

WAXMAGAZINE

50 Years

Blayson Celebrates 50 years of Wax Manufacturing



On 21 September 2011 Blayson celebrated its 50 Year Anniversary in the Kings Suite at the Holiday Inn Cambridge. Managing Director Ron Williams welcomed over 90 guests, including customers from all sectors of the investment casting industry, past and present employees of the company, suppliers, industry associations and associated companies to celebrate this milestone event.



The celebration commenced the previous evening with a dinner at Corpus Christi College, Cambridge.



After brief presentations by Ron Williams on 'The Blayson Group Ltd' and Richard Hirst on 'The Importance of the Investment Casting Industry' there was a tour of the Blayson production facilities.

The event also marked the development of the new **Blayson Technical Centre** which is a vital component in providing the technical support that Blayson is renowned for, enhanced testing of wax products and for leading Group R&D activities.

Founded in 1961, Blayson has grown from humble beginnings in the East End of London as a wax trading company to become a leading wax supplier to the global investment casting industry. The major strategic decision to focus on the investment casting industry was taken by Derrick Wynne and Ron Williams in the 1970s. Since then, the Blayson focus on technical advancement has seen the company develop into a leading World investment casting wax manufacturer.

Key Dates

1961 – Blayson Olefines Ltd established in London as a wax trading company

1970s – Decision taken to focus on investment casting industry, manufacturing at Poth Hille Works, London

1978 – First warehouse in Wisbech, Cambridge

1983 – Cambridge site developed. Wax production unit Facility 1 built and production commenced

1985 – Blayson Japan Co Ltd established in Chiba, Japan

1987 – The Blayson Group Ltd established in London as Holding

Blayson Olefines Ltd

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A member of The Blayson Group Ltd

Company for Blayson Olefines and Blayson Japan

1988 – Facility 3 building purchased as warehouse and later developed as Blayson Technical Centre

1990 – Blayson Casting Systems Ltd established for sale of equipment and ancillary materials

2001 – Facility 2 building purchased and developed as warehouse and conference centre

2007 – Facility 4 building developed as warehouse

2010 – Blayson Brasil Ltda established in São Paulo, Brazil

2011 – New Blayson Technical Centre developed

2011 – Blayson celebrates 50 Year Anniversary

Ron Williams said that as a result of the continuous development of the company, today Blayson is the leading specialist manufacturer of superior investment casting wax, a stable independent company and recognised globally as a leader in wax technology.

Blayson continues to invest and invent with an ethos to promote the organisation as a profitable company for the benefit of customers, employees, the industry and the environment. Therefore the expectations are for a higher profile in World investment casting markets, with increased strategically located production capacity and with the Blayson quality reputation enhanced.

Future Development

The Blayson Group is determined to continue to develop in the future with an ambitious growth strategy. This includes the recently formed Blayson Brasil facility in São Paulo, Brazil, Blayson Metachem JV in Pune, India, for which plans are well advanced and the possibility of wax reclamation in China. These additional facilities will add to the already well established supply from Blayson Olefines Cambridge UK and Blayson Japan in Chiba, Japan. A key point raised in discussion after the presentations was the recent acquisitions and consolidation within

wax manufacturers supplying investment casting. Many of those present expressed concern at the reduction in competition and the resulting reduced options for foundries. They were pleased to note the comments in the opening address that with a clear succession plan in place, Blayson will remain an independent supplier to the industry. Ron Williams reiterated that Blayson is of strategic importance to the worldwide investment casting industry. With the reduced wax supply options to foundries, the existence of a truly independent wax manufacturer is critical to the industry. In Blayson's case, this is particularly relevant as the company is focused solely on investment casting, with extensive experience and knowledge of the industry's requirements. Furthermore the emphasis Blayson places on wax R&D maintains the company's strong technical lead. This combined with close technical support and a partnership approach means that Blayson has a global influence in contributing to the development of the industry.

Antti Zitting of Sacotec Components Finland, speaking on behalf of the guests, commented that Blayson was to be congratulated on achieving this milestone and thanked the company for its support and the contribution Blayson has made to the investment casting industry.

This echoed comments received from others including Dr David Ford, EICF Secretary General who though unable to attend in person, sent a warmly worded statement *"May I wish you and your team a very happy and successful event which I know will be celebrated by the industry for the debt it owes you and your team, not only for your products, but also your support to the industry throughout the World"*.

The proceedings were brought to a close and the guests thanked for taking the time to mark this important occasion in the company's progress. In summary, Ron Williams stated that The Blayson Group

going forward has a strong foundation in place and is clearly focused on its future direction. Importantly there exists an excellent team, both technically and commercially and with succession management in place, Blayson will continue to lead wax technology. With manufacturing and representation worldwide, Blayson is and will remain well placed to support the worldwide investment casting industry.

New Technical Centre Takes Shape



Development of the new Blayson Group Technical Centre at Cambridge UK is well underway and will be completed shortly.



Taking advantage of the 50th Anniversary celebration the guests were shown the enhanced research and testing facilities.

Under the leadership of Technical Director Dave Bond a high priority is the development of process related tests - these are seen as particularly important as they facilitate accurate injection press setup to optimise pattern production.

Once completed customers and associates will be welcomed to an open day and to a series of technical seminars that will be arranged on a regular basis.

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