

SYNERGIES

VOLUME 26

Tomorrow's Materials Solutions...Today.



NEDOX NOW AVAILABLE IN SINGAPORE, MALAYSIA, SOUTH KOREA, AND BRAZIL THROUGH NEW LICENSEES.

General Magnaplate's family of NEDOX engineered coatings is now available in Singapore, Malaysia, South Korea and Brazil. NEDOX protects most metals, including aluminum, against wear, friction, corrosion, sticking and galling by adding physical properties that enable them to outperform and outwear even chrome and stainless steel.

NEDOX® protects metals by:

- dramatically increasing surface hardness
- resisting corrosion, chemicals and acids
- preventing abrasive wear and galling and seizing
- providing self-lubrication for extended wear
- offering superior mold release
- meeting USDA/FDA and CFIA codes

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GENERAL MAGNAPLATE LAUNCHES GLOBAL INITIATIVE

EXTENDS REACH TO BRAZIL,
SINGAPORE, MALAYSIA AND
SOUTH KOREA

General Magnaplate has created a new global alliance of all of its licensees to facilitate customer demands and requirements globally. The new alliance, **Magnaplate Worldwide**, will extend General Magnaplate's industry leading products and applications expertise as far afield as Europe, Australia, Japan, India, and now to Brazil, Singapore, Malaysia and South Korea too.

Ed Aversenti, COO of General Magnaplate reports, "All of our licensees have passed stringent quality tests, assuring that our coatings will be uniform no matter what country or continent they are processed in. The goal of every member of **Magnaplate Worldwide** is to provide surface enhancements which consistently meet the standards set by our customers, and do so with on-time deliveries in an environmentally friendly, safe and efficient workplace."

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NEW SINGAPORE & MALAYSIA SUB-LICENSEE – ATC POETON

ATC Poeton has established a 35,000 square foot metal finishing facility in Singapore and a 50,000 square foot facility in Penang, Malaysia to provide a wide variety of coatings to industry. ATC has qualified, and is now providing NEDOX to SEA.

ATC's reputation for quality and workmanship, diversity in processes offered, and ability to meet rigid specifications enables them to serve many industries including aerospace, telecommunication, oil and gas, semiconductors, biomedical and optical. As one of the largest metal finishing companies in Singapore, their employees are dedicated to the delivery of world class finishing services and products for its customers. ATC is Nadcap accredited and AS 9100 certified.

NEW BRAZILIAN LICENSEE – CASCADURA INDUSTRIAL S.A

NEDOX will be available from Cascadura within the next few months. Cascadura Industrial has six facilities in Brazil with headquarters in Sorocaba (close to Sao Paulo). Serving Brazil for over 50 years, the Company offers hard chrome plating, HVOF and thermal spray coatings, and installed the first ever thermal spraying plasma equipment in Latin America for application of ceramic materials. Cascadura will be focusing on the oil and gas and food processing and packaging industries.

NEW SOUTH KOREAN LICENSEE – YKMC, INC.

YKMC, Inc. is headquartered in a 130,000 square foot facility in Asan, with a second facility in Bucheon (both near Seoul). The company is certified to ISO 9001 and 14001, and employs 125 people in the two facilities. Their CEO KwanSeop Jang recently received an award from the South Korean government called "Korea Masterhand" for his knowledge and developments in the coatings industry. General Magnaplate's NEDOX® and TUFAM® coatings will be available from YKMC in the next few months.

Singapore & Malaysia

ATC Poeton
T. + 65 6362 1200
www.atc-treatment.com
atc@atc-treatment.com

Brazil

Cascadura Industrial S.A.
T. + 55 15 3238 6600
www.cascadura.com.br
ricardo.maffei@cascadura.com.br

South Korea

YKMC, Inc.
T. + 82 41 629 3911
www.ykmc.kr
ykmc@ykmc.kr

ENGINEERED COATINGS BOOST THROUGHPUT, SOLVE PROBLEMS IN PACKAGING APPLICATIONS

Keeping packaging equipment up and running is top priority for engineers and plant personnel. Faced with ever-increasing productivity benchmarks based on fast and efficient operation, packaging engineers must continually fight against issues such as sticking, premature wear, abrasion and corrosion.

