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TOTAL CARBIDE INVESTS IN NEW INITIATIVES TO SUSTAIN BUSINESS GROWTH

Total Carbide, a leading European manufacturer of Tungsten Carbide wear parts, has invested in a series of recruitment, training, market development and sustainability initiatives to ensure its strength of position as the first signs of stability return to its key markets.

From its European headquarters in Princes Risborough, Buckinghamshire, the company is:

- Launching a three year Engineering Technical Apprentice Scheme;
- Launching an Engineering Graduate Training Programme;
- Undertaking graduate recruitment;
- Increasing European sales team;
- Working with the MAS (Manufacturing Advisory Service) Programme to introduce 'Lean' and 'Cellular' methodologies throughout the manufacturing process;
- One of around 160 SMEs participating in the two year PLATO: Sustain programme to improve business performance and sustainability;
- Participating in export market initiatives in Australasia and South America.

Neill Ricketts, Managing Director of Total Carbide is driving the company's investment and growth strategy. He commented: "Internationalisation is key to long term business growth. We are a leading manufacturer of Tungsten Carbide wear parts in Europe and are planning to extend our reach into new global markets where we can provide a value added service.

"In the UK, we are pursuing a pro-active programme of initiatives designed to underpin our leading European position. The apprenticeship and graduate training schemes are helping drive and develop new people, and with MAS we have already improved processes which have resulted in shorter turnaround times and more responsive customer service.

Furthermore, as we continually improve our business we will also reduce our ecological footprint and maximise our business sustainability through our commitment to the PLATO-Sustain programme."

www.totalcarbide.com

Neill Ricketts is available for interview or further comment.

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Note to Editors:

Total Carbide, formerly Howle Carbides, is one of the European leaders in the design and manufacture of tungsten carbide wear parts. The company has more than 50 years of experience in tungsten carbide grade and product development and provides wear part solutions to many of Europe's major companies and industries. Together with Titman, the UK's largest manufacturer of industrial and professional tungsten carbide router cutters, the company forms the Hard Metals Division of Elektron plc (EKT:AIM).