but it is definitely a sign of life for a very young."

Over the last 3 – 4 years there has also been a big change in the market Nord-Lock supplies. "Over in my short time at the company there has been a real shift in the market. When I joined it was really the oil and gas, and mining industries that were booming. However, since then they have been gone through difficulties. Thanks to the wide spread of the Nord-Lock range, and the quality and adaptability of our products, we have seen other industries grow. For instance, we are very active in the power generation industry. We have seen a tremendous growth in the wind sector, as well as many other power generation, agriculture. "The growth in railway also continues to be very exciting."

Ole continues, "Sustainability, in terms of performance, the strongest growth is in Asia, which is becoming more and more important to us. We have entered for a longer time in Europe, so that is where we started, and we have established good growth in Europe, but an amazing growth in Asia. We also have strong growth in North America."

"The technologies we have acquired fit into our existing offering and can be picked up and worked on by the highly skilled people we have within the Group."



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Trusted quality and production

From a Nord-Lock member as small as 3mm to Superbolt members weighing 500kg, the Group has a very wide span of products that can be used anywhere and everywhere. "From water grids to nuclear plants. That is why everything you can do should be done. We do it with a smile. The world would be a much safer place if they did."

Across all its technologies, Nord-Lock is passionate about quality and ensuring it is supplying the products its customers need. "We have no manufacturing plants where we spend a lot of time guaranteeing quality and ensuring that every product is perfect. We do this through endless testing, as well as rigorous procedures when it comes to production and quality. That is why we can produce a lifetime warranty across our technologies. The warranty clearly demonstrates our confidence in the products we supply."

"We don't produce all products in all factories, instead factories are specialised. We have at least two production lines but preferably four for two factories producing each of our technologies, which enables us to have a safe and quick supply to address the quality of the products, we are also able to offer very strong delivery capabilities. We want to make sure we are the fastest and most accurate partner to all our customers. We can work in synchrony with our partners and look to create very positive relationships with both trade and end users. We feel that when they need us we are there."

The split between Nord-Lock customer base is dependent on the technology Nord-Lock works on and is spread across distribution partners – who are the interface with the end user and are very important to Nord-Lock. "We work in cooperation with our distribution partners and often interact directly with those customers. If required, to ensure we provide the right solution for specific applications."

For the more customised products such as Superbolt and Expanded, Nord-Lock can offer either through distributors, through engineering companies or their partners, as well as direct with the end user. "The Superbolt and Expanded ranges are more engineering focused products, so they sometimes require a closer relationship." Ole points out. "Often we find clients have a problem with a certain application and they come to us with a challenge and we collaborate to find a solution."

Providing a complete service is also becoming vital. "We are working with the biggest companies in the world, solving their most demanding bolting challenges. Every year they are requiring more and more documentation, which is today's world. We use that as a good development because if you are a strong company, as we are at Nord-Lock, you are able to meet these requirements."

Another important service is the global availability of the products and service support. "Our customers don't have borders, they have operations wherever it is needed. At Nord-Lock we have our own people in most countries, whether it is in the USA, across Asia or throughout Europe. That means that we can offer the support wherever it is needed. If something is designed in Europe and then manufactured in Asia, we can offer support in both areas. We can ensure that what is agreed in the design is implemented in the production. That is a quite unique to the industry."

Innovation a key pillar

Innovation lies at the heart of Nord-Lock, and for each of its technologies and acquired technologies it was the original inventor. "We are very proud of our heritage and we aim to keep that living relationship with the founders of each technology. The success of the Nord-Lock Group is built on innovation – our technologies are patented. We spend a lot of resources on research and development so we want to ensure that we are ahead of the rest. That is what gives us knowledge leadership and the benefit of being innovators in the industry, as well as having premium products – such as terms of innovation level and quality."

"It is only by fully embracing the digital transformation that you can transform the way you work."

"Innovation is important because it shows that we are at the forefront. It also shows to our existing and potential future employees that Nord-Lock Group is an exciting employer. I want people to love going to work for a job. That is what you get excellent people to join a business and through that you give excellent value to customers, you get excellent sales performance and excellent quality from your partners."

Opportunities for the future

Nord-Lock Group is currently working on an exciting digital agenda that involves key areas of the business – which will impact how Nord-Lock reaches new customers and communicates with existing customers. "It is transforming our processes and how we document quality and reliability. We are investing heavily in the digital transformation of the Group and we have resources to do that. It is important to get the internal transformation correct and get the employees to join in the journey. It is only by fully embracing the digital transformation that you can transform the way you work."

"What is clear is that Nord-Lock Group is working on a high-tech journey. Whether it is innovation, the application how, or the speed of design and delivery, we have been working with customers for 55 years, and I think there is a lot of more markets out there to target with our bolting solutions." Ole

www.nord-lock.com

COVER STORY

REYHER – full speed ahead in 2017

This year at REYHER all systems are set for growth. The logistics and warehousing, product range and services are all geared to the future.

At the turn of the year, an impressive new 42 metre high-rack warehouse, with adjacent logistics and office building, covering eight floors, was completed at REYHER's headquarters in Hamburg, Germany – just another emphatic statement of the company's continuing commitment to efficiency and customer service through the use of the latest equipment and technology.

"The high-rack warehouse is divided horizontally, meaning that the two levels work independently of one another. The additional 40,000 pallet positions created by the new high-rack warehouse have extended REYHER's total capacity to a staggering 300,000 pallet positions."

While ensuring that it is always future orientated, REYHER has never forgotten its roots. This year the company will be 135 years old and it continues to specialise in fasteners and fixing technology. As ever, the main focus is on satisfied customers. REYHER not only sources and delivers reliably, but also provides customers with a full spectrum of related services. The company holds inventory of some 150,000 items ready for delivery, making it a range of fasteners among the widest and in-depth in the field. In addition to standard fasteners the company holds stock of numerous non-standard items, as well as fixing technologies from many highly reputable brand manufacturers.

