



THE ZINC PLATING EXPERTS



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## Columbia Chemical eNews

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# A Message From the President



**Bill Rosenberg**

I'd like to start with a note of thanks to our customers, suppliers, and employees for helping us through the tough times. I suppose that I should even thank our competitors for forcing us to be the very best that we could be. It wasn't fun for any of us. Cutting salaries and benefits, reducing workforce size, and doing what it takes to survive are not fun. Are the hard times and

effects of the recession over? I don't think so. But business is getting better, morale has drastically improved and the future is bright. Dare I say things are even getting to be fun again.

I see lots of good things happening here and around the world... We've introduced exciting "cobalt-free" chromate technology and are finishing up field testing our brand new trivalent black chromate and sealer - this new Trivecta Black 300 process is really

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## Contact Us

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"Faces & Places"  
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awesome and works equally well on both alkaline and acid zinc plate! We're looking forward to participating in Sur/Fin in Grand Rapids, SF China in Guangzhou (September), and ISF 2011 in Mumbai (February). Our good friends in India, The Murugan Family, are building an additional plating factory to provide zinc plating to Hyundai and other automotive companies there. Our partner in Vietnam, M.D.I., recently moved into a brand new headquarters. Zinc platers here in the Cleveland, Ohio area are starting to have smiles on their faces again, and we've added new distribution partners in both Israel and Australia.

Last, I'd like to announce a "passing of the torch" here at Columbia Chemical Effective June 1<sup>st</sup>, Brett Larick will assume the role as company president. I will be stepping down from the head executive position and continuing to serve as board chairman and marketing director. With seventeen years in this industry (including eleven years of exemplary service here) and his recent completion of the Executive MBA Program at Case Western Reserve University, Brett is highly capable and well equipped to take this company to the next level.



**Brett Larick**

Brett, I, and the rest of us here at Columbia Chemical are "zincing" about you. .

Follow Columbia Chemical as we visit our customers, partners and distributors to all corners of the globe.

[Click here to check it out now!](#)

# Cobalt-Free Trivalent Technology Means Money In Your Pocket . . .

Introducing



**Cobalt-free, thick-film iridescent trivalent chromate for zinc plating**

Columbia Chemical introduces SpectraMATE® 150 CFT Cobalt-Free Trivalent Technology for zinc-plated parts. SpectraMATE® 150 CFT was developed to eliminate expensive cobalt, which can convert trivalent chrome back to hexavalent in the deposit. The new cobalt-free formula provides a slightly iridescent, multi-color finish while offering superior paint and powder adhesion. The formula's cobalt-free technology is much more economical to operate and also equates to a pro-active stance on the anticipated RoHS regulations banning cobalt.

SpectraMATE® 150 CFT consistently exceeds 150 hours of neutral salt spray testing to white corrosion, without topcoats. A one-part system with an extensive bath life, SpectraMATE® 150 CFT is easy to use and maintain in both rack and barrel operations.

For more information, contact Columbia Chemical at 330/225-3200 or [info@columbiachemical.com](mailto:info@columbiachemical.com).

## **Lynn Milicevic Receives Degree, Purchasing Certification**

Columbia Chemical is pleased to congratulate Lynn Milicevic, Purchasing Representative, on her recent graduation. Lynn earned her Associates of Purchasing Management degree with the academic honor of cum laude.

Notably, Lynn has also obtained the designation of Certified Purchasing Manager (CPM) through the Institute of Supply Management. To achieve this highly recognized level of certification, candidates are required to pass a rigorous series of tests and have a minimum of 5 years of qualified experience. Lynn attributes her CPM certification achievement to her 9-plus years of industry work experience and to the completion of her college coursework.

Lynn comments, "CPM certification equates to developing the skills needed to negotiate at a higher level and take the lead in accomplishing strategic goals to effectively manage the supply chain. This certification will allow me to continue my contribution to Columbia Chemical's commitment to "total quality" with a heightened focus on securing the lowest price, the highest quality and the best service from our suppliers."

Lynn is a member of the Purchasing Management Association of Cleveland (PMAC) and the Institute of Supply Management (ISM).

Lynn Milicevic can be contacted at 330/225-3200 Ext. 172 or by email at [lynn.milicevic@columbiachemical.com](mailto:lynn.milicevic@columbiachemical.com).



**Lynn Milicevic**  
*Purchasing Representative*

## **Congratulations to Brett Tilberg**

Congratulations to European Sales Manager Brett Tilberg and his wife, Angie, on the birth of their daughter. Bailey Michelle was born May 11th at 2:42 a.m. and weighed in at 7 lbs. 10 oz.

## Visit the Zinc Plating Experts at SUR/FIN 2010 - Booth #329

Columbia Chemical's zinc plating experts will be on hand to exhibit its line of processes for zinc and zinc alloy plating, including brighteners, cleaners, chromates and specialty products. Featured will be SpectraMATE® 150 CFT, a thick-film trivalent chromate for zinc plated parts with new Cobalt-Free Technology.



*Print your complimentary  
SUR/FIN pass below!*



### **COMPLIMENTARY EXHIBIT FLOOR PASS**

Columbia Chemical in Booth 329 invites you to be their guest at SUR/FIN 2010, the worldwide focal point for the surface finishing industry, June 15 and 16 in DeVos Place, Grand Rapids, Michigan.

Follow the steps below for your complimentary exhibit floor pass:

1. Go to [www.nasf.org](http://www.nasf.org).
2. Click on SUR/FIN logo and then on "Register Now" (left side of page).
3. Complete the on-line registration form and use **329C** for the Complimentary Code.
4. Pick up your badge at the Attendee Registration Desk at DeVos Place.

*Or bring this invitation and register on-site.*

**COMPLIMENTARY EXHIBIT FLOOR PASS  
COURTESY OF COLUMBIA CHEMICAL CORP. - BOOTH 329**

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