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Customer experiences success & cost savings thanks to Columbia's *Finisher's Advantage*®

A plating shop processing a wide variety of parts for the automotive industry was experiencing salt spray test failures. They have a large shop and run high volumes of passivated parts through their lines. The failed results with key OEMs would quickly jeopardize that business if the problem was not fixed.

Columbia Chemical's *Finisher's Advantage*® program was put into action, and after talking with the customer, listening to their concerns, performing a full line audit, and evaluating the situation, it was determined that the chemistry being used was not sufficient to meet the salt spray requirements and internal controls needed increased. In addition, support from the existing supplier was lacking and overall frustrations were high.

Columbia simplified the shop's surface finishing by introducing them to our SpectraMATE 25® thick film iridescent trivalent passivate. This simple change provided them with immediate cost savings of approximately 15-20% in product usage by reducing the overall rejects and re-plates of parts coming back that did not pass specification. In addition, Columbia's team was able to provide additional laboratory analysis as well as on-site training at the facility. The in-depth support provided by Columbia allowed for a deeper understanding on how to control the passivate more effectively. Controlling the passivate allows further assurance that the salt spray requirements were being met, a tremendous benefit to the shop.

Brett Larick, President, commented "Our *Finisher's Advantage* program, a key part of which involves listening to the customer, auditing the process, and truly understanding their pain points, allowed us to provide knowledgeable technical recommendations that resulted in immediate quality improvements. Because our products are designed around our core purpose of *Simplifying Surface Finishing*®, it was an easy fix to introduce our SpectraMATE® 25 technology to help the customer save up to 20% on their costs and keep their valuable automotive relationships on track."

The superior process, cost savings and ongoing support were a substantial game changer for the customer, and they are still just as satisfied now.

Columbia Chemical's *Finisher's Advantage*® Program is all about partnering for success. If you need to do more work with less time and could use the valuable technical expertise and support of our customers receive with our *Finisher's Advantage*® program, please email us at techquestions@columbiachemical.com