

TR Fastenings Grows and Invests in Sheet Metal Portfolio

TR Fastenings, the global specialist in the design, engineering, manufacture and distribution of high quality industrial fasteners, has made a substantial investment in its range of fasteners for sheet metal. This strategic move is in direct response to a growth in enquiries in this extensive product line, across multiple sectors.

TR has been at the forefront of sheet metal fastening solutions for over 45 years, stocking in excess of 100,000 sheet metal products and supplying to more than 5000 companies worldwide.

This large-scale investment sees expansion of its own branded Hank® Self Clinch Fasteners, a new range of K-Series® Thin Nuts, access to a full suite of brand new resources on its already extensive website and improvements to all its sales and marketing brochures, in a move designed to provide customers with greater information and clarity.

TR's Hank® brand is highly regarded throughout the global sheet metal industries and has become synonymous with sheet metal fasteners. The brand is part of a wide-ranging product portfolio and for customers looking to press, rivet or weld during manufacturing or assembly processes; TR can supply products for a whole host of industry requirements across a wide range of applications.

To support this product focus, TR's website now provides a series of educational and informative videos to help clients better understand which of their innovative products are best suited to their exact requirements. These helpful and explanatory animations – which also include product information and key considerations about each product – will reassure customers they are buying the correctly specified item. The videos form part of a wider revamp of the sheet metal industry section of the website, including in-depth product specification and FAQs.

Steve Wallis, Sales Office Manager at TR Fastenings, said: “We are particularly proud of our latest technical animations which highlight the features and benefits of the products in a way that is easy to understand. We hope it will make the decision making process smoother for customers and with our in-house quality and application engineers, and knowledgeable sales teams, we can provide a bespoke and full service for sheet metal requirements. We are confident that TR can offer a sheet metal fastening to suit just about any application.”

For more information, visit www.trfastenings.com.