



Harald Pihl: Family business promises speedy delivery, honest service

Managing Director Jonas Pihl (left), pictured with Chairman of the Board Johan Pihl, is the fourth generation of the family to run the company.

From their base near Stockholm in Sweden, the team at Harald Pihl expedites orders of high grade stainless steels and special alloys to every corner of Europe and beyond. Renowned for speedy delivery and the most extensive stock of nickel, titanium and super alloys in Europe, Harald Pihl have also forged a name for honesty, integrity and quality as a world-class distributor. Stainless Steel World spoke to Managing Director Mr. Jonas Pihl about how this fourth-generation family company continues to grow and extend its reach across borders, without comprising on quality and its business philosophy.

By Joanne McIntyre

Swedish distributor Harald Pihl has earned a solid reputation as a trusted family-owned business, with a history

dating back over a century. Today it distributes the largest range of nickel, titanium and alloys in Europe.

“We stock pretty much everything,” explains Managing Director Jonas Pihl, the fourth generation of the Pihl



The company supplies NORSOK M650 certified material in titanium Grade 2 and Grade 5, which is mainly used for pipes, bars and fittings in the oil & gas industry.

“Fortunately we have customers spread across a very wide range of countries which minimizes the effect of downturns in any one sector. In fact we recently opened a new office Bergen, Norway and when the oil price recovers and projects are restarted, we are ready to ship at a moment’s notice.”

Europe XL – a growing international presence

Harald Pihl is a truly international enterprise. Several European languages are spoken in the office, and the list continues to grow as new offices staffed with locals open. “In January 2015 we opened our first office in Poland, with a much experienced salesman to serve the local industries. At the same time we opened our new office in Bergen, Norway. Also this year a Turkish colleague joined our head office in Sweden. He is familiar with the Turkish market and is handling our business there. The Turkish market is very promising and we look forward to expanding our presence there in the coming years. Finally we have a French colleague who is well established and handles all French speaking regions. Our international staff makes it easy for customers to talk to us directly – there are no language barriers. With eight offices in three time zones, we serve ‘Europe XL’ – across the continent and beyond,” smiles Jonas.

family to work in the business. “From plates to tubes, to round bars, wire and welding materials – we strive to be a one-stop-shop for our customers where they can find everything they need. And it’s all easily accessible on one website.”

Growing demand for alloys

“Our growing presence in the international market means we are expanding our reach,” continues Jonas. “However we also see that demand for speciality and high-end alloys is increasing across the board.” The trend to use more high-end alloys is largely driven by higher customer

demands, explains Jonas. “Many industries are now turning to higher alloys to combat issues such as weight and extended life cycles. For example the automotive industry is utilizing increasingly complex materials rather than just stainless steel. Industry as a whole is turning to high end alloys.” With its customers representing an enormous range of industries, Harald Pihl has enjoyed steady growth despite the downturn in the oil and gas sector. “Of course we’ve noticed that the oil & gas industry is very slow, but we’re already seeing some positive movement, while maintenance and repair activities are ongoing.”

Raising the bar as Master Distributor

As the company continues to grow and mature it’s also taking quality standards to a higher level. “In the past we thought of quality in terms of getting ISO certifications, passing tests etc. However today our mission is not just to pass the test, but to excel at it. Over a year ago we appointed a new Quality Manager, Mr Niels Boman who is working with our team to raise standards at every level. Our ambition is to be an industry leader in terms of quality in every facet of our business, from purchasing, to traceability, to documentation and shipping. Quality awareness across the entire supply chain has increased.”

[COVER STORY]

“In terms of purchasing we have improved our systems to ensure materials with the correct tolerances and qualities are delivered. Every single item is PMI tested (x-ray scanned) on arrival, while barcodes provide a 100% guarantee that the correct certification is attached. There is no longer room for human errors.”

“We intend to use our extremely high quality standards as an offensive weapon in our sales strategy. Harald Pihl is on its path to become the industry leader and will set new standards as a Master Distributor. This affects every aspect of our business. We are even more confident that we can identify errors from external parties such as suppliers and prevent these from being passed on.”

As part of the company’s business philosophy of working to the highest possible standard, Harald Pihl is also minimizing its impact on the environment. “Our aim is to become ‘better than carbon neutral’ in the short term. We are compensating for our CO₂ footprint by investing in renewable energy, and hope to move into carbon-negative operations within a couple of years.”

Specialists in speed & diversity

As a distributor, Harald Pihl exports an extraordinary 70% of its products, due largely to the broadness of its stock which is unique in the business.

“Our competitors are all specialized in particular areas, however we stock everything,” explains Jonas. “If you need 2 kg of one product, 4 kg of another, and 5 kg of yet another, we will put those orders together in a single package. We have no minimum quantity requirements so customers can order as little as they want. This is one of our unique strengths.”

