



Corrotherm: Nickel alloy specialist widens global footprint

As a specialised stockist and supplier of seamless pipes, fittings, flanges in nickel and nickel alloys, Corrotherm has served its customers in some of the world’s most demanding applications for over 27 years. Stainless Steel World spoke to company CEO Mrs. Jan Ward and the Head of Sales at the Corrotherm office in the Netherlands, Mr. Martijn Verstappen, to learn about how the company continues to evolve.

By Joanne McIntyre

Corrotherm specialises in supplying nickel and nickel alloy seamless pipe, ranging in diameter from 0.5 – 8 inches, as well as a range of complementary fittings and flanges through its offices around the globe. CEO Jan Ward continues to drive the company ahead with a strong focus on meeting the needs of its customer’s, wherever they are. Corrotherm has undergone a robust investment trajectory over the past

two years. “Perhaps the most significant change has been the four-fold increase in the quantity of seamless pipes, fittings and flanges held in stock across the company,” Jan explains. “We’ve focused on increasing stocks that are specialised for our customer’s needs; when a customer requires a specific size or grade for a particular application, we can comfortably support them from the generous reserves of material held in our warehouses.”

In addition to the many different seamless alloy pipes and tubes the company stocks, the range of fittings and flanges is also constantly being enlarged.

Martijn: “Our UK and Netherlands facilities stock our full range of materials including Nickel 200, Monel 400, Inconel 600, Inconel 625, Incoloy 825, Inconel C276 and Alloy 20. We’re the only major stockist in Europe for Alloy 20. I think that we



can safely say we are one of the most comprehensive stockist in Europe for these grades.”

The company has specialised in providing complete packages for its customers including fittings, flanges, plate, and bars since its inception. “This is a significant part of our business, and we have excellent relationships with all the reputable nickel alloys suppliers,” continues Jan. “We help our customers by removing the need for them to deal with multiple suppliers and hunting down specialist materials. We can easily do this for them, saving time and money.”

While Corrotherm has always had good relationships with the main mills, recently it has increased the number of mills and distributors that it covers. “We have very strong arrangements in place with more mills than ever, which has helped us increase our product

range,” explains Jan. There are only a few specialist nickel alloy manufacturers and we have very good relationship with all of them.”

New office in the Netherlands

Another important change in the past two years has been the addition of a Corrotherm branch in the Netherlands. Martijn: “The focus for our Dutch office is the European market while also supporting our other overseas offices. This facility has brought the stock a lot closer to our customers. We now have the full range of nickel alloys available in the UK and the Netherlands, with a generous stock supporting customers where needed. We also act as the service centre on the operations side.” The Corrotherm team are aware that the Dutch office will be a significant help to their European customers post-Brexit to have the full range of products on the continent.

Global locations

The expansion into the Netherlands fits perfectly with the company plans to serve customers around the world with local expertise. “Having offices in different locations allows us to be close to customers, to understand what they need not just in terms of materials, but also in terms of services and documentation,” explains Jan. An office in Perth, Australia, covers the Asia Pacific region while two offices in India cover that continent. “To ensure we are aware of what customers need we employ local staff. We may be a small business compared to others in the industry, but this allows us to be very flexible and work around what customers want. Staying ahead of what customers need and being able to fulfil that very quickly is one of our greatest strengths.”

Three offices in the Middle East (Saudi Arabia, Abu Dhabi, Dubai) employ ten people in total. “The Middle East operations are quite different to ensure that they are based around the needs of the local markets. There are a very small number of fabricators working in specialist materials in the region, and there are very strict rules regulating vendors. We have a long history in the Middle East and employ local specialists. Currently they are focused on the new regulations for the In-Country Value (ICV) supplier program. This is a procurement-led initiative which aims to focus on local



The company’s stock of seamless pipes, fittings and flanges has increased by a factor of four in the past two years.

supplier selection. We are achieving good scores in that program which gives us a significant advantage over competitors.”

The United Kingdom remains the company’s headquarters and Jan continues to expand the stock held there. “Very few suppliers in the UK have specialist alloys in stock. I believe we are also the only stockist of Inconel 690 and 693 alloys in the UK. These have been used for metal dusting in reactors and the power industry, and we are seeing a growing use in other applications as well. This was another reason for us to extend our stocks, and we will keep doing so.”

