

SYNERGIES

VOLUME 12

What's new at General Magnaplate Corporation

MAGNAPLATE FAMILY GROWS WITH NEW DIRECT SALES TEAM

Not satisfied with having five plants across the US and Canada, General Magnaplate has been building a technical sales team that can assist customers face-to-face to help solve their equipment performance problems with GMCC's surface enhancement solutions.

Vince Meringolo, VP of Sales and Marketing at General Magnaplate, is excited by the impact the new team will have on Magnaplate's customers. "This is great news for all of our customers because it means they now have a local contact that can visit their premises to work with them to develop solutions to difficult applications. Our plants provide this service to customers at the moment, but sometimes a problem needs the personal touch, so it can be examined first hand, and that's what the new team is here for."

"Each team member has a specific area and is available to visit your plant. In fact, we are still adding new members to the team. Take a look at the map to find your local contact and, if you do not have one yet, don't worry, because you soon will!

"We are looking forward to being more in touch with our customers through the sales team and we believe this is the best way to deliver the highest possible levels of customer support and satisfaction."



So far, we have assembled the following team of surface enhancements professionals:

- | | |
|-----------------------------|---|
| Maurice Sonnenfeldt: | Southeast, tel: 404-394-0470, email: msonnenfeldt@magnaplate.com |
| Tim Dekoker: | Northeast, tel: 973-534-1176, email: tdekoker@magnaplate.com |
| Rich Ptakowski: | Mid-Atlantic, tel: 610-633-1648, email: rptakowski@magnaplate.com |
| Wayne Sebastian: | Houston/Louisiana, tel: 281-732-2695, email: wsebastian@magnaplatetx.com |
| Mike Ramacciotti: | Northern California/North Nevada, tel: 209-640-0139, email: mramacciotti@magnaplateca.com |
| Bill Brigham: | Midwest, tel: 630-334-5586, email: bbrigham@magnaplatewi.com |
| Bob Brock: | Northwest, tel: 206-790-7940, email: rbrock@magnaplateca.com |

“Doc” Awarded “International Scientist Of The Year, 2002” Accolade



Following its 50th Anniversary and all the celebrations across General Magnaplate's plants in the US and Canada, the year was capped by the announcement that Dr. Charles P. Covino – aka “Doc” – had been awarded the accolade of “International Scientist Of The Year, 2002” by the prestigious International Biographical Centre of Cambridge, England.

The International Biographical Centre produces international biographical directories designed to provide easy access to detailed biographical information from many varied, prominent individuals. The International Biographical Centre accurately highlights the achievements of important people to a world-wide audience of academics and researchers who use the information for individual or scholarly research.

‘Doc’ was awarded this title for his outstanding contribution to the fields of Nuclear, Space, Medical, Food Production, Aviation, Metallurgy, Chemistry, Plastics, Composites and Lubrication. In fact, they added the caveat that the award was for “A man who has devoted his life to inventing new technology for the benefit of mankind.”

“Fifty years of searching for new ways to solve problems in industry that ultimately affect people’s everyday lives has certainly provided me with a fulfilling and productive life and this award is an honor,” remarks Dr. Charles P. Covino. “Science and invention are the foundation stones upon which Magnaplate was built, and they continue to be the guiding principles that will lead us to another successful 50 years in business.”

Trade Show Calendar 2003

Look out for Magnaplate appearing at a trade show near you! Come to our booth and get your free Friction CD!

June 2 - 4

EastPack
Jacob Javits Center, NYC:
Booth 327

June 18 - 19

AmCon
Meadowlands Exposition Center
Secaucus, NJ:
Booth 135

Sept. 30 - Oct. 2

PACex
Toronto International Centre
Ontario, Canada:
Booth 2443

October 13 - 15

PacExpo/IEFP 2003
Las Vegas Convention Center
Las Vegas, NV:
Booth 6430

January 6 - 8, 2004

Westpack
Anaheim Convention Center
Anaheim, CA
Booth 4157

QUALITY, QUALITY, QUALITY!

MAGNAPLATE ANNOUNCES ISO 9001 CERTIFICATION

Hot off the press... We have just received the good news that General Magnaplate has achieved ISO 9001: 2000 certification following our two year implementation program.

