

ThinkZinc

THE ZINC PLATING EXPERTS



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E-NEWS

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COLUMBIA'S NEWEST TRIVALENT CHROMATE TECHNOLOGIES: TRIVECTA® BLACK 100 AND DURALIFE® = BETTER PROFITS

After years of development and thorough field-testing, Columbia Chemical is offering TriVecta® Black 100 trivalent chromate and DuraLIFE® technology—ready to improve the profits and quality of your zinc-plated parts.

Jet-black and glossy, TriVecta Black 100 provides a thick, uniform finish—even on difficult-to-plate parts. This environmentally safe process is highly resistant to corrosion and scratches.

TriVecta Black 100 tolerates more than 10,000 ppm of zinc build-up, and is free of precipitation and sludge. It remains stable, even after month-long shut-downs.

Our DuraLIFE Technology lets you say “goodbye” to iron build-up and “hello” to long-lasting trivalent chromates. DuraLIFE greatly extends trivalent chromate life by resisting iron build-up. Columbia SpectraMATE® and COLDIP® trivalent chromates are now available with DuraLIFE tech-



nology. It is the best alternative to costly tank dumping and expensive ion-exchange equipment. Plating performance is also accelerated because dip-time is reduced and zinc build-up is minimized.

FROM THE PRESIDENT

A note to our customers regarding pricing



We pride ourselves on working to hold the line on pricing. In fact, Columbia Chemical has been very slow to pass along increases in raw materials costs. We battle against increases by applying smart purchasing practices, like alternative sourcing and bulk purchasing. We also look for innovative ways to save money in related areas like shipping,

packaging and handling.

Despite all our efforts, we are facing overwhelming hikes in our chemical costs from our suppliers that are beyond our control and we reluctantly must pass these costs on to you.

We assure you that *prices are only raised to cover raw materials costs*. We do not pass along rising overhead costs (rent, equipment, energy, IT, telephone, personnel, travel, etc.). We view increased overhead as our challenge, not yours, because much of our overhead is actually our investment in company growth and success. Such investments in overhead enable us to improve what we do—increase output; improve product quality; enhance customer service and technical support; expand R&D; add new products and help customers grow. In fact, we've always been able to balance additional overhead investment with increased efficiency and sales (more product to more customers).

So, in a nutshell: I apologize for having to increase prices. We promise to continue working hard to keep increases to a bare minimum, and continue to fight this battle on cost control. As always, we're “zincing” about you.

Bill

MEET OUR NEW TECHNICAL SALES REP FOR W. MICHIGAN AND N. INDIANA

We've expanded our direct sales efforts to W. Michigan and N. Indiana with the addition of Technical Sales and Service Representative Willie Barry. Willie is based in Grand Rapids, Michigan and reports to Sales Manager Tom Alderson.

Willie brings 18 years of expertise in plating, quality assurance and environmental issues. He worked 10 years at Hastings Manufacturing in Hastings, MI, starting in the plating lab and moving up to quality manager and business manager. He also spent 8 years

as operations manager for Dynamic Finishing in Muskegon, MI. Willie is a member of NASF, a lead assessor for ISO 9000:2000, a certified Lean Champion by the National Association of Job Shops, and a graduate of Olivet College.

Right after SUR/FIN, Willie is getting married! He and his fiancé, Lisa, are also in the process of buying a house. Willie has three grown children who live out West. And, like any good salesman, he enjoys playing golf.





LOOK FOR US AT THESE TRADE SHOWS!



FREE VIP SUR/FIN PASS

SUR/FIN

June 17-18, 2008
Booth #310
Indianapolis
Convention Center
www.sur-fin.net

Columbia Chemical Corp. in Booth 310 invites you to be their guest at SUR/FIN 2008, the worldwide focal point for the surface finishing industry, June 17 and 18 in the Indiana Convention Center, Indianapolis, Indiana. Bring this pass to the registration area at the Indiana Convention Center and receive your complimentary badge. Out of respect for SUR/FIN Exhibitors, soliciting business from the aisles is prohibited and will be strictly enforced.

