

2020/21

# Press Pack

**Our fasteners enable innovation today  
to build a better tomorrow**





<https://www.trfastenings.com/news/exhibitions>

## TR's Chris Black to speak at NEAA's first Automotive Export Week



**Chris Black of TR Fastenings is to demonstrate how a UK company with global presence can generate growth around the world at the first North East Automotive Alliance (NEAA) Automotive Export Week 14th to 18th September 2020.**

The NEAA is working with Supply Chain North East and the Department for International Trade (DIT) to ensure the virtual event invites businesses at every stage of the process to explore key automotive markets, learn about all aspects of export, seek support from market specialists and trade champions, build contacts and meet potential customers.

Chris, the Global Sales Director for Automotive Business Development at TR, is the industrial lead for the NEAA's trade working group, which was launched as a key part of the NEAA's 5-year strategy to better understand and support the trade activity of its members.

He will explain to NEAA members how TR has developed its automotive customer base in many countries on three continents around the world and how it is continuing to invest and expand in North America, Europe and Asia.

Chris, who has more than 30 years' experience in the fastener industry, said: *"As a full service provider to the automotive industry, TR is adept at reducing the cost of engineering projects through our teams working hand in hand with our customers to develop the right solution for them, from design through to production."*

*"We're continuing to invest in our manufacturing sites and innovation centres to support our automotive customers' needs, in particular to partner with the growing number of niche and start-up electric vehicle manufacturers."*

*"Our experience of developing first class supply chains and providing cost benefits to customers can act as an example to other businesses and help them tackle the challenge of growing overseas."*

Automotive Export Week will feature more than 40 events including country briefings, interactive panel discussions and workshops. In addition, the week will provide a platform for delegates to market their products and services to enable business matchmaking, collaboration and one-to-one networking.

Over the past 30 years the North East has established itself as a centre of excellence for automotive manufacturing. It is the second largest automotive region in the UK and accounts for 30% of UK passenger vehicles, 20% of Europe's electric passenger vehicles, 10% of all UK non-highway vehicles and produces 350,000 engines per year. More recently, it has established itself as a leading location for electrification with strengths in battery manufacturing, power electronics, motors and drives.

Paul Butler, CEO, North East Automotive Alliance, said:

*"Automotive Export Week creates the ideal opportunity for businesses to expand their sector knowledge and raise their company profile with a view to boosting sales overseas and speaking directly to specialist trade advisors."*

Lawrence Davies MBE, automotive sector team, DIT, said:

*"This event will bring together automotive country specialists from within the Department for International Trade and other supporting organisations and companies from across the North East and the UK. Companies at all stages of export will benefit from this amazing opportunity."*



<https://www.trfastenings.com/news/exhibitions>

## TR Fastenings Sven Brehler is to speak at Battery Tech Expo's Virtual Event



### TR Fastenings - Design for Manufacture - Optimising Fastener Function and Assembly by Sven Brehler

[View and listen to Sven Brehlers full presentation from Battery Tech Expo.](#)

For further information please contact [svenb@trfastenings.com](mailto:svenb@trfastenings.com)

On 8th October 2020, Sven Brehler, Group Engineering Project Manager at TR Fastenings will be presenting at the first Battery Tech Expo virtual event. Focusing on 'Design for Manufacture – optimising fastener function and assembly', Sven will share insight into the benefits of early design involvement and consideration of fasteners used within Electric Vehicle Battery (EVB) assembly.

This annual event usually held at world famous Silverstone will explore the future developments of electric battery technology. This year has an impressive line-up of guest speakers who will be discussing the latest breakthroughs.

Sven is a Chartered Engineer with more than 20 years' experience in mechanical engineering. He has gained a working knowledge over recent years through working with major Tier 1's in the automotive industry. Based in the UK and with experience of working in China, the USA and South Korea, his skill is in identifying products and materials early on in the design process, which have helped him support start-ups and OEMs.



<https://www.trfastenings.com/news/exhibitions>

## TR Fastenings to showcase its electric vehicle fasteners at Battery Tech Expo

## You're invited!



**12th October 2021**  
The Wing - Silverstone

**Stands  
30-31**



### Stands 30 and 31, The Wing, Silverstone NN12 8TN, 12th October 2021, 09:00 - 16:30

TR Fastenings Ltd (TR), a global specialist in the design, engineering, manufacture and distribution of industrial fastenings, is exhibiting at Battery Tech Expo at Silverstone on 12th October.

The annual event will explore the future of battery technology including battery storage, battery systems and electric vehicle (EV) batteries.

TR delivers its extensive product range to OEMs and Tier1 suppliers developing transformative technology such as longer lasting batteries, lightweight solutions and connected devices.

The role of fasteners in EV is significant: not only are they needed for the vehicles themselves, but charging units, EV battery (EVB) casings and general infrastructure equipment all require high quality fastenings to provide robust and secure settings for this valuable technology. TR's product range includes everything from battery retention bolts and non-magnetic fasteners to cable management hardware and compression limiters.

Sven Brehler, Global Director of Engineering, says: *"The demand for EVs has increased dramatically in recent years, and the technology that allows this expansion has developed equally rapidly. We at TR Fastenings are ideally placed to supply the extensive range of fasteners to the industry, and to support the growth of our customers."*

*"This is an exciting and fast-moving sector, and the resulting impact on global supply chains in the automotive and electronic industries has been huge in terms of*

*demand and opportunity.*

*"We're looking forward to meeting professionals from across the advanced battery technology industry to share our knowledge and showcase our product range, particularly so after the two previous postponements."*

Sven will be joined at Battery Tech Expo by a number of colleagues, representing TR's continuing commitment to this high-profile event. They include John Pountney (UK Automotive Sales Manager), Bernard Malone (Business Development Manager) and Danny Gamble (UK Automotive Quality Manager).



<https://www.trfastenings.com/news/exhibitions>

## TR Fastenings Inc to showcase a stronger North America presence at Fastener Fair USA 2021

### Huntington Convention Center Cleveland - 8th-10th November 2021 - Booth 601

TR Fastenings Inc (TR), part of the Trifast plc group of companies and a global specialist in the design, engineering, manufacture and distribution of industrial fastenings, will be exhibiting its range of products at Fastener Fair USA in November 2021.

Conveniently positioned close to the entrance at booth 601, TR's experienced and knowledgeable team will be available to discuss the company's product selection and service support offering. The TR booth will be hosted by experienced sales personnel and application engineers.

Fastener Fair USA, a significant event in the global fastener and fixing calendar, is the international platform for manufacturers, wholesalers, distributors and suppliers of fastener and fixing technology. TR's recent acquisition of Falcon Fastening Solutions has enhanced the company's presence in North America in Charlotte and Kentucky.

TR has previously exhibited at this event, as well as the Stuttgart Fastener Fairs, networking and building connections which has resulted in business growth. The company was due to have exhibited at the 2020 event in Charlotte, North Carolina, but it was postponed due to the Covid-19 situation. Prior to that, in 2019, Global Projects and Marketing Director, Glenda Roberts delivered a well-received presentation on her time in the industry, following an invitation from Women in the Fastener Industry (WIFI) organisation.

This year, the TR team will include:

- Joe Haymes, Strategic Sales Manager

## You're invited!



**8-10th November 2021**

Huntington Convention Center  
of Cleveland - Ohio

**Stand  
601**



- Jeremy Scholefield, Global Account Director
- Brad Allen, Business Development Manager
- Jose Vera, Business Development Manager
- Jose Iniguez, Business Development Manager