Copies of our certificate (#5Z341-1) can be downloaded from our web site at: www.magnaplate.com. Our New Jersey-based headquarters is the first facility to receive approval and we look forward to rolling out the implementation process to our plants in Texas, Wisconsin, California and Ontario, Canada.

“ISO-9001 implementation is a tremendous accomplishment for our Company,” says Larry Campbell, Assistant Vice President at General Magnaplate. “ISO 9001 defines a world-class approach to quality management. Certification 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.

“The rigorous registration process to earn certification utilized 24 separate 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. This can only mean good news for our customers!”

The ISO 9001 Standard is an internationally recognized quality management

system developed by the International Organization for Standardization (ISO). ISO 9001:2000 assures through independent confirmation that all management, manufacturing and sales processes adhere to this quality standard.

The internationally recognized registrar that General Magnaplate chose to use is NSF - ISR of Ann Arbor, Michigan.

If you require any more information on our ISO 9001 compliance, please feel free to email Larry at: lcampbell@magnaplate.com or tel: 908 862 6200.



GENERAL MAGNAPLATE

CERTIFIED TO LATEST NSF REGULATIONS

We are delighted to announce another first for General Magnaplate in the food processing and packaging industry; we have received certification for our family of surface enhancement coatings from the NSF (National Sanitation Foundation) for its revised NSF International Standard/ American National Standard for Food Equipment - Food Equipment Materials, 'NSF/ANSI 51-2002'.

The revision addresses requirements for corrosion resistance, toxicity and surface cleanability for all materials, therefore making General Magnaplate's metal coatings relevant to the approval criteria. This great news follows just twelve months after Magnaplate became the first ever coatings company in the US to meet NSF regulations per the meat and poultry specification NSF/3A/ANSI 14159-2000. Quite an achievement!

"The original NSF certification was a huge accomplishment for our Company and we are constantly striving to ensure we meet the very latest industry specifications. The food packaging and processing industries represent a huge customer base for us and they recognize the integrity of the NSF mark," comments Candida Aversenti, CEO, General Magnaplate. "By meeting the requirements for the revised regulation, our customers can be assured that they are dealing with a company that takes a world class approach to the quality of food packaging and processing."

General Magnaplate's coatings are designed to solve problems affecting metal parts that face difficult operating conditions in 'real life' plant situations. Whether eliminating sticking and product 'hang-up', facilitating material flow and sanitary maintenance, or enabling machinery to resist abrasion and galling, General Magnaplate has a coating to suit all metals. Magnaplate coatings can provide metals with a superior surface that is permanently dry-lubricated and non-stick.

FOOD SPOTLIGHT

Here are some happy customers in the food industry that have already experienced the benefit of General Magnaplate's USDA, FDA, NSF and AgriCanada compliant coatings.

Customer: Manufacturer of Pastry Products

Problem: This manufacturer contacted us with a sticking problem on a part called a turnover plow. The plow is essentially an aluminum block with a radius edge cut out at about half its length. There are two plows; one folds dough over to close up a microwavable pastry

product containing various fillings, while the other flips over scones on a baking line. The problem was that the dough was sticking to uncoated parts of the plows and the constant contact was wearing through the polymer coatings in a short period of time.

Solution: For the pastry product with the fillings, we applied PLASMADIZE which is USDA-approved/ FDA-compliant and provides resistance to wear and tear. PLASMADIZE can be applied in thick or thin layers and is available with a release (non-sticking) or gripping surface.

The turnover plow for the scones was coated in TUFRAM which creates a steel-hard, dry-lubricated surface on aluminum. Developed to out-perform and out-wear case-hardened steel and hard chrome plating, TUFRAM also provides a smooth, slippery surface to prevent product sticking and 'hang-up'.

Customer: A Major Candy and Chocolate Manufacturer

Problem: The customer found that the sticky sugars used in manufacturing candy were causing its rollers to clog up, causing unnecessary downtime and extra labor. This problem was also made worse by the fact that the part contains many intricate designs in the mold cavities so that different candy designs can be made. The rollers were also taking on a very dark appearance from this problem. No matter what the manufacturer tried, they could not find a problem to this solution.

Solution: Magnaplate came to the rescue with its NEDOX coating. NEDOX has a coefficient of friction as low as 0.09 which eliminates "stick-slip" problems on machinery. With a very wide operating temperature, NEDOX can be used on steel, stainless steel, copper, brass, bronze, titanium, and aluminum. It provides abrasion resistance, lubricity, and corrosion resistance, while offering excellent mold release properties.