To eliminate these challenges, engineered coatings are being used to protect machine components and solve performance problems in food, pharmaceutical and consumer goods packaging.

Learn more in General Magnaplate's white paper titled 'Engineered Coatings Boost Throughput, Solve Problems in Packaging Applications'. The paper can be downloaded at: www.magnaplate.com/white_paper



TRADE SHOW SCHEDULE

WEST PACK

February 11-13, 2014

Anaheim Convention Center
Anaheim, CA
Booth #5433

PTXI

May 6-8, 2014

Donald E. Stephens
Convention Center
Rosemont, IL
Booth #3733

OFFSHORE

TECHNOLOGY

CONFERENCE (OTC)

May 5-8, 2014

Reliant Park
Houston, TX
Booth #8615

EAST PACK

June 10-12, 2014

Jacob K. Javits
Convention Center
New York, NY
Booth #3239

NEW FRICTION CALCULATOR APP AVAILABLE - DOWNLOAD FOR ANDROID OR IPHONE

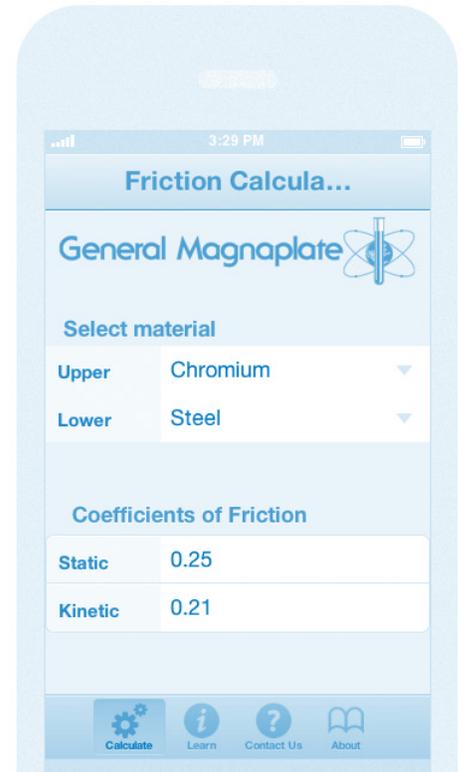
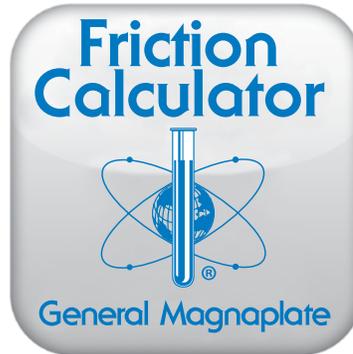
If you need coefficient of friction values for your engineering calculations, General Magnaplate's New Friction Calculator can help.

Available for both iPhones and Android devices, the new app provides static and dynamic coefficients of friction (COF) for more than 200 pairings of commonly used materials and engineered coatings. Friction Calculator's materials database is continually updated with new materials and coatings.

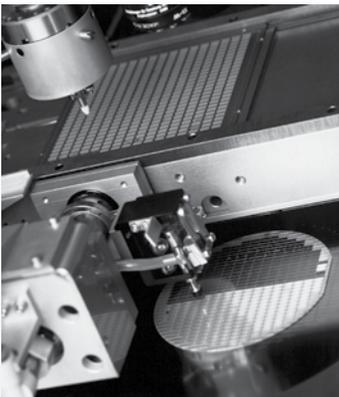
Other features include a Surface Engineering Resources section offering information on understanding coefficient of friction, surface roughness, calculating corrosion rates, wear mechanisms and thread tolerances.

In addition, the Friction Engineering Help area enables users to easily contact General Magnaplate's technical service department to ask for help with your surface enhancement problems.

Search iTunes or Google Play to download the version for your device. A web version of the app for desktop use is available at: www.frictioncalculator.com



NEW CERAMIC COATING REDUCES STATIC BUILDUP, ENSURES QUALITY CONTROL IN ELECTRONICS APPLICATIONS



When it comes to the assembly and manufacture of today's complex electronic devices, consistent production methods are a must. Equipment such as aluminum rollers and pick and place machinery is expected to perform flawlessly to keep wafers and electronic assemblies

intact during each manufacturing step.

