



Since 1922



Since 1936



2010



## News and Information

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**For Immediate Release**

### **AVDEL® CELEBRATE 75 YEARS OF INNOVATION**

**Warrington (UK)** – 7<sup>th</sup> July 2011 - Manufacturer Avdel® commemorated its 75th anniversary with the release of a new, innovative and versatile product at a press day on Tuesday 5th July at their manufacturing facility in Warrington.



Media from the fastener industry as well as local press had the first introduction to NeoSpeed™, a new generation fastener that takes Speed Fastening® technology to the next level.

NeoSpeed™ has been developed and optimised using the latest Finite Element methods and delivers an assembly throughput up to four times greater than traditional threaded or breakstem fasteners. Speaking of the new product, Jon Brewer, Principle Engineer of Infastech™ explained “NeoSpeed is not only innovative but also a ‘greener’ more environmentally friendly fastening system. Unlike breakstem riveting there is no metal waste; a NeoSpeed rivet is also typically half the installed weight of its breakstem equivalent”.

The event celebrated and highlighted the achievements and key innovations that have taken place since Avdel was founded by Mr. Stanley T. Johnson in 1936 through to the present day, where it resides under the umbrella that is Infastech™.

Highlights of the day included informative presentations from Infastech’s Vice President and General Manager - Avdel, Director of Human Resources for Europe and the Technology Management Team. They included details of recent corporate developments, the history of Avdel over the last 75 years and the new product development programme.

A key focus of the day was to highlight the manufacturing capability across the extensive site in Warrington which employs over 250 persons from the local area. The press also enjoyed an extraordinary VIP guided tour of the facility where Avdel gave an insight into their unique product

demonstrations. Local apprentice Daniel Kawalek was given the opportunity to showcase his project. John Feetenby, Director of HR explained “since 2007, we have trained 8 apprentices in Toolroom / Mechanical and Electrical Engineering Maintenance skills. We firmly believe that by investing in the training of young apprentices we will maintain high skill levels and create an effective succession pipeline to support our well established fastener business into the future”.

On display was an interactive timeline demonstrating Avdel’s last 75 years of achievement and progress as well an insight into what the next 75 years holds for the company. The timeline augments Avdel’s heritage of innovation and their continuation on this journey. Infastech CEO Randy Teo sent a personal message extending a warm welcome to the fastener press and explaining “the Warrington operation you are visiting will help to confirm our company commitment to lean manufacturing, a safe workplace and a culture of profitable expansion driven by innovative products and technologies”.

Avdel® is one of the leading global product brands from Infastech™. Avdel has been a technology leader for 75 years and our range of blind fasteners and tooling is one of the widest in the market. Infastech offers Avdel products through Sales, Distribution and Manufacturing facilities in over 150 countries serving all market segments with innovative fastening and assembly solutions.

[www.avdel-global.com](http://www.avdel-global.com) , [www.infastech.com](http://www.infastech.com)

**ENDS**

## **Square 5**

Square 5, based in Electric Works, Sheffield, managed the event on behalf of Infastech. Square 5 are business development and communication specialists supporting organisations to increase their profitability by raising their profile and expanding into high growth sectors.

[www.square5.co.uk](http://www.square5.co.uk)

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