



Heyco Metals Inc. The light gauge coil & strip experts

Heyco Metals Inc. is a leading manufacturer of premium coil and strip products in light-gauge stainless steel and copper alloys that has been devoted to serving customers since 1969. With over four decades of metals experience, Heyco has earned a solid reputation in the industry for providing customers around the world with quality materials, short lead times, outstanding technical support and on-time delivery.

By Candace Allison, Stainless Steel World, Canada

Heyco coils and strips are manufactured at its impressive ISO 9001:2008 certified production facility located in Reading, Pennsylvania, USA with all of the products going through the rigorous Cognex-SmartView surface inspection process to ensure perfect surface quality before being shipped to clients. The facility is also fully equipped with the latest processing technology so customers are able to choose from a

wide range of customizable options including rolling, bell annealing, strand annealing, stretch bend leveling, slitting and traverse winding. *Stainless Steel World* had the pleasure of speaking with Heyco Metals' Vice President Sales & Marketing, Mr. William Barry, about the company's customizable product options, its short lead times, 95 percent on-time delivery and what it can offer the global client.

"Heyco Metals is a privately held 70-employee company with an 85,000-square foot (7,896.7 square meters) strip re-rolling facility," shared Mr. Barry. "Coil and strip is the term we use in the industry and our product mix includes copper and copper alloys but our current focus is very much on light-gauge stainless steel, because the growth of the company lies with that product. Our historic focus was primarily



With gauges down to .0018" (.045mm) stainless steel from Heyco Metals is finding its way into critical components in a variety of industries.

even Inconel alloys (a family of austenite nickel-chromium-based superalloys).

Shortest lead times in the industry

Regardless of the material that a customer has chosen for their coil and strip products, Heyco is able to customize the final product so it perfectly fits the client's needs. Mr. Barry explained that Heyco is not only able to produce a unique gauge, temper and/or size of coil or strip, but that this can be done in a far shorter lead time than the majority of the industry. This is one of the many reasons that the company has been able to grow so dramatically and develop such a well-respected reputation. Heyco is able to ship its products, many of which are customized, within two to four weeks regardless of where in the world the client is located. The majority of the competition ships its products in at least twice that time. By choosing Heyco, customers can benefit from some of the shortest lead times in the industry. This is especially valuable to clients working in an industry, such as oil and gas where timelines are often very rigid and timing is everything.

Heyco also provides value by offering customers a wide range of quantities to choose from to perfectly fit their needs. Even though the company offers quantities of coil and strip into the tens of thousands, Mr. Barry confirmed that it is the quantities of 5,000-pounds (2,267.9 kg) and below where Heyco offers the most value. These small and medium quantities are often considered to be 'non-standard items', since they aren't ordered in larger

Heyco Metals' stainless offerings

Grades

- 301
- 302
- 304
- 304-high nickel
- 304L
- 305
- 316
- 316L
- 430

Capabilities

Rolling: .00196" (.05mm) – .015" (.38mm)

Slitting: .18" (4.57mm) – 13.5" (343mm)

Weight: 251.33 lb. (114 kg)

Traverse-wound reels: 500.5 lb. (227 kg) / 1000.9 lb. (454 kg)

amounts, and therefore can be difficult to obtain from other companies that don't offer such a wide range of quantities. So when customers need a small or medium amount of light-gauge stainless steel or copper, especially in a short amount of time, Heyco is the company they can turn to and trust to deliver quality products on time. Fulfilling this need in the marketplace is the niche that Heyco has wisely chosen to focus on.

"It's important in business to know what you are good at and to focus on that in order to excel in the marketplace. As a company, our focus is on the light-gauge end of the scale. That is, we produce and market .0018" (.045mm) up to .015" (.38mm) and that makes us different and desirable to those clients who are light-gauge users. Since our equipment is focused on this niche area, Heyco is not looking to be a general stainless steel supplier, but rather our strategy is to meet the needs of those on the low end of the scale," clarified Mr. Barry.

on connector applications but once we entered into the stainless world it has greatly diversified the markets we focus on. We now sell stainless steel across the board in the 300 series and our quantities range anywhere from the lowest, which is 250 pounds (113.398 kg), to a general high end of approximately 20,000-pounds (9,071.847 kg)."