INTERFINISH 2008

17th World Interfinish Congress & Exposition

June 16-19
Booth 7 & 8
With Idea Trading Company,
our Korean partner
Grand Hotel
Haeundae, Busan, Korea
www.interfinish2008.org



November 26-28
Guangzhou International
Convention & Exhibition Center
Booth 12G27
With Metalite Chemicals,
our Chinese partner
Guangzhou, China
www.sfchina.net



COLUMBIA'S CALIFORNIA COVERAGE EXPANDS AS MILES CHEMICAL ACQUIRES CHEMITHON-MICEL SURFACE FINISHING

We recently expanded our coverage in California when our California distributor, Miles Chemical in Arleta, acquired Anaheim-based Chemithon-Micel Surface Finishing. Our distributor now has two stocking locations and an analytical lab, with increased access from the San Fernando Valley to San Diego and from Riverside to Long Beach.

Miles Chemical is a leading chemical distributor for the metal finishing industry. Micel, a privately owned company, was founded over 30 years ago and is best known for their proprietary chemical formulations in the metal finishing, printed circuit and industrial waste water treatment markets.

According to Micel President Anthony Miles, "This is a strategic acquisition because it gives us additional warehouse space and enables us to better serve our customers. The facility's location (off of the 5 and 91) gets us closer to our customers in Orange, Riverside, and San Diego Counties. With Micel, we have a full analytical customer service laboratory and many more opportunities to demonstrate how Columbia products can help our customers."

Chemithon President Jerry Toussaint views the acquisition as "a venture that brings a stronger, more responsive supplier to the surface finishing industry. This new company brings an increased definition of a 'single source supplier'."

For more information, visit www.mileschemical.com or call 818.504.3355.



JOINT-VENTURE WITH METALITE OF CHINA STRENGTHENS COLUMBIA'S ASIAN PRESENCE



After six years of partnering with Metalite Chemicals Company, Ltd., of Foshan, China, Columbia Chemical recently purchased a 25% stake in the company. We expect the joint-venture to strengthen our position in China, solidify our relationship with Metalite, and allow us to become more involved with product development and support for the Chinese market.



Metalite was formed in 2002 as an international joint-venture between Chinese and Indonesian companies for the purpose of distributing Columbia Chemical products throughout China. The joint-venture now includes American ownership as well! Columbia President Bill Rosenberg now serves on the Metalite Board of Directors, along with Mr. Ma, Managing Director of Metalite, Mr. Bernt Ramli of PT Bintang Metalindo Mulia in Indonesia, and Mr. David Young of the Wuhan Fengfan Group.

"We were fortunate to be invited to join the joint-venture. The flow of information across the ocean has improved in both directions, as has strategic planning and goal setting," says Bill Rosenberg.

Columbia Chemical and Metalite will share booth space at the upcoming SF China Show this November in Guangzhou, as they have for the past five years.

AUTOMOTIVE APPROVALS FOR TRIVALENTS IN THE WORKS

Three new applicator shops are pending approvals for GM3044X, using Columbia Chemical processes TriV-120™, TriV-121™ with Zinc-Chro-Shield™, and Spectra MATE™ 25 with Zinc-Chro-Pellent™. Katie Reagan, our automotive specialist, is working diligently to bring all the details together for Kalamazoo Finishing, Central Kentucky Processing, and Bright Finishing of Mexico.

To stay on the edge of automotive trends, Katie is involved with the Society of Automotive Engineers (SAE). She attended the SAE Conference in Detroit in April, with special interest in the corrosion protection sessions. She is also helping to write automotive chemical standards with the SAE Materials, Processes and Parts Committee.

On a local level, Katie works with students on engineering and science projects in Cleveland-area schools as part of SAE's "A World in Motion" program.



*Automotive Specialist
Katie Reagan*