

# ThinkZinc

## Quarterly



SUMMER 2004

### PRODUCT SHOWCASE

## COLUMBIA'S PARTNERSHIP WITH BIOCLEAN: BETTER FOR THE ENVIRONMENT AND BETTER FOR YOUR BOTTOM LINE


**BioClean, USA**

*Columbia has joined*

*forces with BioClean USA to distribute the company's highly acclaimed, environmentally friendly processes and equipment. BioClean's pre-plate cleaner/degreaser system employs naturally occurring microorganisms to consume oils on parts. It is a closed, water-based process that eliminates replenishment and waste disposal costs. The system also operates at far lower temperatures than traditional hot soak cleaners, saving energy costs.*

*"We want to help our customers improve their cleaning and save money at the same time," says Columbia President Bill Rosenberg.*

*This revolutionary process has been in operation in Europe for several years. A recent article in Metal Finishing magazine states that most companies can expect a payback in three years or less.*



## PRE-PLATE CLEANERS AND PICKLING ADDITIVES SET THE STAGE FOR HIGH QUALITY ZINC PLATING

The quality of cleaning and pickling prior to plating plays a major role in the quality of your final product. Columbia Chemical offers high-performance pre-plate processes in both liquid and powder varieties, formulated for spray and immersion applications. Our cleaners are matched to our customers' requirements, including chelated and non-chelated, phosphated and non-phosphated types.

Our COLCLEAN® SOAK 200 series is specially formulated to provide the optimum in heavy-duty alkaline soak cleaning of ferrous metals. COLCLEAN 200 removes drawing compounds, oils, lubricants, and shop soils prior to plating operations. The series offers excellent longevity, detergency, emulsifying and dispersion properties.

COLCLEAN® SOAK 250 employs oil splitting (non-emulsifying), heavy-duty cleaning compounds. It is designed to float oils to the surface so they can be skimmed off of the hot alkaline soak-cleaning tank.

Electroplaters will want to turn to our COLCLEAN ELECTRO 400 series to meet or exceed requirements in their electrocleaning tanks. COLCLEAN ELECTRO 400 provides a controlled foam blanket while maintaining excellent free rinsing properties.

The efficiency and effectiveness of the pickling process is greatly enhanced with our Pickle Pal® additives. Pickle Pal is a specially developed inhibitor for use in pickling acids prior to electroplating. Pickle Pal Plus takes it one step further with an emulsifier package that adds degreasing abilities to the pickling tank.

So, before your parts hit the plating tank, count on quality pre-plate processes like these. It could make all the difference!

**COLUMBIA®**  
  
**CHEMICAL**  
*The Zinc Plating Experts*

**C.R. HUDGINS UNVEILS  
NEW PLATING LINE FEATURING  
COLUMBIA PROCESSES, WITH HELP  
OF PNP SPECIALTY CHEMICALS**



C.R. Hudgins, a fourth generation family-owned job shop in Lynchburg,

Virginia, is about to unveil a 4,000-gallon alkaline zinc plating line featuring Columbia COLZINC® ACF-II alkaline cyanide-free zinc. The company was looking for “uniform thickness over parts, even in recesses,” when PNP Specialty Chemicals President/Owner Patrick Patterson successfully introduced them to Columbia Chemical processes. Patrick became a distributor for Columbia in the Southeastern U.S. in 2003, when he formed PNP after years of experience in the metal finishing industry.



C.R. Hudgins Plant Manager Bobby Robbins stands at the control panel of the company's new zinc plating line.

**SEARCHING FOR THE BEST**

According to Plant Manager Bobby Robbins, C.R. Hudgins began shopping for the perfect chemistry about one year ago. “We got proposals and plated samples from several suppliers; the benefits and costs associated with Columbia’s processes looked the best on paper,” Robbins explains.

Robbins and Renee Hudgins then traveled to Cleveland to see the chemistry at work first-hand. They visited the Columbia headquarters and four plating shops. “The users had nothing but good to say, so that tipped the scales,” says Robbins.

Though most of Hudgins’ work includes small zinc plated parts, they also need to be able to accommodate large parts and deep recesses. They found that capability in ACF-II. “Being a job shop, we can’t choose what we plate, so we need the bath to be flexible,” Robbins adds.

