

# SYNERGIES

VOLUME 4

What's new at General Magnaplate Corporation

## "Doc" Covino *Honored by* Guinness

Among the "record-breakers" whose interviews are printed in the 1998 GUINNESS BOOK OF WORLD RECORDS are such luminaries as Paul Newman, Jerry Seinfeld, Madeline Albright, Michael Jordan, Stephen King, Martina Hingis — and Dr. Charles Covino, founder and chairman of the board of General Magnaplate. "Doc" is honored for his invention of Magnaplate's HI-T-LUBE®, the product with the lowest coefficient of static dynamic friction of any solid ever measured (0.03 with an MOS2 burnished [B] exterior).

For those of you who have wondered what Doc looks like, Guinness has a color photo on page 61. The accompanying article tells how he developed this product after discovering that the reason for numerous Air Force jet crashes was the malfunctioning of the planes' speed brake panels; they jammed after being exposed



first to jet flames and then the sub-zero cold of high altitude airstreams. He created HI-T-LUBE which expands in the heat but then returns to its original profile when cooled. In the Guinness book, Covino remarks — "I put five materials together and compounded them into a lubricant. And it worked the first time."

As Guinness goes on to say, that was only one of Doc's many life saving contributions. Magnaplate "synergistic" enhancements were subsequently used by NASA on every space expedition. The Mars Probe alone had more than 400 individual parts coated with HI-T-LUBE.

## New PLASMADIZE® TNS Prevents Adhesive Residue Buildup on Metal Parts

A new formulation of our self-lubricating PLASMADIZE — *The Next Generation in Thermal Spray Coatings* — reduces downtime by preventing adhesive residue buildup on machinery.

It is designed for such applications as adhesives formulating, label printing, and tape manufacturing and converting — anywhere metal parts contact adhesives or glues, kettles, rolls, sealing bars, guides, slitters, knives, and other parts. PLASMADIZE TNS coated parts remain residue free.

This new product, like others in the PLASMADIZE line, is a true composite of the latest developments in metals, ceramics, polymers and/or dry lubricants. This "synergistic" surface enhancement process can produce an extremely low coefficient of friction and other unique physical properties. Unlike conventional thermal spray coatings, it is tough and flexible. It offers an extremely high level of protection against corrosion and wear, thereby dramatically improving performance reliability wherever it is applied.

## New Technical Literature Available

### MAGNAPLATE HCR®, NEDOX®, PLASMADIZE®, and our Full-Line

The General Magnaplate website contains an enormous amount of information on our hi-tech coatings. But for those of you who still like to obtain information in the traditional way — by reading it from a piece of paper — we've begun to update and publish a whole new set of product literature. They include the newest test results as well as new application examples.

Products for which such literature has been issued so far include MAGNAPLATE HCR, NEDOX, and PLASMADIZE. We've also published a new "omnibus" full-line brochure which includes descriptive information on "synergistic" coatings and thumbnail data on every member of the Magnaplate family of surface enhancements. All four — as well as all previously issued Magnaplate literature — are available without charge, on request

**MAGNAPLATE HCR** — FDA compliant coating for aluminum offers exceptional corrosion resistance and hardness.

**NEDOX** — Contains four pages of information. Permanently dry-lubricated NEDOX protects most base metals, including aluminum and titanium, against abrasion, corrosion, and static buildup.

**PLASMADIZE** — Seven stepped pages describe this "Next Generation in Thermal Spray Coatings" which exhibits properties not attainable by conventional thermal sprays. Some are FDA, USDA, & AgriCanada-compliant.

**Full-Line** — This four page folder contains basic information on the entire Magnaplate line of products. Very helpful in trying to determine which surface enhancement is most likely to be the one which will solve your problem.

# WHO'S WHO@ General Magnaplate

So that Synergies readers may better know the people "on the other end of the telephone" or E-Mail, we continue our thumbnail reviews of the people at Magnaplate.