Huge range of expertise

Jan is proud of her global team, which in the UK alone counts over 200 years of experience in nickel alloys and the metals industry between them. “The range of expertise in our team

Brexit-proof business

Martijn was keen to explain that the new office and well-stocked inventory in the Netherlands guarantee certainty for Corrotherm clients in both the UK and Europe. “It makes us very flexible, regardless of what happens with Brexit. We can do inter-company shipments and our own paperwork, so there will be no disruption for our customers. That’s very important for European customers who understandably want assurance that they won’t face delays.”

[COVER STORY]

covers everything from aerospace design and specification through to material production. We have people with manufacturing and production backgrounds, metallurgists, welding and mechanical engineers... a huge range of expertise. This is one of our greatest strengths because expertise about specialist alloys is in short supply today. Our experts know how these products are made, what is and isn't possible, and their knowledge of what goes on inside the production plant is very important. These are very different products from other white metals, not least because they are so much more expensive! They are destined for a special job and need to be stored and handled carefully."

The Corrotherm teams are frequently approached by companies or universities who are developing a process and require specialist advice on which material to specify.

"We've been involved with everything from aerospace programs to the development of engines for launching satellites. A recurring issue that we are asked to solve is specifying a material upgrade when a customer has had a failure and is looking for a more robust solution. It's on occasions like this the teams' extensive engineering and engineering expertise comes into play. We are also comfortable interpreting drawings for a company and helping them select the best nickel alloy for the job. For EPC contractors we fulfil a consultant role, providing a huge amount of technical support before they issue material tenders."

Wide range of vendor qualifications

With a project history dating back over 27 years, Corrotherm is an



With stock locations around the world, Corrotherm is able to meet customer needs at short notice.



Corrotherm specialises in supplying nickel and nickel alloy seamless pipe, ranging in diameter from 0.5 – 8 inches.

approved vendor for practically every EPC contractor and major end-user around the world. Jan: "We are vendor approved with all of the national oil companies, petrochemical and oil & gas contractors, as well as related technology providers."

Martijn continues: "This is particularly important in the Middle East, even when you are not dealing directly with the end-users. It is essential to be registered with the national oil companies, and they've all been our customers for over 25 years."

New recruits

As the company has grown it has taken on new recruits at its various locations. Martijn explains: "One of our key recent recruits is Karim Righi, who is well known in the materials industry. He has brought a lot of experience to the company with both nickel alloys and duplex grades. Within the past six months we have also recruited three people in the UK and six in the Netherlands."

Jan continues: "We've focused on recruiting young talent. We have a mature team at Corrotherm and while they are not yet facing retirement, we want to train new people for future roles. Our new staff enter a very rigorous training program which continues throughout their career. It has always been our philosophy to recruit people for the long term, and we have a great record for retaining staff. Many people in the UK office have been with me since I started the business 27 years ago."

As a keen supporter of women in the steel industry, such as the Women in Steel initiative at the Stainless Steel World events, she is happy to have recruited several young women onto the team. "I'm very keen to engage with

younger women to get them interested in the industry."

Customer service

Jan has a unique idea when it comes to customer service. "When it comes to service I believe there are three core factors. The first is that nobody should talk to a customer if they don't have the necessary knowledge; so we ensure that all our staff are well trained. Secondly, we are always customer-focused and flexible enough to make sure they get what they want. Thirdly, we want customers to return, so focus on keeping them happy. If there is a problem, we go out of our way to fix it. In the past we've flown out material and carried out inspections at our expense; we will do everything to ensure the customer doesn't feel let down."

"My theory is that you need at least 1.5 to 2 people in operations for every salesperson. When sales take an order, it doesn't mean anything until

Women in Steel

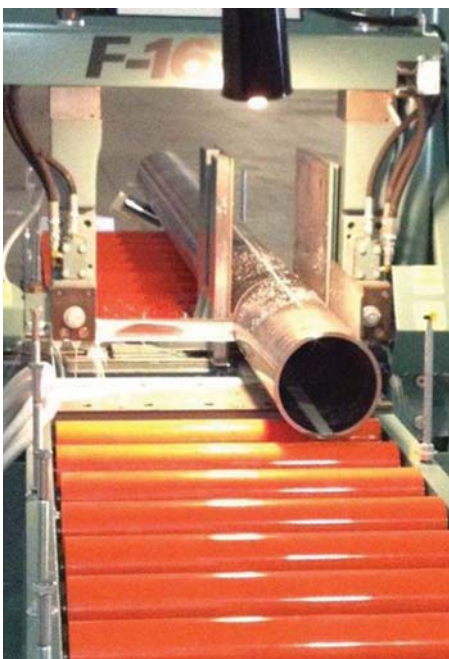
As the CEO of a successful stainless steel business, Jan Ward has taken an active interest in promoting the steel industry in general. Women in Steel is her vision to provide a network for women of all ages working in the global steel industry, with the aim of providing support and encouragement and, where possible, nurturing the next generation of steel professionals. The initiative was launched several years ago and brings members together to network. A recent example is the Women in Steel dinner which Jan hosted during the Stainless Steel World Conference & Exhibition in November. Jan invites any women who may be interested in joining Women in Steel to contact her via Corrotherm.