Part of Heyco's strategy to expand more into the stainless steel market included branching out into the area of higher temperature nickel alloys, which require a special high temperature furnace. So in 2014, the company installed a furnace capable of annealing up to 2,150 degrees Fahrenheit (1,176 degrees Celsius). This proved to be an extremely important investment as it allowed clients the opportunity to choose from a variety of nickel alloys such as the 304- and 305-grades and



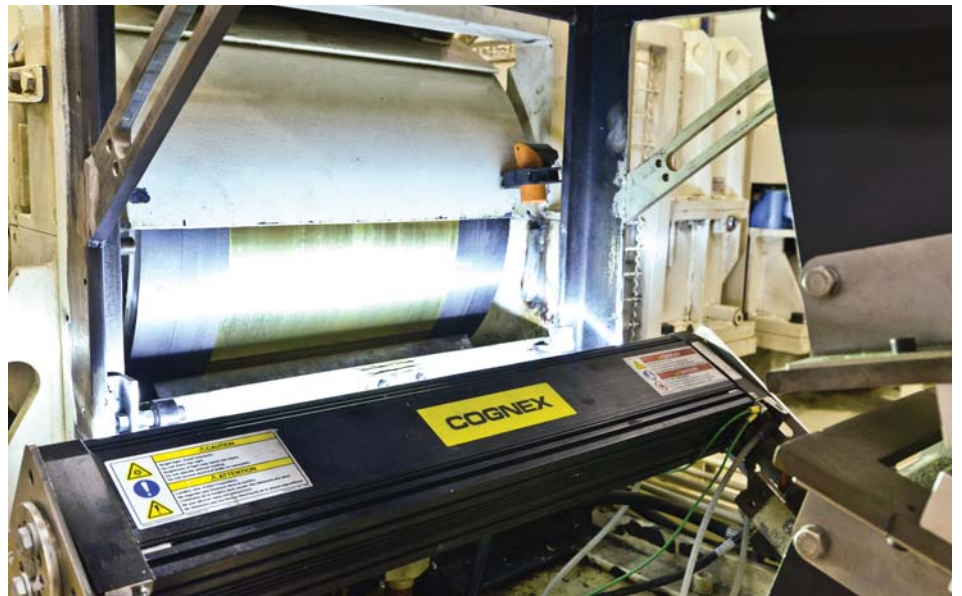
With high-temp strand annealing and stretch bend leveling capabilities, Heyco turns out a wide assortment of grades and gauges, all to exacting specifications.

[COVER STORY]

He continued, "As there is significant demand in the marketplace for these light-gauge products, we've concentrated on having the equipment and expertise to produce the best quality available. It's one of the great selling points for us and is one of the many reasons why in the United States of America we are considered to be a premier rolling mill. There is a lot of generic metal being sold worldwide but if you want an excellent flatness and optimal surface, then you'll want to consider Heyco as your mill of coil and strip choice no matter where in the world you are."

A rigorous production & QA process

An important aspect of being one of North America's premier rerolling mills is ensuring that the production process is as efficient and thorough as possible. Producing high-quality, dependable products is something Heyco takes extremely seriously. Mr. Barry detailed that all the stainless materials, regardless of grade, go through the Sendzimir Mill. The material is then rolled, annealed in a high temperature strand anneal and then slit. But the real key for Heyco is that every pound of stainless steel that goes in and out of the facility is also run through a Stretch Bend Leveling (SBL) line. Many rerollers don't have a SBL and even if they do, they don't make this extra step a priority. Heyco's use of an SBL to ensure the quality of each and every coil and strip, originally began when the business largely focused on the leadframe industry, which required wider width application where optimum flatness and perfect surface quality



Heyco pioneered the Cognex-SmartView Surface Inspection System for metal, allowing workers to "see" the entire coil (top and bottom) during and after processing.

were absolutely critical. Even though Heyco no longer sells into this specific industry, the company still follows this rigorous SBL process to ensure quality and this certainly sets Heyco apart from the competition.

