

SYNERGIES

VOLUME 9

What's new at General Magnaplate Corporation

A Look Ahead

I would like to take this opportunity to wish all our customers and friends continued success in 2001. We have some exciting news, which you'll read about in this issue of Synergies. As we move forward into the new year, we will continue to share our successes through this forum.

Our fundamental commitments remain firmly intact. We're committed to being a leader and to creating value as the basis for customer satisfaction. Sharpening our focus on customer satisfaction is the central element of our strategy.

Last year, we began reaping the fruits of our efforts to build General Magnaplate and develop stronger relationships, with you, our customers, through a new sales strategy. Our



Candida Aversenti,
President & CEO

salespeople are now out on the road, knocking on doors to meet with you face to face. We also will continue attending trade shows as a means of introducing our product line and maintaining customer relations. We begin this year with a deep determination, confidence and total commitment to being the leader in providing surface enhancement solutions and services. As we look ahead, we pledge to remain focused on your needs. Likewise, our management team will continue to make the hard decisions necessary to meet those needs.

During this year, I look forward to reporting on our progress. Thank you for your business, and I look forward to continued relationships.



Deal Inked with ARC

General Magnaplate's NJ and Calif. facilities are now exclusive distributors for ARC (Advanced Reinforced Composites), a division of the A.W. Chesterton Company. ARC's product line consists of proprietary, ceramic-reinforced composite coating systems and epoxy-based repair kits. ARC is known for its composite coatings that are engineered to protect equipment against abrasion, corrosion, erosion and chemical attack.

General Magnaplate can be contacted to have the ARC material applied on-site using an ARC approved contractor. The numerous applications include: fan blades at cement plants; coal silos at power plants; cooling tower pipes at nuclear facilities; clarifier tanks; weir gates and sludge rakes at waste-water treatment plants; trash racks; sulfuric acid and bleach tanks at paper recycling plants; and refurbishing and rebuilding of pump housings. Additionally, with the repair kits, a maintenance department using a product bought on General Magnaplate's web site can prevent corrosion, chemical attack, erosion, and/or abrasion on a piece of equipment or concrete floor.

Magnaplate Coatings Earn NSF Certification 14 159-1-2000

General Magnaplate has become the first coating company to conform to the new ANSI/NSF/3-A Standard 14 159-1-2000 for 18 coatings produced at all five of its facilities. The standard, entitled, "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.

NSF International, The Public Health and Safety Company™, has tested and certified more than 130,000 products from 82 countries worldwide. Manufacturers and regulators in the U.S. and abroad rely on NSF as the world leader in hygiene and sanitation safety standards and product certification. NSF is the only organization designated as a collaborating Centre by the World Health Organization for both Food Safety and Drinking Water Safety and Treatment. Standards developed by NSF specify definitive requirements for equipment and products on which public health depends.

Trade Show Calendar

National Manufacturing Week

March 5-8 - Chicago, IL

Booth 9167

Magnaplate serves all functions of the manufacturing process with its numerous synergistic coatings.

Northern California Job Shop Show

March 27-29 - Santa Clara, CA

Booth C5, C6

General Magnaplate will be introducing the new ARC line of coatings as well as showing other surface enhancement products.

Mid-Atlantic Job Shop Show

April 17-19 - Cherry Hill, NJ

Booth E16

General Magnaplate will be introducing the new ARC line of coatings.

CMM International

(Converting, Machinery/Materials)

April 23-26 - Chicago, IL

Booth 10067

For the package printing/converting industry, adhesive-resistant TNS solves many issues.

American Contract

Manufacturing Shows

May 8-9 - Toronto, Ontario, Canada

Booth 230

For suppliers of custom metal, plastic, rubber and electronic parts, Magnaplate coatings help them increase reliability and performance.

PACex

May 15-17 - Toronto, Ontario, Canada

Booth 2443

Magnaplate TNS helps solve "sticky substance" problems faced by the packaging industry.