To guarantee its products are supplied to the high-quality REYHER's customers have come to expect and rely on, many items are subjected to extensive tests of material and processing in the company's fully equipped inspection and quality laboratory. Tests include a vast array of optical measurements, spectral analysis, salt spray tests and much more. In addition to standardised or preselected standard tests, customer specific and agreed testing plans are also possible thanks to the experience and knowledge of the quality department staff.



The additional 40,000 pallet positions created by the new high-rack warehouse have extended REYHER's total capacity to a staggering 300,000 pallet positions.



REYHER not only sources and delivers with an absolute commitment to reliability it also provides customers with a comprehensive spectrum of related services. This includes sophisticated logistics, technical consulting, business solutions, as well as packaging services to complete sets and assemble kits. Material suppliers are supported with Kanban systems or 'just in time' deliveries, worldwide C-parts management and much more. It is precisely for these reasons that REYHER is far from simply a trading company, but a real partner – ensuring its customers' security of supply.

During the last few months, a major focus for REYHER has been in building up the product range with CE marking, particularly for steel construction and load-bearing timber. In addition to structural bolting, 200 stainless steel sets (A2-70), threaded screws, and wood bolting screws, many other products with CE markings are now also available.

For Kachon supplies, this year REYHER will also be presenting the new innovative LTR customer service. This optimised container is a new joint development between REYHER and 20 SCARLES with a lifting mechanism, high lifting capacity and rounded corner walls, the new LTR container series will provide customers with many advantages.

REYHER is active worldwide and is one of Europe's leading distributors of fastener and fixing technology. Its extensive range of services, in-depth product offer, and company-wide drive to satisfy customers, gives it unparalleled confidence in another excellent year.

2017 has already started positively, with the completion of the new China high-rack warehouse – as well as recognition from the CMAA group as 'Supplier of the Year' in the 'services' category in 2016.

"The general challenge for 2017 says REYHER, 'Will continue to be focussing on raw material price and the anti-dumping measures against China that are under discussion. It is a question of continuing to make the right decisions and act always in the best interests of the customers, just as successfully as we have in the last 135 years.'"

www.reyher.de



Visits and Profiles

Firstly, we always come to you! Every factory visit or Insight article we publish is a result of a personal visit by one of our own editorial staff.

These articles are normally linked to an advertising programme and are designed to deliver a unique depth of understanding of the company.

The editorial stance is independent – it is our impression of the business that is presented, creating a level of credibility otherwise very difficult to achieve. If required, supporting photographs can be taken during the visit or we can use relevant photography from your own library. +

Contributed articles

We are always interested in impartial and authoritative articles on technical and management subjects, new developments, changes and trends in the industry itself or in the sectors it services – in fact any topic that has a bearing on fasteners and fixings.

This type of article typically runs from 700 to 1,500 words and good graphics and colour photographs to support it are absolutely essential. We will consider previously published material, subject to clarification on copyright, but are really looking for exclusive articles that offer a fresh insight into the subject.

If you have an idea for an article please send an outline to editor@fastenerandfixing.com including:

- + A brief statement of the article's objective.
- + Headings of the main points to be covered, with a few words describing the way in which each point will be developed.
- + Details of graphics and photography that will be provided to support the article.
- + Name, job title, company and qualifications of the author.

If published, a photograph of the author will be included with space for around 50 words on his/her background, credentials and company position. Please bear in mind that if selected, publication may be two or more issues in the future. +

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Concerned about writing a press release?

Please don't be – just give us your story. Receiving genuine news about the industry is more important than polished prose – we are always happy to help with the writing if the story is worth publishing.

We do not charge for publishing editorial. Publication is at the sole discretion of the editor and submissions are accepted on the understanding that they may have to be edited for content and length.

We only accept editorial by email, sent to: editor@fastenerandfixing.com

Send text as a Word document (.doc or .docx file) or plain text as an attachment (.txt) or as part of the email itself. Please do not try to embed pictures in any kind of document file. +

Nothing is more likely to grab attention than a really good photo!

We do mean a really good photo, though – over half the images we receive simply are not good enough to publish, reducing the probability of the story itself being covered.

Please email a high-resolution digital image as a jpeg or tiff file. The resolution we are looking for is 300 dpi at least A5 (148mm x 210mm). That allows us to do a really good job with the image.

As a basic rule of thumb, if the jpeg image file you attach to the email is less than 500KB it is unlikely to be usable.

Subject is also important; it needs to be relevant to the editorial, well focused and uncluttered. That doesn't mean that professional photography is essential, although it does assure the quality we need. Digital cameras are capable of doing the job with a little care about lighting and composition.

Please do not add logos or contact details to images as these will not be included. Whilst we make every effort to include all images, the final decision is dependent on the available space – with priority given to advertising companies. +



When to send a release?

As soon as you can prepare it. We publish every two months but try to put as much of the magazine together well before the deadline as is possible.

If you would like to receive an email alert about the next editorial deadline and any upcoming features please send your email address to editor@fastenerandfixing.com with 'editorial subscription' in the subject line. +

Let us know what you know

You can contribute to Fastener + Fixing Magazine by becoming a source for staff-written articles. Have a look at the kind of products, topics and technologies we cover. If you feel you could contribute to our understanding let us know by emailing editor@fastenerandfixing.com and giving us a brief summary of your area of competence.

We will hold the information and next time we approach the topic we will try to get in touch to gain your input. Please, though, bear in mind it is not always possible to speak with every potential source for every article. +

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