## Walter Alina Corporate Vice President

Several years ago, Walter Alina attended a meeting of the American Metals Society at which Doc Covino was the speaker. Walter was so impressed that he decided then and there that he wanted to work for Magnaplate. Today he is our Corporate Vice President, managing the MAGNAGOLD® Department and providing technical support to all our plants and licensees on environmental and metallurgical issues. A graduate of Seton Hall with a dual major in chemistry and business, Walter also has a certificate in metallurgy, and studied advanced semiconductor physics. He believes that "Magnaplate is the only company in the world which can offer such a huge arsenal of coatings and variations to meet the requirements of almost any application."

## Wayne R. Cromwell Operations Manager

Wayne's title is Operations Manager. This, he jokes, makes him responsible for "just about everything." He joined Magnaplate because he "wanted to work with a leader," and his skills have helped keep us in that leading position. Educated at Trenton State (BS in Biology and Chemistry), he was a production manager, a lab manager, and a chemist at other metal finishing companies before coming to Magnaplate in 1989. One of his first responsibilities was Safety Manager and he is particularly proud that we were designated as one of the first-in-the-nation Small Business OSHA VPP Program Merit Sites. In his spare time he coaches soccer and baseball, and is both an amateur astronomer and a home brewer.

## Larry Campbell Assistant Vice President and Director of Materials Engineering

Larry is Asst. VP and Director of Materials Engineering in Linden. Before he joined us he knew that Magnaplate "offered unique solutions to difficult problems in metal finishing" because as our customer at McDonnell Douglas he had specified NEDox to solve corrosion on the Harpoon missile. Larry has

been honored with the Skylab Achievement, NASA Tech Brief, and NACE's Distinguished Service Awards. A graduate of the University of Missouri he also took tech training at MIT. He is proud to know that Magnaplate so often succeeds where we are "the last hope when other finishes have failed."

## Susan Neri Assistant Vice President Finance/Controller

Susan joined Magnaplate in 1985 as a junior accountant in our Linden headquarters. She prepared for her position by earning her BS from Rutgers and rose steadily to her present position. She is now in charge of all aspects of Accounting as well as Human Resources. Contrary to the solitary "bean counter" image of accounting which so many people have, Susan feels her special strength in her position is her outgoing personality. She enjoys sewing, arts & crafts, and bicycling. She credits Magnaplate's management for its supportive attitude towards all employees, encouraging their pride of workmanship.

## Gaylon Pleasant Vice President Sales and Engineering

As a sales representative and process engineer at General Magnaplate Texas, Gaylon has an intimate knowledge of his customers' situations. He has often seen Magnaplate's competitors fail when they tried to use their limited range of products to answer a wide range of problems. According to Gaylon, his great success record is due in part to his access to "more types of surface enhancements than anyone else in the industry," Gaylon has special expertise in the aircraft industry and is a licensed FAA Inspector. Before joining Magnaplate in 1981, he spent several years as a Quality Control Manager for Southern Airways and other companies. In his spare time, you'll find Gaylon fishing or at his woodworking bench.

## The Making of a World Leader



What makes General Magnaplate so unique? We could go to great lengths in explaining why our company stands head and shoulders above all others in the field of metal surface enhancement. But perhaps it can be best summarized in just three words — Technology, People, and Experience.

**Technology** - Magnaplate pioneered the whole concept of "synergistic" high-tech enhancements for metal surfaces. We had a head start and we intend to maintain our upfront position. We are always developing new technologies to benefit our customers.

**People** - Magnaplate people are not only highly trained professionals with extensive educational backgrounds, they also sincerely want to help our customers solve their metal surface problems. So they go all out until they've accomplished their goals.

**Experience** - In our company's 46 years of operation, we've solved literally thousands of problems for our clients. Sometimes a "new" problem turns out to be one we've conquered before. If not, our long experience often serves to guide us to the solution required.

No other company in the world has Magnaplate's combination of Technology, People, and Experience.

## Magnaplate Attacking "Year 2000 Problem"



We want to assure readers of SYNERGIES that General Magnaplate is well on our way to reprogramming our computer system to prevent any disruptions when the year 2000 arrives. The infamous Millennium Problem is under control at all our locations so that customers and suppliers who deal with us need not be concerned.

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



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

E-mail: [info@magnaplate.com](mailto:info@magnaplate.com) ■ Web Site: <http://www.magnaplate.com>