

# ThinkZinc

## Quarterly



### PRODUCT SHOWCASE

## RE-COLORING THE WORLD OF TRIVALENT CHROMATES

Columbia Chemical is re-coloring the world of trivalent chromates with SpectraMATE™ — a revolutionary, patent-pending trivalent (hexchrome-free) thick-film chromate. This new technology exceeds automotive standards by consistently achieving 250 hours of corrosion resistance, without a sealer or topcoat — at ambient temperatures, with lower concentrations, and with a wide operating window. SpectraMATE eliminates the cost and inconvenience of heat, high concentrations, chelators, topcoats, sealers, and inconsistent results associated with conventional thick-film trivalent technologies.

“SpectraMATED” parts are recognizable by their slightly iridescent, multi-color finish (subtle hues of pink, green, purple and yellow) and self-healing properties, which is unique among high-corrosion trivalent chromate processes. No more blue.

You can begin re-coloring your world of trivalent chromates today. SpectraMATE is available for shipment. Your customers may soon be asking you to “SpectraMATE” — not chromate — their parts for the most consistent high-corrosion trivalent chromate protection available.



## MEET OUR ZINC PLATING EXPERTS

### Sales Manager, North America

Tom Alderson joined Columbia Chemical this summer as North American Sales Manager, reporting to VP Sales Brett Larick. Tom is now responsible for all direct and distributor sales in the U.S., Mexico and Canada. A lifelong resident of Michigan, Tom will be working out of his Grand Rapids office, where he has served the industry for 20 years as regional sales manager for Heatbath Corp.



Tom Alderson  
Sales Manager, North America

A manufacturing graduate of Kellogg Community College, Tom has served as an officer for AESF, and is active in the American Society of Materials and the Chemical Coaters Association.

When he is not in his car, in a customer plant or on the phone, Tom likes to stay home with his wife of nearly 30 years, Kim. When they can, the Aldersons visit with their children, Josh, 25, and Molly, 21. Tom also enjoys golfing and playing the drums on his own or with his band members.

### Technical Sales Representative

After two years of studying Columbia products as a technical service representative, Paul Heaton made the move to technical sales representative. His time is now dedicated to customer interaction and assistance in the Far East, including Indonesia, China and Thailand. His days are spent



Paul Heaton  
Technical Sales Representative, Far East

on long plane trips, on the computer and on the phone introducing new products. But, he still finds ample opportunity to put his technical support experience to good use.

A geochemistry graduate of Kent State University, Paul likes to spend his non-technical time enjoying water sports of any kind. His favorite pastimes are jet-skiing, water skiing and boating. He's even known to spend his lunch hour swimming with fellow employee Joe McDaniel.

### Technical Service Representative


After spending a year as an intern from Baldwin-Wallace College, Kristen Melnek decided she "loved the people and work environment" at Columbia. She graduated with a BS in Chemistry and accepted the full-time position of Technical Service Representative in June.



Kristen Melnek  
Technical Service Representative

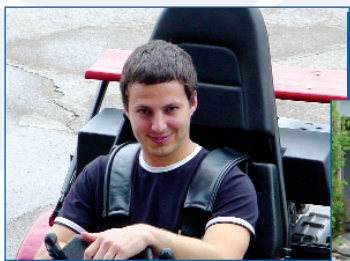
An active member of the Student Affiliates of the American Chemical Society, Kristen "enjoys being in a lab."

During her intern days, Kristen evaluated competitive processes and trained in quality control and technical service. She now reports to Technical Support Manager Jeff Grodecki and is responsible for analysis and troubleshooting of all incoming bath samples. Kristen analyzes samples from all over the world, then relays the data and her recommendations back to customers in the form of technical service reports.

After hours, Kristen likes to do gymnastics and work out. She was a cheerleader at Baldwin-Wallace for three years and hopes to coach on weekends. Kristen is also addicted to photography and scrapbooking, spending many hours chronicling her extracurricular activities. 

**ANNUAL EMPLOYEE PICNIC**

Columbia employees enjoyed an afternoon picnic and lots of friendly competition on the racetrack at Swings 'N Things in nearby Olmsted Falls, Ohio, as they celebrated Columbia's 36th anniversary.



**FROM THE PRESIDENT**

**Growing Pains**

Columbia Chemical is beginning its 37th year in business. We are pleased with our sales growth, which has been steady since 2002 (revenues are 30% higher compared to this time last year!)




Bill Rosenberg, President

But with growth, comes "growing pains." If there can be a downside to growth, it is that we always seem to be tight on space. As our Production Foreman John Postan eloquently describes the situation, "Our guys are working cheek to cheek!" The funny thing is, it seems like construction just finished with our second building, but it has actually been two years since we moved in! So, we met with Brunswick city officials and got the "thumbs up" to begin yet another expansion project. The plan is to add more manufacturing space, as well as an additional shipping dock onto our original headquarters building.

Thanks to the insight and leadership of our VP Operations Kevin Reilley, the implementation of upgraded business software is nearly complete. It will improve every aspect of what we do. Certainly, customers and vendors will soon notice improvements in our business documents as well as in our overall efficiency. Our accounting and customer service representatives will breathe a sigh of relief as the final bugs are worked out and we "go live" with the new system!

Our R&D folks, headed by Research Manager Bob Ludwig, have been really busy. Their work has spawned several significant new products. Most recently they filed for a US patent on our new SpectraMATE™ technology – but, it may be as long as two years before we hear back from the U.S. Patent Department!

Finally, I extend a hearty "welcome aboard" to Tom Alderson, who recently joined us as Sales Manager, North America. Tom intends to get to know all our customers and partners on this continent by the end of the year, so a lot of folks will soon be seeing his smiling face!

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

**UPCOMING TRADE SHOW**

SF CHINA 2006  
Guangzhou, China  
November 7-9, 2006

Columbia Chemical, along with our Chinese Distributor, Metalite Chemicals, will be exhibiting in Booth #1E349 & 1E350.



www.sfchina.net



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NINETEENTH 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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