

SYNERGIES

VOLUME 20

Tomorrow's Materials Solutions...Today.



MAGNAPLATE

DEMONSTRATES ENVIRONMENTAL COMMITMENT AT ALL LEVELS

General Magnaplate's coatings have an inherently positive effect on the world around us – something that was preached by our founder, Dr. Charles P. Covino, many years before the 'environment' became the critical issue it is today.

Dr. Covino was keen to impress upon manufacturers that the advancement of metal coatings would have a serious impact on the use of natural resources. Because General Magnaplate's coatings improve the performance of metals, more abundant common basic metals can be used as substitutes, thereby preserving rare alloy ores that are being drained from the earth at an alarming rate.

For example, magnesium is widely available at the bottom of the seas and can be mined without draining the earth of key resources. Because it is so light, magnesium has excellent qualities for automobile and aircraft manufacturing, but it corrodes easily. However, with the correct coating (such as MAGNADIZE®), magnesium can resist corrosion while retaining its lightweight advantage.

"Because General Magnaplate's coatings increase the life of parts, they have always had a very positive effect on the environment," remarks Candi Aversenti, CEO and Board Chair at General Magnaplate.

"By preserving the life of metal parts, our customers are able to reduce the amount of raw materials required for manufacturing and decrease the amount of scrap. Additionally, reducing the need to make new parts also conserves energy used in manufacturing processes. There are many positive effects to be had from the use of coatings for metal components."

Expensive petroleum-based lubricants, which have a negative impact on the environment, can also be replaced by using dry-lubricant coatings. General Magnaplate's HI-T-LUBE®, for example, is a permanent dry lubricant that has been tested under the harshest of conditions and outperforms petroleum-based lubricants.

General Magnaplate has been very proactive in protecting the environment. As well as actively celebrating Earth Day and rolling out recycling programs across all of its plants, storm water training is now being actively promoted within the organization.

Says Larry Campbell, Vice President, Materials Engineering, of General Magnaplate, "Educating employees on the prevention of storm water pollution has been a key part of our environmental program, as well as the implementation of drills and securing of storm water drains in the event of a chemical spill. We all place a tremendous emphasis on the prevention of pollution here at Magnaplate."



MAGNAPLATE VOLUNTARILY COMMITTS TO RoHS

As part of its environmental policy, General Magnaplate has voluntarily committed to following the standards set by the European RoHS program for its NEDOX® plating process.

The RoHS Directive stands for “the restriction of the use of certain hazardous substances in electrical and electronic equipment”. This Directive bans the placing on the EU market of new electrical and electronic equipment containing more than agreed levels of lead, cadmium, mercury, hexavalent chromium, polybrominated biphenyl (PBB) and polybrominated diphenyl ether (PBDE) flame retardants.



Larry Campbell, Vice President, Materials Engineering, of General Magnaplate comments, “We think the RoHS directive sets a valuable standard and while it’s an EU directive, we are proud to have rolled-it out across our US and Canada plants.”

“We all feel a deep responsibility at Magnaplate to work harder to preserve and protect the environment,” adds Ed Aversenti, President and COO, General Magnaplate. “This is something that is acted on at all levels, from the boardroom down to the plant floor. From corporate programs such as RoHS through to the day-to-day recycling that takes place in our plants, I am proud of the fact that everyone at Magnaplate pitches in.”

TRADE SHOW CALENDAR

OTC 2009

May 4-7

Reliant Park
Houston, TX

Booth: 10237

EAST PACK

June 9-11

Jacob K. Javits
Convention Center,
New York, NY

Booth: 4333

WHAT IS REACH?

General Magnaplate recently proudly announced that our processes are REACH-compliant (a new European Community Regulation on chemicals and their safe use) and we have taken this opportunity to outline some of the details of the program for our North American customers.

The aim of REACH is to improve the protection of human health and the environment through the better and earlier identification of the intrinsic properties of chemical substances. At the same time, innovative capability and competitiveness of the EU chemicals industry should be enhanced.

The REACH regulation gives greater responsibility to industry to manage the risks from chemicals

and to provide safety information on the substances. Manufacturers and importers will be required to gather information on the properties of their chemical substances, which will allow their safe handling, and to register the information in a central database run by the European Chemicals Agency.

The regulation also calls for the progressive substitution of the most dangerous chemicals when suitable alternatives have been identified.

