

## Welcome folks!



Welcome to the first issue of Aro PR and Marketing's newsletter. Our aim is to send out a regular newsletter to keep you updated on client news and developments, as well as the latest happenings at Aro.

It was a great to catch up with many of our clients and meet new friends at last month's Advanced Engineering Show. Looking ahead, we've already booked our stand at 2016's show and we're also off to Paris in March to exhibit at JEC. Oh, la, la!

As always, our clients are continuing to push the boundaries of engineering. You'll find their stories in this newsletter if you haven't read about them already in the plethora of magazines, websites, social media and newsletters.

If you'd like to find out more about Aro's services, or about the stories in this newsletter, we'd love to hear from you.

All that remains is for me to wish you all a very merry Christmas and a happy, healthy and prosperous new year!

*Billy McKenna*

Billy McKenna  
Director  
Aro PR and Marketing

## AIC wins contract to manufacture Hot Drape Former for European aerospace company

AIC Group has won a contract to manufacture a Hot Drape Former for a major European aerospace company.

The dimensions of the Hot Drape Former will be 2m x 7m and it will be used to make a wing spar.

Jamie Hardiment, AIC's head of business development, said: "Hot Drape Formers are essential for

manufacturers in the aerospace industry. With expert knowledge of the composite industry and with AIC's continued research and development, our Hot Drape Formers take carbon forming to new levels, enabling our customers to more efficiently produce aerospace wings and other composite parts." [More...](#)



## Global tooling company enters UK composites market

Dimar Tooling is entering the UK composites market by launching an exciting range of products specifically designed for composite materials.

Dimar is renowned for tooling solutions to the industrial woodworking industry and have been a leading global producer for over 50 years. The experience gained, especially in dealing with composite wood materials, has enabled them to develop proprietary grades of carbide, along with unique

geometry in tooling solutions, to combat similar challenges in the composite market.

Dimar has already launched its new composite cutting tools in the USA and is now working closely with aerospace partners, including contractors for a leading aerospace company, where their burr tools have given measurable improved performance, along with substantial cost savings.

[More...](#)



## Clients

Below are some of the companies we are working/ have worked with.



## Contact

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## Third Dimension improves aerospace engine efficiency

Third Dimension has enabled a major aerospace manufacturer to increase the efficiency of its engines. It has achieved this by helping to develop a system to minimise the clearance gap between the fan blade tip at the front of the engine and the surrounding casing.

Third Dimension provided the aerospace company with several GapGun Pro systems, including high resolution sensors, standoffs and fixtures. These measure the clearance gap and are an important

method of quality control. By minimising this gap, not only is the engine made more efficient but noise levels are decreased and reliability is increased by the improved build quality.

John Kane, chief business development officer of Third Dimension, said: "Minimising the clearance gap between the tip of the fan blade and the surrounding casing is critical to engine efficiency, safety and minimising noise levels of all modern aircraft." [More...](#)

## FSL's social media competition increases profile

FSL Aerospace, a world class supplier of fastenings, fixings and associated components for the UK aerospace industry, launched its social media competition at the end of November.

The three-week campaign, designed to build FSL's social media profile, has already been a huge success and has increased FSL's Twitter followers from 31 to a massive 927! Facebook likes have also risen from 24 to 125!

Richard Woodward, FSL's general manager, said: "Social media is increasingly used in all industries, and aerospace is no

exception. We've run this campaign as we now want to build our social media profile, so that more people in the industry understand the full range of our capabilities."

The competition, which closes on 17 December, asks people aged 18 and over to either; retweet and follow FSL on Twitter, like a post and like FSL on Facebook, or like a post and follow FSL on LinkedIn. The happy competition winner gets to choose a £250 prize of either a 16GB iPad mini, a flight simulator experience or a John Lewis hamper. Click [here](#) for competition details.

## Meet team Aro!



L-R: Daisy Taylor, Account Executive; Billy McKenna, Director; Rachel Price, Account Manager.

2015 has been a great year for Aro. Not only have we got to work with some amazing clients but the agency has doubled in size.

Director, Billy McKenna, said: "The secret to Aro's success is our professional, creative, 'can-do' personality.

"Our knowledge of the sector and ability to add value to our clients' reputations and help them drive up sales sets us apart from our competitors."