

# SYNERGIES

VOLUME 10

What's new at General Magnaplate Corporation

## Get Online For Magnaplate Revamp

### General Magnaplate Re-Launches Website

We are proud to announce our newly redesigned web-site, [www.magnaplate.com](http://www.magnaplate.com), which now includes a new 'e-commerce' store-front section and a full selection of product literature that can be downloaded. It has been designed to provide you, the customer, with more in-depth information about our company and its products.

The new, revamped site includes a significant increase in content, making it an even faster, more useful tool for everyone, from engineers to purchasing managers. Information includes latest company news, details on our extensive range of coatings solutions, a wide selection of application examples, and a full range of technical data and product literature.



The 'e-commerce' store-front will soon enable ARC (Advanced Reinforced Composites) products to be purchased online. The ARC line consists of proprietary, ceramic-reinforced epoxy-based coating systems and repair kits, ideal for corrosion, erosion, and/or abrasion problems for on-site equipment and concrete floors.

Additionally, a section is devoted to General Magnaplate's patented Custom Moldmaking Process Technology (CMPT) which reduces time and costs associated with the creation of layup-molds used in fabricating large, contour-shaped composite materials.

## TOUGH COATINGS, EASY PAYMENT!

General Magnaplate is pleased to announce that customers can now use credit cards for payment - Visa and Mastercard are both now accepted. Not only does this make life easier for existing customers, but it also speeds up the process for new customers who do not have an established line of credit. And for those of you who collect air miles, paying for your coating needs by credit card could help you on the way to your next vacation!



## New CD-Based Guide to Friction Data

General Magnaplate is now offering a new CD to guide engineers in selecting combinations of metals and coatings that improve the service life of mating components.

The new, easy-to-use Friction Data CD shows comparisons of the coefficients of friction (COF) of a variety of combinations of treated and untreated surfaces. It identifies both static friction (the starting friction) and kinetic friction (friction in motion) obtained from mating tests conducted on combina-



tions of Magnaplate's coatings and a variety of materials, including aluminum, steel, and stainless steel. Our CD Friction Guide features an easy-to-use power point presentation with product applications, a hot-link to the newly revamped General Magnaplate web-site ([www.magnaplate.com](http://www.magnaplate.com)), and a description of the full range of surface enhancing coatings available.

For your free copy contact General Magnaplate at 1-800 852 3301, or email [info@magnaplate.com](mailto:info@magnaplate.com)

## Technical Data — At The of a Button

All you ever wanted to know about General Magnaplate, but were afraid to ask, can now be easily downloaded from General Magnaplate's web-site (see article on the new, web-site revamp). One of the many great new benefits is that most of our product literature is now available in PDF format.

So no more waiting for 'snail mail' to deliver, simply enter the site at [www.magnaplate.com](http://www.magnaplate.com), and click on the product literature section. If you do not have Adobe Acrobat, then follow the download instructions that we have posted for your convenience. Now you have access to most of our product literature in a matter of minutes, so feel free to print off a copy for your files.



## Trade Show Calendar 2001

Following great successes at shows like National Manufacturing Week, CMM International and Western Packaging, General Magnaplate has announced appearances at the following exhibitions later this year. Be sure to catch a show if you are in town!

### September 10-12, IEFP 2001

Sands Convention Center,  
Las Vegas, NV - Booth 838

### October 18-21, International Food Expo

McCormick Place,  
Chicago, IL - Booth 2907

### October 30-31, American Contract Manufacturing Show

Greater Pittsburgh Expo Center,  
Monroeville, PA - Booth 200

### November 14-15, Southwest Job Shop Show

Dallas Convention Centre,  
Dallas, TX - Booth (TBD)

# Leave it to the Experts – Take the Outsourcing Route

As the economic climate makes profitability a harder and harder task for the fabricating industry, particularly the smaller manufacturing shops, Vince Meringolo, VP of Sales and Marketing at General Magnaplate, advocates one route that many companies are taking to increase their chances of survival.

