



PRESS RELEASE

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**TOTAL CARBIDE LAUNCH NEW IDENTITY, PRODUCT LINE
AND £1.8M INVESTMENT AT OFFSHORE EUROPE**

Total Carbide, the leading European manufacturer of sintered Tungsten Carbide wear parts, is undergoing a £1.8 million investment programme which includes a rebranding exercise and the launch of a new alloy for corrosive and erosive environments at Offshore Europe, Aberdeen, 8-11 September 2009 (stand 1183).

Formerly Howle Carbides, which has a fifty year history in Tungsten Carbide grade and product development, Total Carbide is the new name for the company which is investing £1.8 million in state-of-the-art machinery, technology, operational systems and training at its European headquarters in Princes Risborough, Buckinghamshire.

The company is also launching a new Nickel Chrome (Ni/Cr) Alloy to the oil and gas industry which has been specifically developed for highly corrosive and erosive environments. The new alloy will provide an economical alternative to materials such as conventional cobalt alloys which are commonly used in wear resistant applications. Oil and gas applications for the new alloy include sealing rings, valve and pump parts, diverters and distributors, nozzles and other components which are subject to severe chemical or abrasive conditions.

Neill Ricketts, Managing Director of Total Carbide is driving the company's investment and growth strategy. He commented: "The rebranding reflects our focus on providing a total solution to engineering problems involving wear parts from design concept through as-sintered forming to finished ground manufacture. We are building our engineering skills base and manufacturing capability to deliver engineered solutions and superior hard metal products in market leading timescales. We have already had success in increasing our market share of business placed by the leading oilfield service providers in the last three months.

"The new Total Carbide Ni/Cr Alloy is a customer-led addition to our portfolio which will provide the oil and gas market with a competitive alternative material which can be sourced in the UK and delivered faster than our competition."

Total Carbide is exhibiting on stand 1183.

www.totalcarbide.com

Neill Ricketts is available for interview or further comment.

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For photography or interviews please contact:

Jackie Robinson

Tel: +44 (0) 7711 281915

Email: jackie@parktech.co.uk

Note to Editors:

Total Carbide is one of the European leaders in the design and manufacture of tungsten carbide wear parts. The company has more than 50 years of experience in tungsten carbide grade and product development and provides wear part solutions to many of Europe's major companies and industries. Together with Titman, the UK's largest manufacturer of industrial and professional tungsten carbide router cutters, the company forms the Hard Metals Division of Elektron plc (EKT:AIM).