

6 REASONS TO INCLUDE A COATINGS PARTNER IN YOUR BUDGET

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CASE CLOSED:

THE EVIDENCE IS IN FOR ADVANCED CHROMIUM COATINGS

Anyone who designs, manufactures, or uses metal tools, devices, or equipment that is protected by a coating made from chromium, electroless nickel, or another specialized material appreciates the many benefits conferred by that "shield." From performance to appearance, coatings have proven to be worth the investment.

Still, many companies continue to see the coating process as an extra or optional step and one that should be considered on a case-by-case basis. However, in taking that approach, they consume valuable time and resources on evaluations that inevitably reach the same conclusion: It is a good business practice to have a company specializing in this area coat their metal tools, devices, and equipment.

A much better approach, which an increasing number of organizations take, is to build advanced coatings into designs, processes, and budgets. There is no doubt that coating metal items improve them in many ways. So, the question becomes, "Why not make the coating of products part of your standard process?"

The answer? Well, there really is no reason to resist making that change. In fact, there are several reasons to *include* coatings as an integral part of product design and manufacture as soon as possible.

**FIND OUT WHAT 6 OF THE
MOST IMPORTANT BENEFITS
OF DOING SO ARE.**



1 ACCESS TO INDUSTRY EXPERTS

When a company applies coatings as a standard part of its process, it gets regular access to the coatings company's industry experts. And as the number of interactions grow, the provider develops a deeper understanding of the client company and its business objectives.

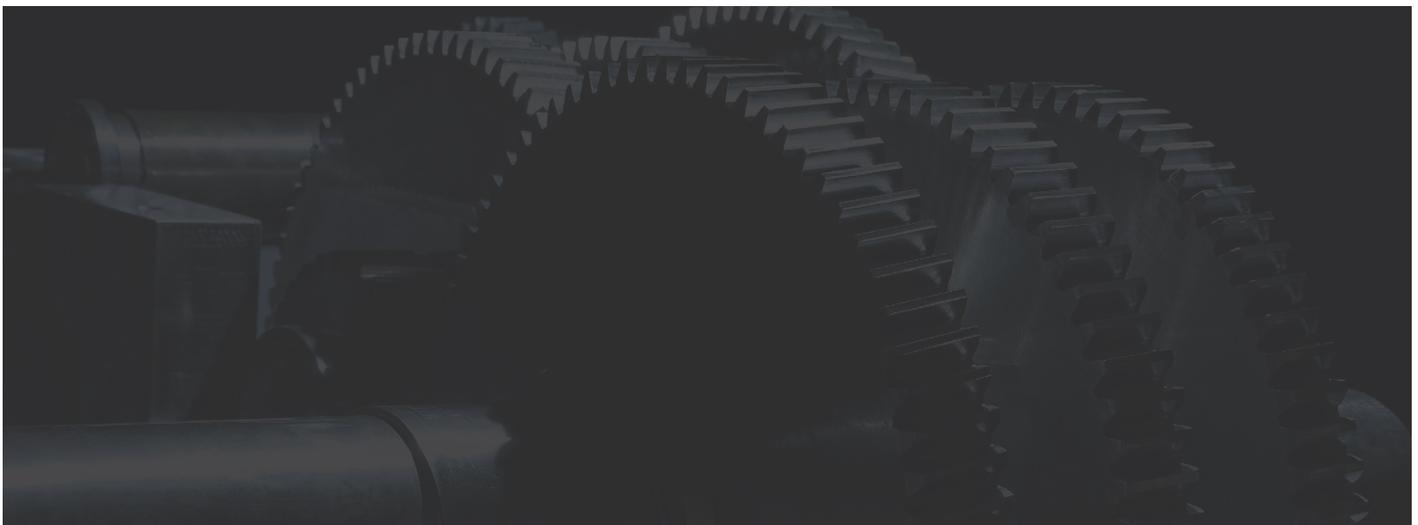
Before long, the provider starts to function as an extension of the company's team. This relationship leads to better and faster solutions to product performance and aesthetics challenges.



2 REDUCED DOWNTIME AND ASSOCIATED COSTS

When a company has to halt work due to an issue with a metal part, tool, or piece of equipment, it **immediately begins losing money**. Coating metal items reduces downtime and the associated costs for replacements, repairs, missed customer commitments, etc.

Doing so can also reduce the instances of lost business opportunities. A prospective customer who visits a manufacturing company, for example, and sees production lines sitting idle while workers make repairs does not leave with a strong sense of confidence.





COST-EFFECTIVE IMPROVEMENTS TO LOWER-QUALITY MATERIALS

Applying an advanced coating to metal products improves their quality—even if they are already high-quality items. But companies can enjoy even greater gains by coating lower-quality materials to enhance their performance and appearance.

It is not uncommon for engineers who've recently earned their degree to insist on using the highest-quality materials in the products they help design since that is what they have been taught. However, they find themselves in a difficult position if they must stick to a tight budget for their project.

