

Kapp Alloy & Wire Adds Marketing Leader, Continues Growth

2009 saw growth and change for Kapp Alloy & Wire, the Oil Region's leading solder, spraywire, and Babbitt manufacturer for over 50 years. One major change was the addition of Oil City native, Jessica Nelson as Marketing Team Leader. Nelson's hiring marks the first time that Kapp Alloy has dedicated a position solely to sales and marketing. "More and more of our business is global" noted Jack Crawford, President of Kapp Alloy & Wire. "We have to be able to communicate effectively 24 hours a day around the world, using every tool at our disposal. Jessica brings both the education and experience we need to stay in front of critical customers and prospects."

Kapp Alloy & Wire also recently received a grant to revise their two websites (www.kappalloy.com and www.solderdirect.com). According to Nelson, "Email and the internet have become critical parts of our global expansion. We are updating our websites to improve our marketing to new customers, and to enhance our operational assistance to existing customers."

2009 saw an overall increase in sales for Kapp Alloy & Wire in an extremely challenging economic environment. According to Crawford, "Our employees' commitment to quality and service kept our business growing in a tough economy. Kapp Alloy's expertise is in high purity consistent alloys. Our custom alloys business increased over 400% in 2009 based on our Precision Microcasting_™ success. Our plan for 2010 is to use our expertise to expand in existing and new markets around the world."

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