When Goodfellow celebrated 70 years of facilitating scientific innovation in 2016, it represented far more than a feel-good piece of corporate history. The celebration embodied the energy, foresight and enthusiasm that continue to mark Goodfellow as a leading global supplier of metals, polymers, ceramics and other materials for research, prototyping and specialised manufacturing applications.

Serving 6,000 customers worldwide through a network of offices, agents and distributors, the company offers an extensive range of 70,000 online catalogue items available off the shelf, as well as a comprehensive range of bespoke processing services. But it is the company’s direct, one-on-one access to in-house materials experts that sets Goodfellow apart in the competitive materials marketplace. These experts work closely with end-users to understand the specific application or requirement in question, then proceed to help customers identify the best material for the job.

Sharing her insight into this approach to service, Dr. Aphrodite Tomou, Technical Manager at Goodfellow, explained: “We assist our customers in sourcing the most suitable materials for their specific applications. It’s an invaluable resource that differentiates us from other materials suppliers. As a customer, they might ask us for a certain metal for use in their application, but we may have a composite which is a more cost-effective solution, and which performs even better than what they assumed was the best solution.”

In the manufacturing sector, this type of professional (and confidential) collaboration is particularly important. The introduction of new and novel materials, increasingly rapid globalisation, evolving regulations and an unprecedented urgency to market products that offer attributes industry and consumers crave mean that there is less time and less money for trial and error in materials selection. According to Dr. Tomou, consultation with a knowledgeable and experienced materials supplier like Goodfellow is now, more than ever, a key to success.
Another dynamic that Goodfellow is keenly aware of is the synergy of technology and materials science: advances in technology put more rigorous demands on materials, and advances in materials fuel advances in technology. Alongside investment in modern technologies, Goodfellow has maintained a focus on ensuring that it has the proper talent to run in tandem with technological development, ensuring flexibility and a responsive problem-solving approach to industry challenges.

Commented Dr. Tomou, “The future of manufacturing is in advanced technologies plus talent. If you have a combination of these two things, the problems you face every day in industry can be solved more easily and with greater competitiveness. Talent and technologies are essential to meeting customer demand.”

Planning for the future, Goodfellow is looking to deepen relationships with key business partners so that they can provide new, innovative ways of dealing with the challenges of today – whether this be through new material applications or entirely new products and materials. We look forward to reporting on the new innovations and applications that Goodfellow brings forth in the coming years.