**A STRONG RELATIONSHIP**

This is not C.R. Hudgins’ first experience with Columbia Chemical. The company has been using Extreme® acid chloride zinc processes in their high-output barrel plating operation since the mid-1990’s. “This is excellent chemistry that gives a nice, bright finish to our parts,” Robbins describes. “All our customers love it and that’s the way I like it!”

C.R. Hudgins also switched to COLGLO® 750 cyanide brightener for their hoist line five months ago to realize savings on the cost per gallon as well as a large consumption reduction.

“Our relationship with PNP is better than with any other vendor we have right now. I pick up the phone and get an immediate response. Patrick is a constant in a day when reps are like revolving doors,” Robbins reflects.

Columbia Chemical President Bill Rosenberg adds, “We are very pleased for the opportunity to work with PNP and C.R. Hudgins. It has been a win-win relationship, and we look to more success for all three companies.”

**UPCOMING TRADE SHOWS**

SUR/FIN 2004, June 29-July 1,  
Chicago’s Navy Pier; Columbia  
Booth #330 & #332.



SF CHINA 2004, September 9-11,  
Guangzhou Convention and  
Exhibition Center; Columbia  
and distributor Metalite in Booths #841 & #842



FINISHING TECH 2004,  
November 16 -17,  
Hyatt Regency, Dearborn,  
Michigan; Columbia Booth #65



## MEET OUR ZINC BRIGHTENER EXPERT


### RESEARCH CHEMIST

Our new Research Chemist Andrew Recker brings years of new product development experience to our company. His charge is to develop and refine new Columbia Chemical processes. Under the direction of R&D Manager Bob Ludwig, the R&D team is creating innovative solutions to meet current needs in the plating industry.



Andrew Recker, Research Chemist

Andrew comes to us from the R&D department of a tier-one automotive supplier, where he specialized in new product development for adhesives and organic coatings. He also served as a quality control lab technician at a biochemical manufacturer. A graduate of Toledo University, Andrew holds a BS degree in biology.

Andrew and his wife Amanda recently welcomed their first baby. Golfing and baseball leagues will take a backseat to four-month-old Brayden, but the couple looks forward to bonding together this summer. 


## FROM THE PRESIDENT

### FROM THE PRESIDENT

First, I want to offer a heartfelt **“THANK YOU”** to all our customers, both end users and distributors worldwide. No matter how much we at Columbia Chemical tout our products and service, we recognize that we owe our success to you. It is our sincere desire to continue to grow these many win-win relationships.

It has been a difficult few years for platers in many markets throughout the world—but I don’t think any has suffered more than the U.S. plating industry. I am involved with the SFMRB (Surface Finishing Market Research Board), which is funded jointly by AESF (American Electroplaters & Surface Finishers Society), NAMF (National Association of Metal Finishers) and MFSA (Metal Finishers Suppliers Association). A report will soon be published by the SFMRB, which estimates the current size of the U.S. plating industry and shows the huge hit that has been taken. It is not pretty, but there are now some signs of improvement.

We know what a struggle it has been for our customers here in the U.S. We admire your persistence, spirit and ingenuity. And even though Columbia Chemical has an international focus on growth, we will continue to work hard to improve the condition of our U.S. plating industry. We will continue to work closely with our U.S. customers to reduce cost and improve productivity and quality. We will continue with our memberships and involvement in the MFSA, NAMF, and AESF. We will continue financial support for our industry’s government relations program which advocates reasonable environmental regulations and appropriate trade policies. On a personal note, I am grateful for the opportunity to be serving in my third year on the board of trustees of the MFSA.

Until next time, we’ll be “Zincing About You!” 



Bill Rosenberg, President



3097 Interstate Parkway  
Brunswick, OH 44212-4328

THIRTEENTH issue of  
*Think Zinc Quarterly*

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 acid tin plating
- Top coats & lacquers
- Rinse aids
- Cleaners and acid inhibitors
- (Other) \_\_\_\_\_

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

Telephone Number \_\_\_\_\_ E-mail \_\_\_\_\_

**Simply Complete This Form And Fax It To 330/225-1499**

member of:

