

TR Press Release

TR responds to unprecedented global sheet metal fastener demand



July 2020



The outbreak of the Covid-19 pandemic created a surge in global demand for medical equipment, with the subsequent knock-on effect of a huge demand for sheet metal fasteners, specifically for those companies producing essential equipment, including ventilators. International specialist TR Fastenings focused on being as responsive as possible to meet this demand and is now further investing in its sheet metal range to accelerate growth of this product portfolio.

TR has been leading the sheet metal fastening industry for over 45 years, providing products to more than 5,000 global customers from 32 business locations in 18 countries. TR's ability to move with the times and adopting a fast track approach has firmly positioned the company as a market leader; an internationally respected manufacturer who is flexible enough to continually adapt its range and stay ahead of the competition.

This latest investment sees expansion of its own highly regarded Self Clinch Fasteners and the launch of a new range of K-Series® Thin Nuts. TR's own facility in the UK can manufacture as small as M2 and as large as M36 which are used across a wide range of industry sectors.

TR has a robust business model for large OEM's and SME's and competitive advantage is achieved through flexible pricing, volumes and short lead times with the capability to source raw materials locally, allowing faster production times to meet demand.

There are many application challenges within the sheet metal industries and TR can offer fastener testing capabilities across mechanical, dimensional, installation, and plating and finishes. TR supplies sheet metal products for pressing, riveting or welding during manufacturing or assembly processes.

TR's website leads the way in showcasing sheet metal fastening solutions

TR's industry leading website now further enriches the customer journey by showcasing the very latest information on sheet metal fasteners with technical, explanatory animations and visualisation tools showing how products can be installed.

The videos and enhanced online resources provide key insights including detailed product specifications such as dimensions, materials and performance guides, FAQs, spotlight pieces and customer feedback supported by global sales and marketing activity.

Steve Wallis, Sales Office Manager at TR Fastenings, said: *"The recent pace of change across the industry has been unprecedented and TR has been able to utilise years of experience to adapt to this. Customers are looking for higher quality and smarter application-based sheet metal fasteners, and selecting and installing the right fastener, within tight timeframes, is a challenge.*

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"This is where TR's global teams can add real value, from our knowledgeable customer services assisting with product suitability through to our expert quality and application engineers providing guidance from early design through to specification and manufacturing."