



## PRESS RELEASE

### **Arcus Wire hamma™ Strand – the new benchmark in high performance Stainless Steel Wire Rope.**

Arcus Wire, Australia's leading supplier of quality stainless steel wire rope and fittings, today announced the launch, into the Australian and New Zealand markets, of a new 'compacted' strand under the **hamma™** brand.

**hamma™** strand has been developed to provide the marine and architectural industries with a quality 'compacted' strand that has a smooth clean finish, aesthetically superior to any product currently on the market, while maintaining the strength and corrosion resistance of all traditional stainless steel wire rope supplied by Arcus Wire.

As **hamma™** is a 'compacted' strand there is no need to pre-stress the wire. This process of strand compaction decreases the constructional stretch of the wire which also results in breaking loads approximately 30% higher than conventional strands.

David Sheedy, Chief Executive Officer, states "we have been working on this 'compacted' strand wire with our Korean partners for approximately 18 months. Feedback from our customers identified the need for a high performance 'compacted' strand that consistently provides a quality smooth finish, superior lustre and continuity of supply at a competitive price. After 18 months of research and development we are proud to launch **hamma™** in Australia and New Zealand. We believe **hamma™** is such a quality product that it will become the leading high strength stainless steel wire rope solution for marine and architectural rigging applications worldwide."

For further information on this product, including specifications, pricing and availability of **hamma™** strand, contact David Sheedy (CEO) on (02) 9666 5900 or Ross Munro (National Sales Manager) on (07) 5540 7300.