A well-stocked inventory in the Netherlands guarantees certainty for Corrotherm clients in both the UK and Europe, regardless of what Brexit brings.

the people in operations get hold of it and pack it to the customers specs, inspect it, produce the documentation, ship it and produce the payment documentation according to the customers requirements. The service end of the business is extremely important. There's almost nothing we won't do for our customers. Our outstanding service covers everything from the way goods are stored, packaged, documented to how they are shipped. When a customer purchases a costly alloy they quite rightly expect it to look good, and to be well protected during transport."

The Corrotherm team also has expertise in value-added service, Jan explains. "We carry out a wide range of services such as bevelling, cutting, third party tests and inspections to upgrade



Corrotherm offer a wide range of services such as bevelling, cutting, third party tests and inspections to upgrade products.

The range of stock available at Corrotherm

	ALLOY 625	ALLOY 825	ALLOY 400	ALLOY 200/201	ALLOY C276	ALLOY 20	ALLOY 600	ALLOY 601
1/2" SCH 10 - SCH 80	X	X	X	X	X	X	X	
1/2" SCH 160 - XXS	X	X						
3/4" SCH 10 - SCH 80	X	X	X	X	X	X	X	
3/4" SCH 160 - XXS	X	X						
1" SCH 10 - SCH 80	X	X	X	X	X	X	X	
1" Sch 80								X
1" SCH 160 - XXS	X	X						
1 1/4" SCH 40 - SCH 80	X							
1 1/4" Sch 160								X
1 1/2" SCH 10 - SCH 80	X	X	X	X	X	X	X	
1 1/2" SCH 160 - XXS	X	X						
2" SCH 10 - SCH 80	X	X	X	X	X	X	X	
2" Sch 80								X
2" SCH 160	X	X	X		X			
2" XXS	X	X						
2 1/2" SCH 40 - SCH 80	X				X			
2 1/2" Sch 160	X							
3" SCH 10 - SCH 80	X	X	X	X	X	X	X	
3" SCH 160	X	X	X		X			
3" XXS	X	X						
4" SCH 10 - SCH 40	X	X	X	X	X	X	X	
4" SCH 80	X	X	X				X	
4" SCH 160	X	X						
4" XXS	X	X						
6" SCH 10 - SCH 40	X	X	X	X	X	X	X	
6" SCH 80	X	X	X				X	
6" SCH 160	X	X						
8" SCH 40	X	X	X				X	
8" SCH 80	X	X	X				X	

We are certified to ISO 9001, 14001 and OHAS 18001.

products. Sometimes we collect an item from the mill, service it, then return it to the mill for finishing. Because we keep a wide range of start stock stored at the mill, we can deliver much more quickly than their standard delivery times." Documentation is extremely important, and Jan is proud of the number of compliments the company receives about this aspect of the business. "Practically everybody in the company is involved in expediting. We stay in very close touch with customers, particularly if there is a hiccup; there is nothing worse when things go wrong then nobody telling the customer what is happening. Everyone reading this article will sympathise with this! Our good relationship with the manufacturers means we can get quick answers."

"When I started the company, I wanted people to have jobs that they enjoy, and that they want to come to work. I'm very

focused on keeping people happy and motivated. When people are happy in their work they will go the extra mile for customers. That will make all the difference to our relationship with them."

Facts & Figures

Name:	Corrotherm
Founded:	1992
Employees:	40
Headquarters:	United Kingdom
Offices:	UK, Netherlands, Australia, India, Saudi Arabia, Dubai, Abu Dhabi
Products:	Nickel and nickel alloys seamless pipes, fittings, flanges
Grades:	Inconel 625, Inconel 600/601, Incoloy 825, Incoloy 800/HT, Monel 400, Nickel 200/201, Alloy 20, Inconel C276, Inconel 690/693
Website:	https://www.corrotherm.co.uk/