A special and very important quality control feature on the SBL is the Cognex-SmartView system. Mr. Barry clarified that every square inch of stainless product, produced in the Heyco facility goes through this vision system in order to ensure that there are zero defects on the surface of the product before it is shipped to customers. The Cognex-SmartView system has cameras built into it that pick-up the metal that is run through the SBL and if there is any hint of a surface defect a trigger will be set

off to alert the technician back in the lab. The technician will then look at his screen at the exact area where the camera identified a defect and analyze it. If the defect is concerning, the coil is pulled from the line and the technician can go to the exact spot on the coil where the surface defect appears. It is then determined whether the area needs to be cut out entirely or if it is fine after all. Even if the defect turns out to be a non-issue the important thing is that every stainless steel coil and strip goes through this intensive process to assure optimum surface quality. Once all of the coils and strips have successfully passed Heyco's strict high-quality standards, the finished products are shipped wherever in

Heyco Metals' copper offerings

Types of copper

- C10200
- C11000
- C19400
- C19010
- C21000
- C22000
- C23000
- C26000
- C51000
- C51100
- C51900
- C52100
- C72500
- C75200
- C77000
- C70250

Capabilities

Rolling: .0018" (.045mm)

Slitting: .2" (5.08mm) – 17" (431.8mm)

Order sizes: 250 lb. (113.4 kg)

Traverse-wound reels: 500 lb. (226.8 kg)/1000 lb. (453.6 kg)/2000 lb. (907.2 kg)

Pancake coils: Size up to 580 PIW (I.D. 4, 6, 8, 10, 12, 16")

Processing: Multiple coil



Heyco Metals excels at delivering custom orders, large or small, with quick turnaround times.



Heyco Metals is an industry-leading manufacturer of high-quality, light-gauge stainless steel in coil, sheet and strip.

Heyco Metals' services

- Rolling
- Bell Annealing
- Strand Annealing
- Stretch Bend Levelling
- Slitting
- Traverse Winding

the world they are needed. Mr. Barry explained that the company doesn't have a formal international distribution network right now as there is really no reason to have one yet as the demand directly comes from the customer. However, he didn't rule out the possibility of creating one in the future if it were needed to meet a certain customer's requirements.

Catering to global clients

In terms of distribution to global customers, they also benefit from the company's short two to four weeks lead time. Mr. Barry stated that one of the greatest marketing tools for Heyco, and one of the reasons why they are able to sell so much internationally, is because their current customers who have locations in other parts of the world are already familiar with Heyco and its high-quality products, short lead times and on-time

delivery. These customers already know they can trust Heyco so they recommend the company to their global facilities as well. So the global referral system and fast shipping are great advantages for Heyco when ascertaining global business. When asked why customers should choose Heyco over a competing company Mr. Barry was quick to answer, "What people like about Heyco is they buy a product from us and that's the last the buyer hears of it. They know they can then forget about it as the product will work the first time. People on the floor like using Heyco for a multitude of reasons such as not having to stop the machines for defects or because overall as a company we execute very effectively. Also, our reputation in customer service is truly second to none in the industry. Heyco provides total value, so in a world where 'he who executes best, wins' that allows us to succeed and grow our share. Our biggest challenge is getting the first order. Once we've done that, we typically become one of the company's regular suppliers." Looking towards the future, Mr. Barry shared that the company doesn't have any immediate plans to significantly expand its offerings in terms of any additional grades of stainless or copper,

however it may ultimately expand in terms of equipment to be able to execute even more efficiently than it already does. As he aptly concluded, "At Heyco Metals we know who we are, we know who we want to be and rather than trying to be everything to everyone, we focus on being the best in the industry at what we do."

About Heyco Metals

Name:	Heyco Metals Inc.
Founded:	Since 1969
Headquarters:	1069 Stinson Drive, Reading, Pennsylvania, 19605 USA
Employees:	70
Annual Revenue:	USD 50 million to USD 100 million
Products:	Light-gauge stainless steel coil & strip, light- and -medium gauge copper and copper alloy coil and strip.
Services:	Toll processing, Rolling, Annealing, Levelling, Slitting, Traverse Winding (level wound spools), Continuous (Welded) Coiling
Website:	http://heycometals.com/