Water cutting service

Harald Pihl has offered a water-cutting service to customers for some years but has now taken this value-added service to the next level with the appointment of an in-house specialist. Customers can simply email their technical drawings to the company and the required parts will be cut and shipped, with the super-fast delivery for which the company is renowned. To learn more about this service, contact Mr. Oscar Juneblad at email: waterjet@haraldpihl.com



Harald Pihl’s expert water-cutting service provides added-value products to its customers.

“Our specialty is very fast delivery times. All enquiries are answered within a couple of hours and orders placed before lunch are shipped the same day. If you are in France for instance, you will have your order within four days. Our competitors take one to two days to answer an inquiry,

another two or three days to get the material out the door, then shipping takes a few days on top. We can always deliver faster.”

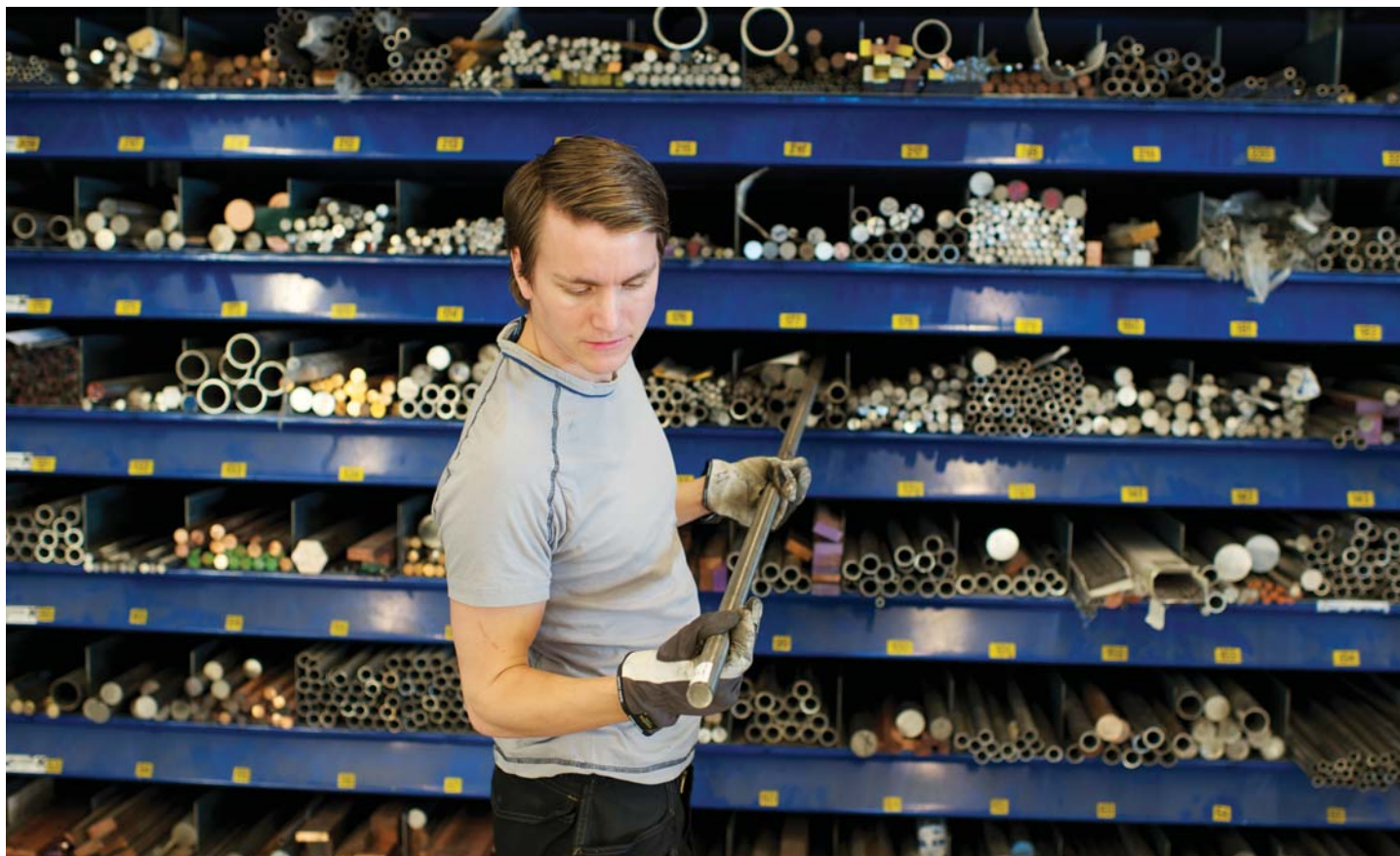
Simple on-line enquiry

For customers who are simply interested in getting the items they need as soon as possible, the Harald Pihl system is a breath of fresh air. The entire stock offering is listed on the company’s website www.haraldpihl.com. The clear, easy to use site allows customers to quickly find the products, materials and sizes they need. “The site shows you exactly what’s in stock. In the unlikely event that an item is not in stock you can even see if stock is scheduled to arrive on the shelf. You can also enquire about any item that you are interested in, directly in the stock list. The site is all inclusive and open to anyone. We believe – and experience has proven us right - that people appreciate being able to see what is available, and they know that we can also very rapidly supply any items not in stock.”