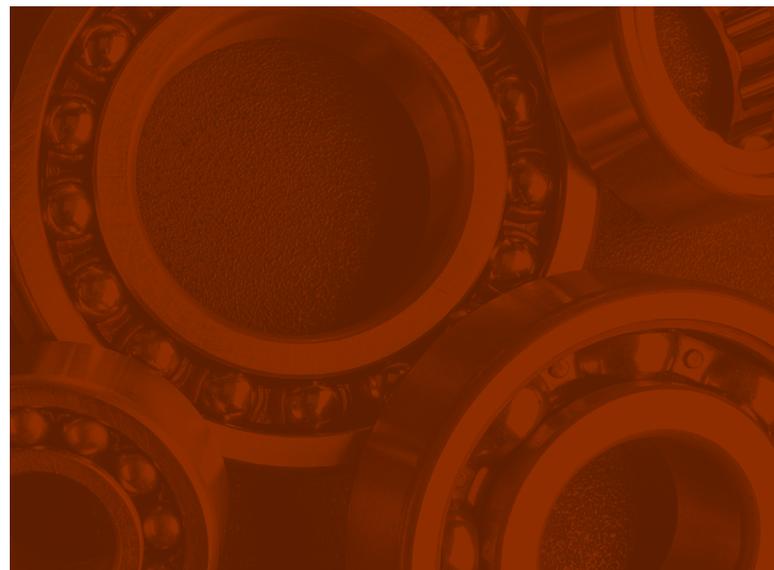
For those who are lucky enough to discover advanced coatings, that problem often goes away. They can use lower-quality (and more cost-effective) materials and then have them coated with chromium, for example to create the desired quality.



REDUCED RISK OF METAL FAILURE

Regardless of what industry a company is in, metal failure is costly. The downtime noted above is one expense, but there are others. For instance, metal failure can result in injuries and legal liability. And unfortunately, the cost of a single lawsuit can be enough to drive a smaller company out of business.

At a minimum, failing to prevent metal failure can deal a severe blow to a company's reputation. This can have long-term ramifications since reputation damage can haunt a business long after the company has addressed the incident that caused it.





ACCESS TO A VETTED NETWORK OF SOLUTION PROVIDERS

In business, it is often said that it is not what you know but who you know. People typically offer that truism regarding getting hired or winning deals. However, it applies equally well to solving business problems.

A coatings company may not be able to perform a specific type of cutting or grinding step on a product, as that is not their focus. But they probably know of a business that can.

And, when a company looks to its coating provider for references, they can be sure the provider is giving the names of companies they have worked with and trust. The fact that the provider has done this “screening” can save a company a significant amount of time and money.



A CLEARER FINANCIAL PICTURE

A final benefit of planning and budgeting for applying coatings to metal items is that it gives a company a clearer picture of its finances. For example, a business forecast typically calls for a certain number of projects of a particular size and scope. The company can use that information to calculate the cost of coatings upfront rather than having to factor it in later by necessity.

In some cases, the company will pass the cost of the coating on to the customer or some other party. But either way, it is beneficial for a business to know at the outset how coatings will affect the overall cost per item produced.

INVESTING IN SUCCESS

Few companies—particularly design and manufacturing companies—succeed without robust quality assurance practices and programs. There is an ongoing expense associated with their QA “toolkit,” of course, but it is a cost that businesses are happy to pay. Why? Because over time, they have seen that investment pay off with satisfied customers, fewer returns, less rework, etc.

Companies should view advanced coatings for metal parts, tools, and equipment the same way. A company’s unfamiliarity with the coating process may cause them to see it as a special step. But it is no more “special” than measuring parts to ensure they meet design specs. And applying coatings is similar in that it enables a company to deliver the best possible products to its customers.

What many businesses find to be a valuable first step is contacting a coatings provider to learn more about its offerings.

WHAT MATERIALS ARE BEING APPLIED?

WHAT THICKNESSES ARE ACHIEVED?

HOW LONG DOES THE COATING PROCESS TAKE?

CAN ITEMS BE MASKED TO KEEP THE COATING FROM TOUCHING CERTAIN SURFACES?

WHAT ENVIRONMENTAL PROTECTION MEASURES ARE IN PLACE?

Getting answers to these and related questions takes the mystery out of coatings. It often also gives the company confidence to “test the waters” by having the provider coat a sample group of items. And from there, it does not take long for companies to conclude that incorporating coatings into their designs and product manufacturing processes can give them a significant competitive advantage.



PERFECTION IS OUR STANDARD

A licensee of the Armoloy Corporation, Armoloy Southeast has been in operating since 1995 in its original location in Sumner, SC.

Providing a full range of Thin Dense Chrome surface coatings, Armoloy Southeast serves the greater manufacturing community in the Southeastern United States, as well as many customers in the international market.

Armoloy Southeast works in concert with the chemistry lab and innovation center at the Armoloy Corporate headquarters located in DeKalb, IL, which allows us to address and engineer solutions to the most difficult coating challenges. Armoloy is often the first place customers in the nuclear power, aviation, food-manufacturing, and other sectors turn to for solutions to “impossible” coatings challenges.

Armoloy Southeast is ISO 9001:2015 certified.

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