

Case Study:
Morgan Advanced Materials and
Gripple

The ongoing relationship between Morgan Advanced Materials and Gripple is proving highly successful in agricultural and industrial applications around the world. By including Morgan's renowned Sintox™ FA alumina ceramic in their range of steel wire joiners and tensioners designed for use in agriculture and construction, Gripple has distinguished itself from more mainstream competitors. So it is little wonder that this employee-owned business is going from strength to strength, and that Morgan has helped Gripple to deliver more than 20 million units per year to 86 countries.

The challenge

Gripple needed to ensure the durability and robustness of the rollers inside their popular Gripple Plus wire joiners and tensioners, but this presented a considerable design and manufacturing challenge. The Gripple Plus is a joiner and tensioner in one, which is often used on fence, trellis and support wires. It allows users to secure fences four times faster than knotting and other traditional methods, and in a manner that maintains the inherent strength of the wire. The Gripple Plus range also permits high load holding.

The rollers are a critical part of each unit, because they grip and hold the wires. During installation, wire is inserted into a channel within the Gripple Plus, where it is gripped by a spring-loaded roller and tensioned as it is pulled through the channel.

As the Gripple Plus is used in agricultural and industrial settings around the world, the rollers within the products must be able to withstand constant exposure to the elements, extremes of temperature and the threat of events such as earthquakes and explosions. They must also be corrosion-resistant. As a result the rollers must be made from a highly robust and extremely stable material that will retain those properties over their lifetime. Thus for Gripple, the challenge lay in finding a material that could fulfil all of these requirements.

Why Sintox™ FA was chosen for the Gripple rollers

Morgan was able to provide the ideal solution: Sintox™ FA. This 95% alumina ceramic exhibits excellent strength and stiffness in compression, superior hardness and wear resistance, and has good thermal stability. The fact that the material remains stable at high temperatures, has a low coefficient of thermal expansion and is non-combustible and electrically insulating makes it ideal for Gripple's purposes.

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The result

The partnership between the two companies is further strengthened by Morgan's commitment to customer service. Using a web-based inventory management system, Gripple's supply chain team can quickly and easily order new stock, which Morgan delivers within a week. This in turn allows Gripple to offer next-day delivery to its own clients. The combination of Morgan's top quality products and superb customer service allows Gripple to maintain its own commitment to high quality, and its profile as the market leader. Furthermore, Gripple distinguishes itself from much of the competition by using a cutting-edge, high performance ceramic within its agricultural fastening products.

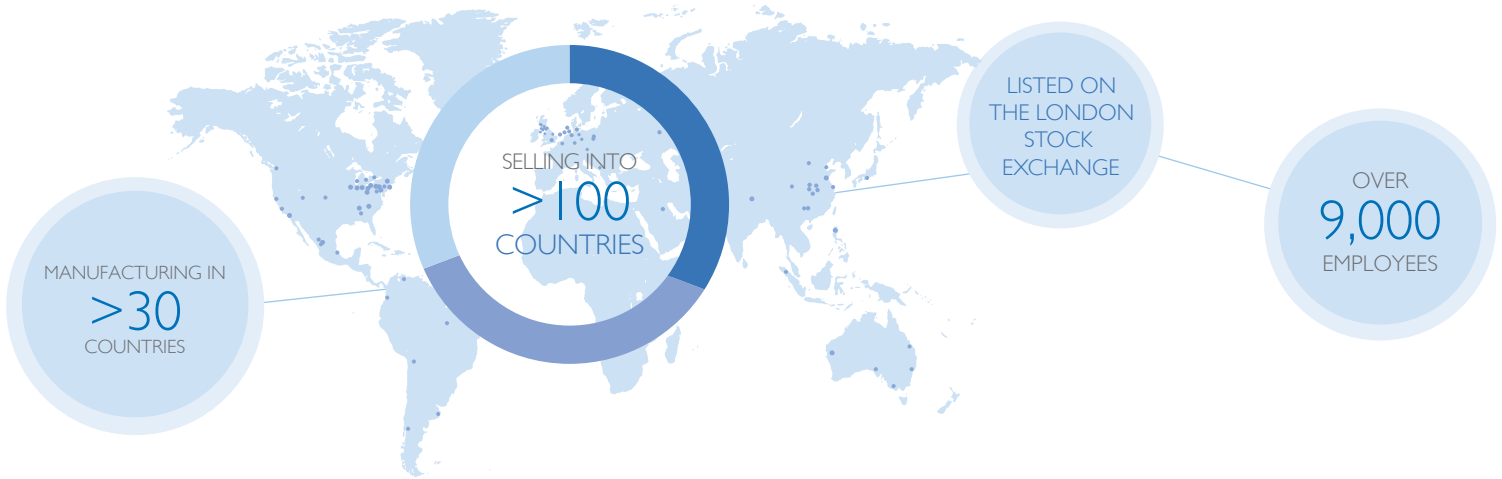
Looking to the future, both Gripple and Morgan anticipate further growth, and intend to continue the pattern of continuous improvement that has been established during their partnership.

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ABOUT MORGAN ADVANCED MATERIALS



Morgan Advanced Materials is a global engineering company offering world-leading competencies in materials science, specialist manufacturing and applications engineering.

We focus our resources on the delivery of products that help our customers to solve technically challenging Problems, enabling them to address global trends such as energy demand, advances in healthcare and environmental sustainability.

What differentiates us?

- Advanced material science and processing capabilities
- Extensive applications engineering experience
- A strong history of innovation and reinvention
- Consistent and reliable performance
- A truly global footprint
- We find and invest in the best people

For all enquiries, please contact our specialist sales and manufacturing sites:

Europe

Morgan Advanced Materials
Morgan Drive
Stourport-on-Severn
Worcestershire DY13 8DW
United Kingdom

T +44 (0) 1299 872210
F +44 (0) 1299 872218
europesales@morganplc.com

North America

Morgan Advanced Materials
4000 Westchase Boulevard
Suite 170, Raleigh,
NC 27607-3970
USA

T +1 (855) 809 9571
F +1 (706) 622 4424
nasales@morganplc.com

South America

Morgan Advanced Materials
Avenida do Taboão 3265- São
Bernardo do Campo - SP
CEP 09656 000
Brasil

T +55 (11) 4075 0400
F +55 (11) 4075 7547
sasales@morganplc.com

Asia

Morgan Advanced Materials
150 Kampong Ampat
05-06A
KA Centre
Singapore 368324

T +65 6595 0000
F +65 6595 0005
asiasales@morganplc.com

Morgan Advanced Materials plc
Quadrant, 55-57 High Street,
Windsor, Berkshire, SL4 1LP United Kingdom