

ThinkZinc

Quarterly



SUMMER 2005

PRODUCT SHOWCASE

INTRODUCING COLDIP™ TRI-V BLACK 50: A HIGH CORROSION RESISTANT TRIVALENT BLACK CONVERSION COATING FOR ZINC


If you are looking for a uniform, gloss black all-trivalent conversion coating, Columbia's new COLDIP™ Tri-V Black 50 should be on your process evaluation schedule.



New COLDIP™ Tri-V Black 50 is a "slow growth" chromate film builder that maximizes salt spray hours while providing optimum color and gloss. The process uses a rejuvenator additive, which maintains consistency and uniformity of color, while greatly reducing the use of Tri-V Black 50 Activator and Tri-V Black 50 Base.

When top-coated with our Zinc-Chro-SHIELD™ topcoat, 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. COLDIP Tri-V Black 50 also has excellent stability and shelf life.

COLDIP Tri-V Black 50 meets your requirements, and it is backed by Columbia's top-notch technical support and customer service.

The COLDIP family of trivalent chromates includes COLDIP Tri-V, COL-DIP Tri-V 120, COLDIP Tri-V 121, and COLDIP Tri-V Yellow Converter. 

UP COMING TRADE SHOWS



SUR/FIN 2005

June 14-16

America's Center

St. Louis, Missouri

Columbia Booth #324

2 FREE PASSES

INSIDE NEWSLETTER!

(Call if you need more)



SF CHINA 2005

November 16-18

Shanghai New

International Expo

Centre (SNIIEC)

**Columbia
and distributor
Metalite booths
3M28 and 3M27**

COLUMBIA®

CHEMICAL
The Zinc Plating Experts

MEET OUR ZINC PLATING EXPERT

Technical Service Representative

Paul Heaton joins our technical service team, where he is responsible for analyzing bath samples from distributors and local customers. Paul also troubleshoots potential problems on plating lines and compiles data for analytical reports. He reports directly to Vice President of Technology Rick Holland.



Paul Heaton,
Technical Service Representative

Paul graduated from Kent State University and worked at DJM Environmental Consulting before joining Columbia.

When Paul hangs up his lab coat, he enters a world of high adventure! Paul holds a private pilot's license, a sky diving certification, and a scuba diving license. Paul began scuba diving with his father when he was 14 years old; today the two of them have achieved "dive master" status and travel around the world with the Professional Association of Diving Instructors. When he's not under water, he is in the air trying to earn a commercial pilot's license. If Paul does have to stay home, he spends his time pumping iron. We know Paul is not afraid of a challenge, so send your plating problems his way to get solved! 🌐

CHECK OUT OUR WEBSITE

The *Think Zinc Quarterly* appears on our website, as do all news releases. You can even order literature, article reprints, and technical data sheets online. Check out www.columbiachemical.com on a regular basis so you don't miss anything!

COLUMBIA HONORS THE RED, WHITE AND BLUE

In an effort to better honor our country and its emblem of freedom, a group of our employees have formed an official flag committee to care for the company flags correctly.



According to Warehouse Manager Dave Rinella, who heads the committee, there is more to flag etiquette than meets the eye. He, along with Kevin Reilly, Mindy George, and Suzanne Davis-Meldon, do their best to follow these mandates and more:

- ★ The flag can fly 24 hours if a light shines on it at night.
- ★ The flag flies at half-mast only when the U.S. President announces it or if someone within the company dies.
- ★ The flag must be replaced whenever it is weathered, which is two to three times each year at Columbia.
- ★ Proper disposal of the used flags is conducted by the VFW every June on Flag Day, with a ceremonial burning. 🌐

IN THE NEWS

COLUMBIA DEBUTS IN SUR/FIN INNOVATIVE PRODUCT SHOWCASE

Columbia Chemical will feature its COLDIP™, trivalent processes in a new forum this year at SUR/FIN. We were invited to participate in an Innovative Product Showcase, which will be set up on the west side of the trade show floor.

