

SYNERGIES

VOLUME 16

What's new at General Magnaplate Corporation

Magnaplate Goes Company-Wide with ISO

General Magnaplate is proud to announce that the company has rolled out its aggressive ISO program and achieved certification across all of its plants in North America and Canada. In 2003, Magnaplate first achieved ISO 9001:2000 registration for its New Jersey-based headquarters and has now added its Texas, California and Ontario plants to the implementation process.

The rigorous two-year implementation program was supervised by General Magnaplate's ISO Representative and Vice-President, Larry Campbell. According to Larry, General Magnaplate was one of the first companies in its field to achieve ISO 9001:2000 registration and he is now proud to announce that his goal of company-wide, multiple location certification has been fulfilled.

Says Larry, "The registration process required many procedures: from plant operations and the performance of the management team, to dealing with customer complaints and purchasing procedures. As well as improving the quality of our operations, we are confident the process has enabled us to increase our efficiency - which can only mean good news for our customers!"

"It's no small feat for all four plants now to be completely certified, and I would like to thank all of the plant managers and staff for their tremendous cooperation and dedication to quality."

Ed Aversenti, General Magnaplate's COO comments, "ISO defines a world-class approach to the quality of our processes and products, and total compliance is a key step in ensuring our manufacturing facilities adhere to the highest standards in product quality and performance. It is also a clear indication of the value General Magnaplate puts in 'quality' and confirms the high levels of commitment to our customers and their needs."



Direct Sales Team Boosted By NEW RECRUITS

Two new recruits to the direct sales team at General Magnaplate ensure that customer support and contact is stronger than ever. Corey Wesnitzer, VP of Sales and Marketing, is delighted to announce the appointments of Dale McClary and Desmond Vincent as Technical Sales personnel.

"The team here at Magnaplate continues to grow stronger," reports Wesnitzer, "and this is good news for our customers. We don't simply sell product, we provide answers to problems and it's essential that we have a highly trained, technical sales force. Dale and Desmond will provide a valuable addition to this team and our customers should feel the benefit."

Meet the family...

Dale McClary

TERRITORY: Ohio, Indiana, and Michigan
Email: dmccrary@magnaplate.com, Tel: (419) 367-3298



An Ohio native, Dale joins General Magnaplate from Spirol International and brings with him over 14 years experience in industrial sales. A graduate of Ohio University, with a BSc in Industrial Technology, Dale first came across Magnaplate when he ran his own machining business. "Customer support is critical," says Dale, "and it's our job to successfully present and implement our coatings solutions into our customers' products."

Desmond Vincent

TERRITORY: Texas (South) and Louisiana
Email: dvincent@magnaplatetx.com, Tel: (832) 797-6120



Desmond joins General Magnaplate from Southwest Impreglon and has been working in the coatings business for almost 7 years.

"Working for a quasi competitor of Magnaplate's, I was very aware of their reputation for providing world class products," says Desmond. "I've lived in Texas all my life so I am familiar with the territory and look forward to ensuring the highest levels of customer service for all of our customers, both old and new." Desmond lives in Texas with his wife and three children.

Fred Mueller For President!

General Magnaplate is extremely proud to announce that Fred Mueller has been appointed President of the American Electroplaters and Surface Finishers Association, Inc. (AESF) following thirty years membership of the organization. Currently the New Jersey Quality Manager at General Magnaplate, Fred has been with the company for three years.

The AESF is an international, individual-membership, non-profit professional society. Founded in 1909, the AESF has 78 Branches and more than 5,000 members, worldwide. The Society is regarded and respected as the foremost finishing authority in the world and is responsible for producing industry publications, organizing brain-



storming industry meetings, and running an annual conference for its membership.

"We encourage everyone at Magnaplate to participate in professional organizations," reports General Magnaplate's CEO, Candi Aversenti. "Meeting with our peers and discussing current industry trends and ground-breaking surface enhancing technology is one of the many ways we remain at the forefront of the industry. Of course, we are very proud when one of our employees is rewarded for his dedication to the industry by being made president of such an important association."

Governor Rewards Magnaplate's Safety Record

The State of New Jersey presented General Magnaplate with a Citation of Merit at the 78th Annual Governor's Occupational Safety and Health Awards Program. This Citation of Merit was presented to the Company and its staff for working through 2005 without a lost-time injury or illness.

This fantastic award follows in the footsteps of another of the Company's recent safety awards from the Linden Industrial Association, which recognized General Magnaplate's outstanding efforts and contributions to improve the business and community in and around the City of Linden.

Candida Aversenti, CEO of General Magnaplate, comments, "General Magnaplate's employees are its greatest asset and both of these fine awards recognize the time, effort and expense that has been invested in ensuring their safety. We also place a great deal of importance on the contribution we make to the local environment and the City of Linden, which proudly houses our headquarters and New Jersey plant."



DOC COVINO – Celebrated in Style at Manhattan College



The start of the New Year was celebrated in style by Doc Covino, founder of General Magnaplate, with the opening of the Covino Room in the library of New York's Manhattan College. The large reading room which provides solace for those students looking for quiet study time, will also now provide inspiration for the young college minds because it houses a fantastic exhibition dedicated to the life of the 'Doc'. Dr. Covino graduated from Manhattan College in the 1950's, following his service overseas in World War II, and he also represented the school in its athletics and football programs. Sylvia, Doc Covino's wife, also has her own dedicated section in the room including an oil portrait and some personal memorabilia.

At a reception in January attended by Manhattan College dignitaries, friends and employees (both past and present), Doc officially opened the exhibition to public view. Filled with artifacts, articles, photographs and milestones representing some of Doc's crowning achievements, the biggest challenge for Doc was deciding what remarkable items from his collection would fit into the room. The permanent exhibit is now open to view by both college students and visitors. For information on how to find Manhattan College, should you be visiting New York, visit www.manhattan.edu



Plasmadize 2139 Series Expanded

New Release Coatings For Metallic and Non-Metallic Tooling

Magnaplate has expanded its Plasmadize® 2139 Series of permanent, dry release coatings for metallic and non-metallic tooling. These coatings, which are designed to replace toxic silicones and other sprayed, painted or dipped one-time release agents, can also replace the use of release additives.

The Plasmadize 2139 Series eliminates the need for cleaning de-molded parts while offering an almost immediate return on investment. Because parts "pop-off" so effortlessly from treated molds, rejection rates are slashed.

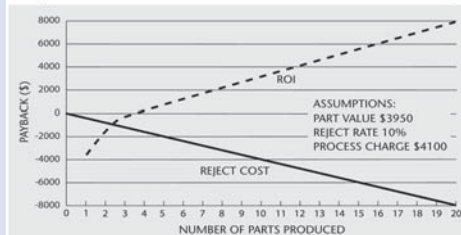
Manufacturers can select either smooth or matte surfaces, and parts can undergo final finishing immediately after de-molding. Specific coatings are available for use on Invar and ferrous tooling, aluminum and non-ferrous tooling, fiber reinforced plastic, plaster and plastic tooling, and Magnaplate's proprietary CMPT® toolface. The release coating is field repairable.

Unique Features and Benefits

- Eliminates the need for release agents
- Smooth or matte finish
- Immediate savings
- Parts 'pop-off'
- Cost effective
- Field repairable
- No Cleanup
- Parts are immediately ready for final finishing
- Available on a CMPT® toolface*

The graph below illustrates that a reduction of only 10% in the reject rate will not only immediately pay back the cost of using the PLASMADIZE® 2139 series, but that it also significantly improves return on investment.

Projected ROI for the 2139 Series of Release Coatings



What's New at Magnaplate.Com?

Looking to find your local General Magnaplate contact, then visit our web site www.magnaplate.com and take a look at the 'Contacting General Magnaplate' section and look for the Technical Sales Contact tab. Here you will find an easy-to-use map that will allow you to find contact details for your local technical sales person, in seconds.

Also take time to look at our Accreditation Hall of Fame on the homepage. It's amazing just how many industrial certifications we have worked hard to get, and how many industrial societies we contribute to.

Trade Show Calendar

September 11-14, 2006

LABEL EXPO AMERICAS

Donald E Stephens Convention Center, Rosemont, IL
Booth: 6235

Oct 29-Nov 2, 2006

PROCESS EXPO 2006

McCormick Place, Chicago, IL
Booth: 6417

Feb 13-15, 2007

WESTPACK

Anaheim Convention Center, CA
Booth: 5033

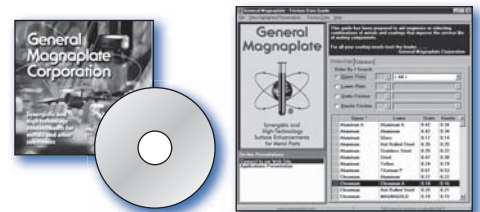
Magnaplate Literature Goes Electronic

In a bid to make life easier for our customers, while not forgetting the environmental impact, General Magnaplate is pleased to announce that its complete range of technical literature is now available on one CD. No matter which coating you require information on, just access the CD and its all there in an easy-to-browse library.

In addition, the CD contains many other features including the famous General Magnaplate Friction Data Guide. The new, easy-to-use guide 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 combinations of Magnaplate's coatings and a variety of materials, including aluminum, steel, and stainless steel.

For your copy of the new Magnaplate CD, simply call 800-441-6173 or email info@magnaplate.com



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



General Magnaplate

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