“Outsourcing for turnkey manufacturing along with a coating is a growing trend within the industry,” reports Vince, “and it really is a sensible solution for small to medium size businesses. When times are tough a good strategy is to concentrate on what

you are best at, your core business, and outsource the areas that other companies can perform more efficiently and more cost effectively.”

According to Vince there are three driving factors behind the decision to outsourcing not only coating needs, but also the full turnkey manufacture of parts.

“Because we have developed our own system of synergistic coating and have been practicing the techniques over the years, it stands to reason that we are experts in this area. The first synergistic coatings were developed for early NASA projects, so the products have a proven track record. But, we have not relied our past successes and the General Magnaplate R&D team is constantly developing the next generation of coatings. In fact, in cases where a customer cannot find a coating to match their needs, our team will work tirelessly to develop one that does.”

“A large part of our success is based on our investment in employing the best experts in the field, so by outsourcing the manufacture of parts as well as the coating, customers are assured that they are getting the best possible manufactured parts plus coated products, applied in the most professional fashion at controlled costs.”

“As well as the issue of expertise and quality, there is also a significant investment in permits and capital equipment required,” explains Vince. “Meeting EPA and OSHA requirements for dealing with chemicals is an expensive and

time consuming process that is really not an option for many young companies. At General Magnaplate we have all the necessary permits and extra liability required to perform these operations, and we also have all the equipment.”



Vince Meringolo  
VP of Sales and Marketing

“In addition, tanks, chillers and rectifiers all represent high capital expenditure for a business - not to mention floor space which is at a premium for all businesses,” continues Vince. “Most economic experts would agree with me that now is not the time to be stretching your business financially.”

“Together with the permits needed to perform coating tasks, certain vertical markets also have stringent requirements. For example, we have FDA-compliant/USDA-approved coatings that are used to solve packaging and processing equipment sanitation, performance and maintenance problems in the Food and Drug industries.”

“We are also the first coatings company to have 18 of our coatings products, produced at all five facilities, certified to the new ANSI/NSF/3-A Standard 14159-1-2000. This standard, referred to as, ‘Hygiene Requirements for the Design of Meat and Poultry Processing Equipment’ encompasses materials, design and construction requirements of equipment used in meat and poultry processing.”

Adding to the Company’s credentials, General Magnaplate was last year designated a “Star Site” by the US Department of Labor’s Occupational Safety and Health Administration (OSHA). The “Star Site” designation is the highest given by OSHA and makes General Magnaplate one of only several small companies in the United States to receive the honor. It is part of the

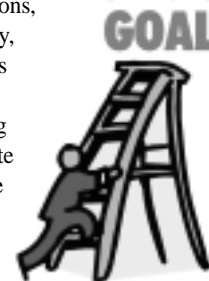
Voluntary protection Program (VPP) in which businesses voluntarily work to protect their employees against work-related injuries. The Star Award is reserved for companies that exceed OSHA standards, recognizing participants for their dedication to safety excellence.

General Magnaplate has been a pioneer and world leader in the science of surface enhancement for metals and other substrates and, next year, will be celebrating its 50th year in business. Reaffirming its commitment to quality, and its industry expertise, General Magnaplate has announced that it will be undergoing an implementation program to obtain ISO 9000 Certification.

The Company has dedicated the necessary resources and time to ensure the next step to “World Class” quality. Effective January 5, 2001, General Magnaplate began the compliance process towards ISO 9000 accreditation, and it is estimated that the full registration process will be completed within 18 months.

“ISO-9000 implementation will be a wonderful accomplishment for our Company,” adds Vince. “ISO 9000 defines a world-class approach to the quality of process and product, and not only is it a key step in ensuring our manufacturing facilities adhere to the highest standards in product quality and performance, but also confirms our commitment to our customers.”

“Preparing for the registration process and earning registration will help to improve the quality of our operations, increase our efficiency, and decrease the costs to manufacture our products. Outsourcing to General Magnaplate will make more sense than ever!”



Climbing Toward  
ISO 9001:2000

For more information, or to request literature on any of our “synergistic” surface enhancement coatings, contact:



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