Western Packaging

June 19-21 - Anaheim, CA

Booth 2764

Our TNS coatings enable improvements to line speed, productivity, automation and labor cost reduction.

ISO 9000 Certification Process Begins

Reaffirming its commitment to quality, General Magnaplate 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.

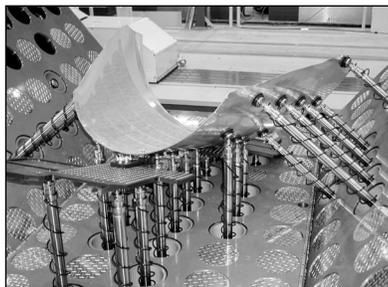
The Union County Economic Development Corporation selected STAT-A-MATRIX (SAM), an Edison, NJ-based corporation that specializes in guiding companies through the ISO 9000 certification process to provide a consortium of 16 companies, including General Magnaplate, with the guidance needed to obtain registration. 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.

The ISO 9000 Standard is an internationally recognized quality management system developed by the International Organization for Standardization (ISO). ISO 9000 assures through independent confirmation that all design, manufacturing and sales processes adhere to this quality standard worldwide.

CFA Show A Success

CFA's annual convention and trade show, COMPOSITES 2000, held at the Las Vegas Convention Center from September 27-30 was a complete success. Over 500 leads were generated at General Magnaplate's booth.

Additionally, our CMPT™ moldmaking technology was named a finalist for the 2000 ACE Award, which represents Composites Excellence. CMPT is a breakthrough in layup-molding for composite materials; as it eliminates the need to make molds (toolfaces) from heavy, expensive metal ingots. It reduces fabrication time from six to 12 months to as little as three weeks, cutting costs by one-third.



CNA flexible Tooling Systems in Woodinville, WA used our CMPT technology for part fabrication.

WHO'S WHO@ General Magnaplate

Sandy Taylor,
Technical Sales,
General Magnaplate Canada

Sandy Taylor is an upbeat presence at General Magnaplate. As part of the Technical Sales team, Sandy is responsible for internal sales coordination. Sandy assists customers, prices jobs and manages the internal paper flow for sales. She works closely with Lisle Brewster, Administrative Manager, and Cathy Geddis, Vice President General Manager. The supportive atmosphere at General Magnaplate is important to Sandy. "When you enjoy what you do and who you work with, it makes you want to excel at your job," noted Sandy.

Mike Prager,
Technical Sales,
General Magnaplate California

If you need a dose of humor and cheer, call Mike Prager. But Mike has much more to offer than his boisterous sense of humor, he also troubleshoots for General Magnaplate customers. Mike fields calls and recommends coatings for a variety of industries, including defense, food and electronic fields. In addition, Mike travels frequently, to packaging, food and composite shows and for sales calls on particular areas. He enjoys working with Bill Thompson, Technical Sales, Norma Guzman, Production Coordinator, and Martin Chadwick, General Manager. Mike loves the challenge of his work, "you never know who's going to call or what the next problem will be". In his free time Mike enjoys flying and bowling (he recently bowled a 300).

Dean Crabtree,
Inside Sales,
General Magnaplate Texas

Dean Crabtree knows what it takes to make customers happy. Good-natured enthusiasm is the key to his success at General Magnaplate. With his friendly and professional demeanor, Dean is one of General Magnaplate's top-notch sales associates. Some of Dean's general duties include managing customer relations and generating product quotes. He particularly appreciates his relationship with his associates, John Larsen, Corey Wesnitzer and Gaylon Pleasant. Never scared of a challenge Dean comments, "What's most satisfying about my job is the sense of accomplishment found in answers to tough problems."

Magnaplate Texas Honored With Award



The Arlington, Texas Water Department presented the Pretreatment Excellence

Award to General Magnaplate Texas for 100% compliance with local, state and federal pretreatment regulations. The Award was received on November 10, 2000.

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 ■ Web Site: <http://www.magnaplate.com>