Our featured products will include our newest technology for replacement of hexavalent chromates on zinc plated articles, including COLDIP Tri-V 120, Tri-V Black 50, and Tri-V Yellow Converter. These processes allow finishers to meet the new hexavalent chrome-free requirements imposed by the auto companies. If you are a zinc plater, an engineer or a specifier of original equipment and after-market automotive components, consider stopping by to see just how well our COLDIP Tri-V processes look on finished parts. 





www.sur-fin.net		Pre-Register Now!	Call: 407-281-6441 Fax: 407-281-6446 Mail Registrations To: 3660 Maguire Boulevard Suite 250 Orlando, FL 32803 Register Online: www.sur-fin.net	Remember NO WAITING for your badge if you pre-register!	Please print clearly, or type:	Name _____ (First-As you would like it to appear on your badge) (Last)	Title: _____	Company: _____	Address: _____	City: _____ State: _____ Zip: _____	Phone _____	Fax _____	E-mail _____	URL: _____	PASS VIP PASS \$35 VALUE
www.sur-fin.net		Pre-Register Now!	Call: 407-281-6441 Fax: 407-281-6446 Mail Registrations To: 3660 Maguire Boulevard Suite 250 Orlando, FL 32803 Register Online: www.sur-fin.net	Remember NO WAITING for your badge if you pre-register!	Please print clearly, or type:	Name _____ (First-As you would like it to appear on your badge) (Last)	Title: _____	Company: _____	Address: _____	City: _____ State: _____ Zip: _____	Phone _____	Fax _____	E-mail _____	URL: _____	PASS VIP PASS \$35 VALUE



3097 Interstate Parkway
Brunswick, OH 44212-4328

SIXTEENTH issue of
Think Zinc Quarterly

PASS VIP PASS \$35 VALUE	 SUR/FIN[®] 2005 June 14-16, 2005 America's Center • St. Louis, Missouri
Exhibit Hours	Tuesday, June 14 2pm-7:30pm Wednesday, June 15 10am-6pm Thursday, June 16 9am-Noon
Attend The Exposition For FREE	If you register prior to the show, your badge will be ready for you to pick up at the registration desk. Simply call 407-281-6441 and refer to this pass or photocopy and fax the completed form to 407-281-6446. Or, you can bring this VIP Pass to the registration area and we will make your badge on-site.
VIP Pass Is Valid For Exhibit Attendance Only	To register for the conferences please call 407-281-6441 or fax 407-281-6446
Compliments of  COLUMBIA[®] CHEMICAL <i>The Zinc Plating Experts</i>	See us in booth # <u>324</u> Sponsored by AESF, MFSA & NAMF



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DISTRIBUTOR FOCUS

COLUMBIA CHEMICAL SERVICES VIETNAM MARKET HAND-IN-HAND WITH MDI, LTD.



For the past two years, Columbia Chemical has had the privilege of serving as the exclusive supplier of zinc plating processes and additives to Market Development & Investment Co., Ltd. (MDI), headquartered in Hanoi, Vietnam. The company was founded in 2001 and is a partnership between Mr. Tran Binh An of Hanoi and Mr. Le Tan Thanh of Ho Chi Minh City (formerly Saigon), where MDI has a branch office. Between the two locations, MDI employs a total staff of 28 full-time employees.

Mr. Tran and Mr. Le worked together for more than a decade in the Vietnam representative office of a European chemical trading company. Mr. Tran, who managed additive sales for metal finishing, coatings, rubber and plastics left the company to form MDI Hanoi. About a year later, Mr. Le joined him as a partner and opened the branch office in HCMC. Mr Tran holds a degree in Chemical Engineering, while Mr. Le holds a degree in Polymer Chemical Engineering.

MDI works exclusively with a chosen supplier in each of their business sections, including metal finishing, paint and powder coating, plastics, textile, food/drug/cosmetics.

As MDI's exclusive supplier, Columbia is committed to providing the best possible export service and technical support. Far East Business Manager Martin Gall travels to Vietnam several times each year. He and Vice President of Sales Brett Larick recently presented seminars at both MDI locations to help further educate employees and customers about Columbia processes.



