

# ThinkZinc

## Quarterly



### PRODUCT SHOWCASE

## MAKING THE SWITCH FROM HEX TO TRIVALENT

The European End-of-Life Vehicle (ELV) directive has dominated conversations in the plating industry for years. As the July 2007 compliance deadline looms closer, the switch from hexavalent to trivalent chromates on automotive-related zinc plating is quickly accelerating. And it's not only automotive. Other environmentally conscious sectors are also taking steps to eliminate finishes containing hexavalent chrome.

Electroplaters are affected by another environmental push — The European Union Directive on Waste Electrical and Electrical Equipment



#### OEM HEX REPLACEMENT DATES

FORD	July 2005
GM	May 2006 (NA only)
GM-Daewoo	December 2006 (elimination of hex chrome starts in January 2006)
DCC	January 2007
Toyota	December 2005 (EU and Japan) December 2006 (US market)
Honda	December 2005
Nissan	January 2007
Hyundai, Kia	End of 2005 — fasteners only June 2006 — hex chrome elimination
Subaru	December 2006 (for EU/Japan market)

(WEEE) — which is designed to minimize the impact of electronic and electrical equipment on the environment. It is tied directly to the EU's "Restriction of the Use of Certain Hazardous Substances in Electrical and Electronic Equipment" (RoHS), which limits the amount of lead, cadmium, hex chrome, and mercury. This affects products which contain electronic components (including automotive) sold in Europe after July 1, 2006.

The good news is that Columbia Chemical trivalent chromates are being used successfully around the

globe to meet both the ELV and WEEE/RoHS directives. Columbia is working closely with a number of plating shops to gain approved applicator status among auto manufacturers with our COLDIP™ Tri-V 120, Tri-V 121, and COLDIP™ Tri-V Black 50, and Zinc-Chro-Shield hexavalent chrome-free processes.

Call to see how Columbia trivalent chromates can be part of your future in metal finishing.



## MEET OUR INTERNS

### Interns Enrich R&D For The Summer

The research and development labs at Columbia were infused with youthful energy and new ideas this summer as two college interns worked full-time alongside our technicians.

In the words of Marketing Assistant **Becky Harding**, who arranged for the state-sponsored internships, "We got great candidates who enriched and contributed to the company. We will definitely have interns again; it is a great way to recruit new employees."



Interns Kristen Melnek (front left) and Julia Sugalski (second on left) enjoy being part of the "girls table" at the company picnic.

**Kristen Melnek**, a 21-year-old senior at Baldwin-Wallace in Berea, Ohio, helped with titrations and phosphating project research. She is a chemistry major with a lot of organic research under her belt and a goal of working in the cosmetics field. While working 40 hours at Columbia, Kristen also took a college course and continued varsity cheerleading practice!

**Julia Sugalski**, a 21-year-old senior who is president of the Biotech Club at Kent State University, assisted with quality control for new zinc plating products and helped measure chromate thicknesses. Julia reported weekly to her college advisor since her summer at Columbia served as a class credit. With a newly declared major in biotechnology, she hopes for a job in R & D for a prosthetics company.

## MEET OUR ZINC PLATING EXPERT

### Technical Sales Representative

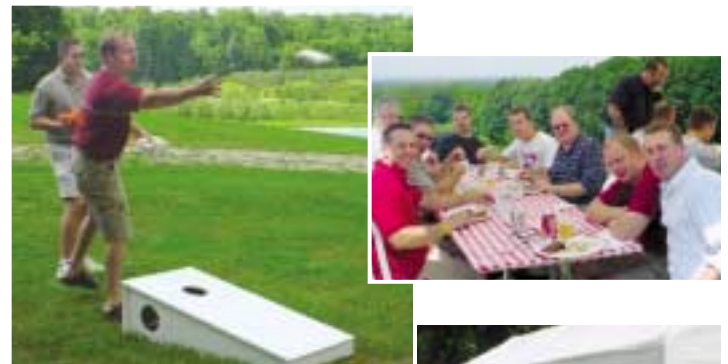
Melinda "Mindy" George recently joined Columbia's team as a technical sales representative to service our growing territory in Northern Kentucky, Southern Ohio, and parts of Cleveland, Ohio.



Melinda "Mindy" George,  
Technical Sales Representative

Mindy coordinates sales and technical troubleshooting for customers in her service area. She is reporting to Vice President of Sales Brett Larick. Mindy graduated from the University of Findlay, Ohio with a B.S. in biology and a minor in chemistry. She attended college on a soccer scholarship and worked in the medical field before joining Columbia.

You can catch Mindy on her cell phone, traveling in the car, or taking care of business in the office. To get to know her better, challenge her to a game of golf, her newest pastime. Or, if you're really brave, invite her into a game of soccer! 🌐



Columbia employees enjoyed an afternoon picnic and many rounds of corn bag toss to celebrate the company's 35th anniversary.



**SUR/FIN 2005**

Many platers made their way to the Columbia Chemical exhibit during the SUR/FIN 2005 Show. Our new Tri-V Black process line was featured.