Special coatings are often used to protect this equipment from wear and abrasion. However, static buildup can occur on metal parts due to the highly insulating nature of many of these coatings, and other coatings can make components too conductive, creating short circuits, leading to damaged electrical components.

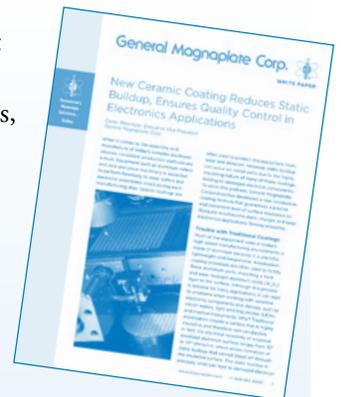
To solve this problem, General Magnaplate Corporation has developed a new conductive coating formula that

guarantees a precise and consistent level of surface resistance to dissipate troublesome static charges, eliminating short circuiting, and keeping electronics applications flowing smoothly.

The newly developed TUFRAM Omega[®] coating formula strikes a perfect balance between electrical resistivity and conductivity, useful in many electronics applications where a precise level of electrical surface resistance is desired for aluminum parts:

- Semiconductor manufacturing
- LED manufacturing
- Solar cell manufacturing
- Electronic component and device manufacturing
- Pick and place equipment
- Medical electronic instruments

Download our new white paper on Tufram Omega[®] at www.magnaplate.com/white_paper



Magnaplate Adds New Faces, More Valuable Experience



Dave Kilian
Technical Sales Representative for
Southern California and Arizona
Cell: 714-262-1571
Email: dkilian@magnaplateca.com

A graduate of the University of Cincinnati and a member of the SME, Dave Kilian brings many years experience to Magnaplate including 10 years with Castrol North America and 14 with Milacron, a top 5 global supplier of Chemical Metalworking Fluids. He has an additional 10 years experience in the high volume precision-machined parts business supplying aerospace, automotive and appliance markets.



Josh Taft
Technical Sales Representative
for Texas
Cell: 832-302-9499
Email: jtaft@magnaplatetx.com

Josh joins General Magnaplate from Superior Derrick Services, a drilling rig manufacturer, and specializes in oil field applications. A graduate of the University of Texas in Austin, TX, he understands the challenges of coating parts to survive the harsh oil field environment.

According to Corey Wesnitzer, Executive VP of Sales and Marketing at General Magnaplate, "We look forward to Josh providing our Texas customers with expert applications assistance. With today's oil and gas wells pushing deeper and deeper, metal drilling tools have to contend with increasingly difficult conditions but we have developed coatings technology that can alleviate most of these issues."

Ed Aversenti, COO of General Magnaplate, reports "General Magnaplate is the world leader in coatings technology, but it's our people and our expertise in solving customer problems that truly sets us apart from the competition. We have put together a management trainee program to attract the best and the brightest in the industry and expose them to all facets of our business, from coating parts, to applications engineering, operations and quality control. I am confident that our new additions and Daniel Mints' promotion will make Magnaplate more valuable to our customers."

NEW ASSISTANT OPERATIONS MANAGER OF GM-CALIFORNIA ANNOUNCED



Daniel Mints

General Magnaplate's management trainee program is paying dividends as Daniel Mints is promoted to Assistant Operations Manager of Magnaplate's Ventura plant in California. His chief responsibility will be for environmental compliance and health and safety.

On a day-to-day basis, Daniel will evaluate the employees' needs regarding safety, provide technical assistance for production, and maintain communication with California's many environmental agencies to ensure complete compliance. Daniel has an MS in Biomedical Engineering from the University of Rochester, New York.

MAGNAPLATE ADDS NEW MANAGEMENT TRAINEE



Brett Ellerbrock

General Magnaplate is proud to welcome Brett Ellerbrock to the company as part of its management trainee program, with a focus on quality control. Previously Brett worked at Park Advanced Composite Materials as a Materials Scientist and then as a supervisor role for the mechanical and analytical test labs.

He graduated from Rutgers University, School of Engineering with a Ceramic and Materials degree and later earned a Masters of Science in Material Science and Engineering at Clemson University. Brett has been a member of the American Ceramics Society (ACerS), Material Research Society (MRS), and Optical Society of America (OSA).

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



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

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