With the entire inventory controlled on line the company knows exactly how much of each item is on the shelf, how much has been sold and what needs to be reordered in advance, all of which makes it a smoothly operating and lean system.

Alloy	Product form	Dimension	Stock/(incoming)	Add
TITANIUM ASTM B338 GR2	Tube, seamless, soft annealed	1.59 x 0.645 mm	204 m	+
TITANIUM ASTM B338 GR2	Tube, seamless, annealed	3.0 x 0.5 mm	155 m	+
TITANIUM ASTM B338 GR2	Tube, seamless, annealed, pickled	4.0 x 0.5 mm	605 m	+
TITANIUM ASTM B338 GR2	Tube, seamless	6.0 x 1.0 mm	556 m	+
TITANIUM ASTM B338 GR2	Tube, seamless, annealed	6.35 x 0.9 mm (0.25" x 0.035")	596 m	+
TITANIUM ASTM B338 GR2	Tube, seamless, annealed	6.35 x 0.89 mm (0.25" x 0.035")	67 m	+
TITANIUM ASTM B338 GR2	Tube, seamless, annealed	6.35 x 0.9 mm (0.25" x 0.035")	0 m	+
TITANIUM ASTM B338 GR2	Tube, seamless, annealed	8.0 x 1.0 mm	610 m	+
TITANIUM ASTM B338 GR2	Tube, seamless	9.5 x 0.9 mm	20 m	+
TITANIUM ASTM B338 GR2	Tube, welded	9.5 x 0.9 mm	56 m	+
TITANIUM ASTM B338 GR2	Tube, welded	10.0 x 0.9 mm	369 m	+
TITANIUM ASTM B338 GR2	Tube, welded	10.0 x 0.9 mm	369 m	+
TITANIUM ASTM B338 GR2	Tube, welded	10.0 x 1.0 mm	6 m	+
TITANIUM ASTM B338 GR2	Tube, seamless	10.0 x 1.0 mm	1546 m	+
TITANIUM ASTM B338 GR2	Tube, seamless	10.0 x 1.0	0 m	+
TITANIUM ASTM B338 GR2	Tube, welded, deviation in straight	10.0 x 1.0	292 m	+
TITANIUM ASTM B338 GR2	Tube, seamless	12.7 x 0.9 mm	0 m	+
TITANIUM ASTM B338 GR2	Tube, welded	12.0 x 1.0 mm	32 m	+
TITANIUM ASTM B338 GR2	Tube, seamless	12.0 x 1.0 mm	857 m	+
TITANIUM ASTM B338 GR2	Tube, seamless	12.0 x 1.0	0 m	+
TITANIUM ASTM B338 GR2	Tube, welded	12.0 x 1.0	5 m	+
TITANIUM ASTM B338 GR2	Tube, seamless	12.0 x 2.0 mm	129 m	+

The company’s entire stock offering is listed on the website www.haraldpihl.com. On the clear, form and sizes. The amount in stock is clearly shown. An order enquiry is sent with a simple



The company strives to be a one-stop-shop for Europe's largest range of nickel, titanium and alloys.

The warehouse is staffed by experienced people and is highly organized. "We are very pleased that the management philosophy has been taken on board by everyone right down to the people who are processing the

orders. They know that it's important that we are very fast and why; to compete with the suppliers located closer to the customer we have to be very good at what we do. Everybody in our organization understands that."

Reputation for honesty

The team at Harald Pihl is proud of its reputation for honesty and integrity and see this as a strong selling point for their business. "It's very important to us that our customers feel safe when they buy from us. In the unlikely event that a mistake should happen, we will immediately correct it without any questions asked. When you purchase from us, you have an absolute guarantee that we will take care of you. Over the years we have seen that customers really do notice and appreciate this. These are not just words, it's part of our business culture."