**UPCOMING TRADE SHOW**

SF CHINA 2005

November 16-18

Guangzhou Convention and Exhibition Center

Columbia and distributor Metalite in booths 3M27 and 3M28




**Japanese Partners Inducted As Cleveland Indians Fans**

After Sur/Fin week, and at the conclusion of plant tours and productive meetings, colleagues from Yamada Co. and Yuken Industries, headquartered in



(L to R) Enjoying the game are: Yoshiyasu Yamada, President, Yamada Co., Ltd.; Nori Kojima, Yuken Industries; Masao Inuzuka, President, Yuken Industries; Moto Katagiri, Yuken Industries.

Japan, joined some of our staff members at a June Cleveland Indians baseball game. The Indians played the Boston Red Sox at Jacob's Field. 



Nori Kojima, with Yuken Industries, catches a fly ball!

**FROM THE PRESIDENT**

Columbia Chemical celebrated its 35th anniversary this summer. Much has changed in our industry and within our company over those years, and especially in the 22 years since I joined Columbia. The changes seem to accelerate each year. The proverbial "bar" has been raised exponentially.




Bill Rosenberg, President

Quality products and good service are not enough to make your mark in metal finishing anymore. Today, you need to have things like ISO quality certification, hazardous materials communication, and a security plan to prevent a terrorist strike at your facility. The list of regulations is endless from local, state and federal agencies, including the BWC, EPA, OSHA, DOT . . . and on and on.

Requirements from the automotive industry, which represents a big chunk of our business, are having a major impact on us, as we address in our cover article.

Columbia continues to rise to the challenge of providing better technology at affordable prices, while covering the increasing costs of doing business. The economy, the flow of manufacturing from West to East, and the consolidation in metal finishing contribute to the ongoing challenge.

The bar is high, but we are going for it! We will continue to invest in product development, cost controls, and infrastructure. And, we will continue to align ourselves with good partners - like you — both in the U.S. and overseas.

Until next time, we'll be "zincing" about you. 



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SEVENTEENTH issue of  
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**I WOULD LIKE TO RECEIVE MORE INFORMATION ABOUT:**

- Processes for acid chloride zinc plating
- Processes for alkaline cyanide-free zinc plating
- Trivalent chromates
- Processes for zinc alloy plating
- Top coats & lacquers
- Rinse aids
- Cleaners and Acid Inhibitors
- (Other) \_\_\_\_\_

Name \_\_\_\_\_ Company \_\_\_\_\_

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# HAVILAND PRODUCTS COMPANY WORKS WITH COLUMBIA TO ACHIEVE AUTOMOTIVE APPROVALS FOR ZINC PLATERS

When Haviland Products Company, Grand Rapids, Michigan, began buying zinc products from Columbia Chemical in 1993, they could not have imagined how much this portion of their business would grow over the next decade. The company is known for the manufacture and service of decorative product formulations, such as copper, nickel and chrome. They also serve the industrial market with specialty blending, packaging and distribution of a wide variety of other chemical products. But, sales of Columbia processes alone have increased 30 percent in just the past 12 months. The relationship is mutually beneficial, as Haviland is also Columbia's largest North American distributor.

"We are well aware that Columbia leads the field in zinc," says Haviland Technical Service Manager Graham Torr. "Columbia Chemical is a widely recognized name, so we use their label on all products we sell. Sometimes customers request it. We made a decision years ago in technical service to lean on Columbia and leave



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*Formulating Chemists, Industry Specialists,  
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the zinc processing to the experts."

With the advent of ELV directives, the Columbia label offers another benefit to Haviland customers. According to Torr, "Columbia helps our customers achieve applicator approval from General Motors and other automotive manufacturers by working hard to get their processes approved."

Baycote, a very large zinc plater of automotive parts, based in Missisagwa, Indiana, is one example of a satisfied Haviland customer. Torr explains,

"The company is now at the vanguard of perfecting its trivalent black process in production quantities, thanks to the technical help of Columbia. Very few companies offer a good trivalent black—but Columbia's ColdipTri-V Black 50 is approved by automotive manufacturers."

Looking ahead, Torr projects, "There are a lot of growth opportunities in the future for us as a team. We look forward to working together on zinc challenges for many more decades."

# Once You Try COLDIP™ Tri-V Black 50, You'll Never Look Back



## Introducing COLDIP™ Tri-V Black 50 Trivalent Black Conversion Coating for Zinc

Zinc platers are talking. They've heard about the optimum color, gloss and corrosion-resistance of COLDIP™ Tri-V Black 50. Now, the test trials are over and this unique trivalent passivating conversion coating makes its awaited debut.

The secret to this black beauty is a "slow growth" chromate film builder that maximizes salt spray hours while enhancing deep color and gloss. COLDIP™ Tri-V Black 50 will provide 48 to 72 hours to white corrosion for barrel-plated parts, and 72 to 120 hours to

white corrosion for rack-plated parts, when top-coated with Zinc-Chro-SHIELD™.

The special rejuvenator additive in COLDIP™ Tri-V Black 50

significantly reduces use of the Tri-V Black activator and base, saving money while maintaining consistency and uniformity of color.

As always, Columbia Chemical products are backed by the industry's finest technical support and customer service.

Try COLDIP™ Tri-V Black 50 on your zinc parts. You'll never look back. Contact Columbia Chemical, 3097 Interstate Parkway, Brunswick, Ohio 44212, 330/225-3200, fax: 330/225-1499, [www.columbiachemical.com](http://www.columbiachemical.com).

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*The Zinc Plating Experts*