Now the manufacturer only allows Magnaplate to coat its machinery and has, in fact, adopted a regular maintenance program to ensure regular coating and a smooth manufacturing process with no stoppages.

GET INSTANT CREDIT AT *MAGNAPLATE*

"General Magnaplate's customers can now use both Visa and MasterCard for payment. 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," says Candida Aversenti.

Now that we accept credit card payment, some of our customers are using the bonus air miles for their vacations this year – what a great idea! Not only can you go on vacation knowing your machinery will be working well in your absence, but you can sun yourself on a nice beach or ski down the slopes, without paying the full price for your airfare!



ASK MAGNAPLATE MAN



This is a new section where we are going to feature critical questions from design engineers and plant managers across the US and Canada, together with answers from our very own Magnaplate Man! If you have any questions that you would like answered then please email us at: info@magnaplate.com and your question may well be featured in our very next issue! Don't be shy, no matter how simple or complicated, Magnaplate Man will be able to provide a swift response! And rest assured, these are all genuine problems that we have faced.

A STICKY PLATEN SITUATION

Dear Magnaplate Man,

We need an anti-stick treatment for our press platens that are used to press two sheets of uncured rubber stock to a set of steel cables, which form the core of a conveyor belt. The press opens with a small explosion and the rubber sticks to the platen and is a constant struggle to separate. We also have to buff the platen after every couple of shots to remove the rubber. Please, can you help?

Magnaplate Man says:

Well, I have a solution that will stop your press from going off with a 'bang' and should increase your productivity! We have a self-lubricating, thermal spray coating called PLASMADIZE that provides an extremely high level of protection against corrosion and wear, and dramatically improves the performance reliability of all types of metal parts, large and small.

Unlike conventional thermal spray coatings which can be brittle and porous, tough, flexible PLASMADIZE surface enhancement treatments are a true composite of the latest developments in metals, ceramics, polymers and/or dry lubricants. These materials are combined to produce a new "synergistic" surface with an extremely low coefficient of friction and other unique physical properties. They create a non-porous, non-stick, corrosion-resistant surface, but they can also be formulated to produce a "gripping" or non-slip surface.

Not only will PLASMADIZE prevent any more 'tug of war' games with the press, but it will also ensure you and your crew do not have to spend hours removing the rubber.

A BITTER PILL TO SWALLOW

Dear Magnaplate Man,

I work at a pharmaceutical company. We have had problems finding coatings that will release epoxy molded components from their aluminum molds. We have been using a release agent but this left an unacceptable residue. We also tried a polymer but it scratched too easily. What do you suggest?

Magnaplate Man says:

Hmm... this is a tricky one because we offer a number of products which could potentially work. TUFGRAM, LECTRO-FLUOR and NEDOX could all do a job here in protecting the surface while providing lubricity, and all of them meet USDA, FDA, NSF and AgriCanada codes.

However, NEDOX is the best fit in this situation because aluminum parts coated with NEDOX exhibit the hardness of steel without the weight. The NEDOX technology creates a surface that protects against abrasive wear, as well as corrosive attack by most chemicals, humidity and gases, for long-term performance. The dry-lubricated, non-stick surface also reduces friction of moving or sliding parts – ideal for this situation where residue is not a possibility.

A DISABLING PROBLEM

Dear Magnaplate Man,

My company manufactures equipment for the disabled and we are having a friction problem between a cone made of plastic and an anodized worm gear. When the plastic gets hot it becomes tacky and slows the lift down, which is obviously a problem. Where do I go from here?

Magnaplate Man says:

OK, first of all, I think we need to change one of your materials. I know it sounds drastic, but we have to look at changing the plastic cone to aluminum. The cone will function just as well and the cost implication should not be too significant! In changing this part we will be able to coat the cone with TUFGRAM and eliminate the friction problem and ensure the lift moves smoothly.

TUFGRAM works great with aluminum and will give the metal properties similar to steel without the weight. This proprietary synergistic coating will create a surface that protects against abrasive wear and long-term performance. The dry-lubricated, non-stick surface also reduces friction of moving or sliding parts, so you will have some very happy customers!

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



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