HARALD PIHL

SPECIAL ALLOYS AND TITANIUM



- HOME
- PRODUCTS
- STOCK LIST
- TECHNICAL DATA
- SERVICE CENTER
- OUR COMPANY
- CONTACT

Stock list

Updated: Jun 29 2015

Inquiry

Product group / Usage: Alloy (free text): or Alloy: filter with: Product form:

Printer-friendly format

Alloy	Product form	Dimension	Stock/(incoming)	Add
INCONEL 718 AMS 5663	Round bar, age hardened	Dia=3.0 mm, Weight=18 m/kg	7 m	<input type="button" value="Add"/>
INCONEL 718 AMS 5662	Round bar, solution treated	Dia=3.0 mm, Weight=18 m/kg	517 m	<input type="button" value="Add"/>
INCONEL 718 (53 Ni/19 Cr/5 Nb)	Round bar, solution treated	Dia=3.0 mm, Weight=18 m/kg	0 m	<input type="button" value="Add"/>
INCONEL 718 AMS 5662	Round bar, pickled, solution treat	Dia=4.0 mm, Weight=10.15 m/kg	436 m	<input type="button" value="Add"/>
INCONEL 718 AMS 5663	Round bar, age hardened	Dia=4.0 mm, Weight=10.15 m/kg	862 m	<input type="button" value="Add"/>
INCONEL 718 AMS 5662	Round bar, pickled, solution treat	Dia=4.0 mm, Weight=10.15 m/kg	0 m	<input type="button" value="Add"/>
ALLOY 718 AMS 5663	Round bar, annealed, aged & ground	Dia=7.5 mm, Weight=2.9 m/kg	537 m	<input type="button" value="Add"/>
ALLOY 718 AMS 5662	Round bar, solution annealed, cente	Dia=12.7 mm, Weight=1.0 kg/m	435 kg / (500 kg)	<input type="button" value="Add"/>
INCONEL 718 AMS 5662	Round bar, solution annealed, cente	Dia=15.88 mm, Weight=1.62 kg/m	158 kg / (500 kg)	<input type="button" value="Add"/>
INCONEL 718 AMS 5662L	Round bar, hot rolled, solution ann	Dia=16.0 mm, Weight=1.62 kg/m	1 kg	<input type="button" value="Add"/>
ALLOY 718 AMS 5662	Round bar, solution treated, machin	Dia=20.0 mm, Weight=2.47 kg/m	910 kg	<input type="button" value="Add"/>
ALLOY 718 AMS 5662	Round bar, HR, solution annealed, c	Dia=22.0 mm, Weight=3.18 kg/m	664 kg / (1000 kg)	<input type="button" value="Add"/>
ALLOY 718 AMS 5663	Round bar, aged, solution treated,	Dia=22.0 mm, Weight=3.18 kg/m	432 kg / (500 kg)	<input type="button" value="Add"/>
ALLOY 718 AMS 5663	Round bar, centerless ground, aged	Dia=25.4 mm, Weight=4.0 kg/m	142 kg / (2000 kg)	<input type="button" value="Add"/>
ALLOY 718 (53 Ni/19 Cr/5 Nb)	Round bar, centerless ground, solut	Dia=28.6 mm, Weight=5.26 kg/m	0 kg	<input type="button" value="Add"/>
ALLOY 718 AMS 5662	Round bar, extruded, solution anne	Dia=28.6 mm, Weight=5.4 kg/m	1272 kg	<input type="button" value="Add"/>
ALLOY 718 AMS 5662	Round bar, extruded, solution annea	Dia=30.0 mm, Weight=5.9 kg/m	999 kg	<input type="button" value="Add"/>
ALLOY 718 AMS 5663	Round bar, age hardened	Dia=30.0 mm, Weight=5.9 kg/m	1106 kg / (1000 kg)	<input type="button" value="Add"/>
ALLOY 718 (53 Ni/18 Cr/5 Nb)	Round bar, solution annealed, hot r	Dia=30.0 mm, Weight=5.9 kg/m	0 kg	<input type="button" value="Add"/>
ALLOY 718 AMS 5663	Round bar, solution treated and age	Dia=30.0 mm, Weight=5.9 kg/m	0 kg	<input type="button" value="Add"/>
ALLOY 718 AMS 5663	Round bar, age hardened	Dia=35.0 mm, Weight=8.2 kg/m	194 kg / (1000 kg)	<input type="button" value="Add"/>
INCONEL 718 AMS 5662	Round bar, HR, solution annealed, g	Dia=38.1 mm, Weight=9.4 kg/m	1623 kg	<input type="button" value="Add"/>
ALLOY 718 AMS 5663	Round bar, age hardened	Dia=41.28 mm, Weight=10.5 kg/m	5148 kg	<input type="button" value="Add"/>

easy to use site customers can quickly find the materials they need in the desired product click of a mouse, and rapid delivery ensures orders arrive with a matter of days.

Facts & Figures

- Name: Harald Pihl
- Founded: 1912
- Headquarters: Täby, Sweden
- Products: Nickel based alloys, heat and corrosion resistant alloys, titanium and titanium alloys, copper alloys, stainless steels
- Product forms: Sheet, plate, strip, bar, wire, tube, pipe, welding material.
- Website: www.haraldpihl.com