W.D. FORBES SUPPLIES MIDWEST AMERICA WITH COLUMBIA PROCESSES

Columbia Chemical's ties with W.D. Forbes Company, Inc. in Minneapolis, MN, date back to a 1960's friendship with Columbia co-founders Bill Rosenberg, Sr. and Herb Geduld. Both men were at R.O. Hull back then when W.D. Forbes distributed for that company.



Back Row: Jim Mehr (Warehouse Manager), Charlie Forbes (Customer Service), Leighton Wellman (Sales Manager), Elise Lindberg (Operations Manager), Ray Holford (Salesman) and Rich Rapp (Driver)

Front Row: Melinda Longfors (AR/AP), Mai Vang (Lab Tech), Doug Forbes (President), Bill Forbes (CEO), Kevin Jones (Driver, Warehouse)

Not pictured: Fred Roth (Salesman)

Today, Columbia is W.D. Forbes' dedicated supplier of zinc plating processes for the Midwest.

W.D. Forbes — a virtual hardware store for platers from all industries — has been in business since 1928. The company houses every major metal finishing process available in over 30,000 square-feet of warehousing (including space in Milwaukee and Chicago).

Their 18 employees analyze over 200 plating baths and wastewater treatment samples each week.

President Doug Forbes is a third generation leader, with a son coming up through the ranks. "We've come to rely on Columbia Chemical's experience and expertise," Forbes says. "Not only is their chemistry superior, but they have good turn-around and are Johnny-on-the-spot with customer service."

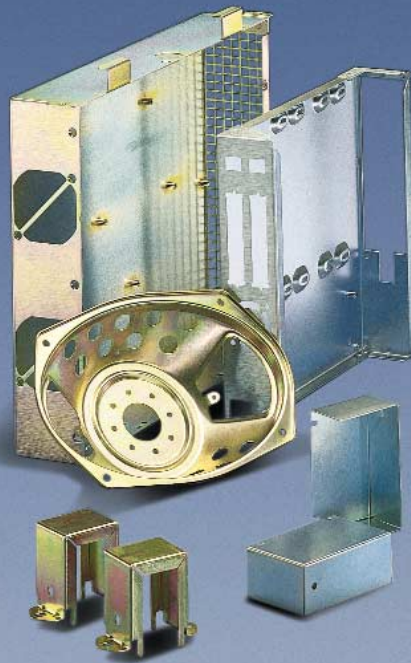
The two companies have worked together on a trivalent formula which is now available to customers. "Columbia is ahead of the game," Forbes explains. "They recognize the importance of offering blue and yellow trivalents that can stand up to salt spray tests and still be aesthetically pleasing. Our customers are ecstatic with the research dollars Columbia has invested in this area, and it enables us to piggyback brighteners along with the chromates."

Forbes also credits Columbia with "showing him the ropes" regarding exporting. Columbia helped Forbes negotiate with overseas customers, resulting in higher sales of zinc and nickel additives in Southeast Asia for both companies. Forbes describes the partnership with Columbia like "coming together with old friends that we will stick by for many more years."

Industry Proven COLZINC ACF-II Alkaline Non-Cyanide Zinc Gives You Three Reasons to Convert



Widest current density
bright range



Best throwing
and covering power



Superior ductility

There have never been three better reasons to convert from your current alkaline non-cyanide zinc process to COLZINC ACF-II:

- Wide current density bright range for both rack and barrel operations;
- Excellent throwing and covering power in part recesses without overplating the edges;
- Superior ductility--eliminating blisters even at 1 mil thickness.

The bottom line is better quality parts and less rejects. And--because you only need one basic brightener

with a zinc concentration operating range of 1 to 3 ounces per gallon--you save money, too.

Sound like a process worth converting to? Contact us for the name of your local distributor/licensee.

Distributor inquiries welcome.

Columbia Chemical
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330/225-3200, Fax: 330/225-1499

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