REACH

The new EU chemicals legislation

REDESIGNED WEB SITE WITH NEW FEATURES



General Magnaplate is pleased to announce the re-launch of our web site with a new look, enhanced functions, and more comprehensive technical data to meet your application needs.

The site now features each of the coating families with a rating system that compares each coatings' wear, corrosion, lubricity, anti-stick and temperature properties, together with its suitability for FDA/USDA compliance.

In addition, the industry section has been vastly expanded to include many more applications, showing you how we have solved coating issues which may be similar to ones you may encounter.

Our updated site contains a full range of technical literature available to you in PDF format. You may also request a FREE CD that contains a useful friction calculation tool. We hope you enjoy the new site. If you have any questions or comments, please email us at info@magnaplate.com

Darin Chase Promoted To Sales Manager

General Magnaplate is proud to announce that after four and a half years at the company, Darin Chase has been promoted from Technical Sales Representative to Sales Manager. With a Bachelor of Science in Biochemistry from Texas Tech University, Darin will now be managing sales for the Texas plant and welcomes any questions that customers in the South West may have.

Outside of Magnaplate, Darin enjoys coaching sports, playing golf and reading. He is married and has three young children that keep him very busy!

Darin can be contacted by phone at 817.640.1761 or by email: dchase@magnaplatetx.com



Jim Dedmon Takes The Reins In California

General Magnaplate's California plant is now under the watchful eye of new Operations Manager, Jim Dedmon. Jim has over 26 years of industry experience and joins Magnaplate from Industrial Plating and Grinding, where he ran the Wyoming plant.

As they say, what Jim doesn't know about plating and surface coating isn't worth knowing! His responsibilities in California will cover both technical sales and the day-to-day running of the plant.

"I am delighted to be working with General Magnaplate and hope that any customers in California and the surrounding states will reach out to me with any coating application issues. We have a great staff here in California coupled with our fantastic line of surface enhancement coatings and we look forward to serving you to the best of our abilities."

Jim Dedmon can be contacted directly by phone at: 805 642 6262 or by emailing: jdedmon@magnaplateca.com

Jim Dedmon (right); Darin Chase (far right)

CUTTING COSTS THROUGH COATING



As the economic climate makes profitability a harder and harder task for the manufacturing industry, Corey Wesnitzer at General Magnaplate takes a look at some of the ways that manufacturers are cutting costs without reducing capacity

“Outsourcing for turnkey manufacturing along with a coating is once again a growing trend within the industry,” reports Corey. “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.”

“At Magnaplate we have developed our own system of synergistic coatings and have been perfecting our techniques over the years. 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 Corey. “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 or smaller companies. At General Magnaplate we have all the necessary permits and extra resources required to perform these operations, and we also have all the equipment.”

“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 Corey. “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/USDA-compliant coatings that are used to solve packaging and processing equipment sanitation, performance and maintenance problems in the food and drug industries. We are also working towards NADCAP certification.”

Another area that major cost savings can be realized is in the repair of equipment that, in better times, would be replaced. Advances in coatings technology have provided the means for the repair of worn equipment, as a valid long-term solution, that provides immediate cost savings. In many cases, parts repaired with Magnaplate coatings will outlast and outperform new, expensive parts.

In many cases we have been able to provide customers who are facing enormous capital equipment expenditure with a solution that will free up critical cash flow. This often makes the difference, and provides an alternative to other less favorable solutions for cash flow preservation, such as workforce cutbacks and marketing reductions.”

Our engineered coatings protect parts against wear, abrasion, and corrosion. When applied to base metals, these coatings give the metals an extremely hard surface and instill other properties such as lubricity, resulting in reduced friction. PLASMADIZE®, for example, can offer metals lubricity and wear resistance unsurpassed by conventional thermal sprays. MAGNAPLATE HMF® imparts wear performance to aluminum, steel, stainless steel, copper, and other alloys.

Whether coating stainless steel ball valves to eliminate galling, or coating a mold to protect against abrasion and erosion, the use of General Magnaplate’s high quality coatings can extend the life of critical equipment. And more importantly, extending the life of parts can free up cash flow in difficult times.”

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



General Magnaplate

Linden, NJ ■ Arlington, TX ■ Ventura, CA ■ Ajax, Ontario, Canada
(800) 852-3301 ■ Fax: (908) 862-6110

E-mail: info@magnaplate.com ■ Web Site: <http://www.magnaplate.com>