

# Surface performance

## Miralloy Emerging as Leading Tri-Metal Electroplate



### ***Changing Regulatory Landscape and Dermatitis Issue Help Fuel Growth***

Miralloy has long been favored by processors for its high-quality, tarnish-free finish, and exceptional consistency in processing. Today, proposed regulations on alternative finishes, and concerns about allergic reactions (an estimated 20% of the population has a skin sensitivity to nickel) are generating new interest in Miralloy.



This popular tin-copper-zinc electroplate is proving an excellent and cost-efficient alternative to numerous other finishes. Inert and long-lasting, Miralloy is well-suited to a broad range of decorative and functional uses.

**Donham Craft Inc.**, a precision plater with a diverse customer base, recently installed a new Miralloy line at its Naugatuck, CT facility. Explains Vice President Pat Hayden, "we've had tri-metal processes in this facility for about three years, primarily for one large electronics customer overseas, but the process never achieved the level of consistency we wanted. There were low current densities, and intermittent yellowing of the deposit. It would be good one day, there'd be a day in-between, and then the bath would be 'touchy' the next time it was used."

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## Uyemura Deep Black Nickel Finishes Surge as Customers Seek Higher-Performing Alternative to Electrocoat, Conventional Nickels

### **Brightness, Luster, Durability & Service Life Drive Demand from Sporting Goods, Hardware, Architectural Markets**

Uyemura's black finish technologies, each with its own distinctive combination of reflectivity and corrosion performance, have all gained converts, and kudos, from many sectors. The true "star," however, is Nickstar. This decorative black nickel deposits a thin, ultra-uniform over-coat of black nickel-zinc alloy that preserves the substrate's brightness and produces a black nickel finish that is unsurpassed in depth of blackness, and luster.

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**UYEMURA** INTERNATIONAL CORPORATION

# A Strategy for Extreme Conditions

By Don Walsh, *Director of Operations*



The photo in one of our recent newsletters of "2008", riding a roller coaster, was certainly prophetic. Will 2009 allow a climb uphill? The economic picture today is unlike any we have seen, but Uyemura-USA's strategy remains the same as during the 2001 downswing:

**Offer better products and service. Do not "cut to the bone." Do not even think of reducing customer servicing, or product offerings. Provide the greatest value.**



Our strategy allowed us to greatly expand our customer base eight years ago, and will allow us to do the same during this period of extreme conditions.

We are saddened by the continued closing of major facilities, yet we continued to grow, despite the loss of important accounts. We are confident that our parent company's depth of R&D – combined with our commitment to service – will always allow us to deliver the best value to our customers. Of course, our ability to provide access to

the deep R&D resources of our partners, Umicore-Galvanotechnik is something customers value highly as well.

Word of mouth continues to spread, supporting the idea that our strategy works. Despite the severe downturns in 2008, we added more new customers than ever in our history, despite a depressed North American market. 2009 is continuing in that vein, despite the mess we all see.

**To all our customers riding these troubled waters with us, know that we will do everything in our power to assure your success** – both short and long-term. None of us know when the good times will return, but economics are inevitably cyclical and we remain confident in the long-term outlook.

Our parent just celebrated its 160th anniversary last November – how many cycles have they seen since . . . 1848?



## Field Experts Form Tex-Mex Powerhouse

Uyemura's footprint in the important Texas and Mexican markets has strengthened – and expanded. An agreement has been reached with AtlanDyess Inc. for the distribution and representation of Uyemura-USA's products in that region.

UIC's current rep in that important market is Mike Bennett, who has merged his firm with John Helms' and Richard Dyess' company to form this larger group.

As a combined entity, the group will market a comprehensive solution for companies who want "best in class" products and a way to reduce costs for purchasing and shipping.



ATLAN DYESS INC





### ***Miralloy Story Continued from Page 1***

"We wanted to grow that part of our business, and there were solid opportunities for us. But what can you do with a temperamental plating bath?"

"Dumping a 100-gallon tank was not going to be cheap," he continued, "but the alternative we found – Miralloy – appeared, in tests, to be an excellent alternative." In early 2009, Miralloy was installed. "A Uyemura tech support team came here, worked with our operators, and gave us their recommendations," says Hayden. "We made a few adjustments, and the rest is history."

**"Color and brightness consistency is exactly what we need it to be,"** he adds. "The discoloration issue is gone." Donham Craft now actively markets Miralloy for a broad range of electronic components. "Automotive and hardware – two major markets for us – are off substantially in this downturn," says Hayden, "but electronics is steady, and it's important that the processes for that sector be steady, too. This one is."

Hayden's long-term plan is to process Miralloy in a 1000-gallon tank, and to develop programs with customers who are looking for a replacement for silver plating. "Miralloy can



be exceptionally attractive as a silver replacement," says Hayden. "Conductivity, no-tarnish, and high consistency both as-plated and through the life of the product. That's a very compelling – and saleable – set of characteristics."

### ***Nickstar Story Continued from Page 1***

#### **Platers appreciate Nickstar's versatility:**

- A deposit up to 2 micron can be achieved with rack or barrel applications.
- Thicker deposits – or very high corrosion performance – are do-able with a heavy nickel undercoat.
- Greater hardness can be achieved easily with an optional salt additive.
- Color density, from darkest black to softer hues, can be modified easily using a hull cell.
- For a distinctively elegant appearance, Nickstar can be paired with UIC satin nickel.

**Nickstar achieves a deeper black finish than any competitive nickel process, and performance characteristics superior to electrocoat.** *For information on test processing, contact your Uyemura representative.*



# Phoenix International and Uyemura International Earn Corporate Recognition Awards



Don Gudeczaskas, Technical Director; Mario Orduz, Product Manager; Don Walsh, Director of Operations; Tony Revier, President; and George Milad, National Accounts Manager, accept the Peter Sarmanian Award, bestowed by IPC at the organization's annual conference March 31. The award recognized Uyemura's long history of technical and management leadership.

IPC, the world's preeminent association for the printed circuit industry, honored two industry leaders at their annual meeting March 31 in Las Vegas. Uyemura International, and Phoenix International, were recognized for their leadership roles and substantial contributions to the industry, and to the organization, through participation in technical and management programs.

**As our motto states, Uyemura is "powered by science and focused on customers."** Every Uyemura employee proudly embodies these values.

In order to stay customer-focused, nearly a dozen UIC employees serve on IPC technical committees. Says George Milad, Uyemura National Accounts Manager for Technology and Chairman of the IPC 4-10 and

4-14 committees, "There's no better place to feel the pulse of our industry than serving on an active IPC committee.

"You cooperate with your market competitors within an engineering and scientific environment, far from the pressure of marketplace competition. And there's nothing more satisfying than being instrumental in the development of a new industry standard."

Don Walsh, Uyemura's Director of Operations and Vice Chair of the IPC PCB Suppliers Council Steering Committee, echoes that sentiment.

"In our company, we find knowledge sharing is indispensable to our success. IPC standards are the perfect example of a shared collection of knowledge. If you have knowledge, share it with others in your industry. You just might learn something new yourself."

## About Uyemura

*At Uyemura, our lifework is the development, and continuous improvement, of chemistries and equipment that enhance the performance, productivity and profitability of the companies we serve. We do it with great enthusiasm, by providing products that are safe, environmentally favorable and cost-effective – and supported by the finest technical service personnel in our industry. Uyemura is . . . the world leader in plating performance!*



**"She's out stimulating the economy – can I take a message?"**

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