

Plating NEWS

2007 Highlights

Plating NEWS, Spring/Summer Highlights

5 Years ! Advanced Plating Technologies celebrates 5 years in electrolytic process simulation using modern, CAD-based and user-friendly software tools for plating improvement.

New PlatingMaster Screen Shot Slides are available on the ABOUT US Page. The slides are remarkable in that they reveal a different perspective on how plating simulation becomes highly cost-effective. Click this link to go there: <http://www.smartcatshield.com/about.php>

EIMC – Advanced Plating Technologies and ELSYCA NV, Zellik – BELGIUM announce the release of specialized versions of the popular PlatingMaster electrolytic process modeling and simulation software. These PlatingMaster products can specifically address the special needs encountered in plastics plating (POP), electroforming, hard chrome plating, electrochemical machining (ECM) and automotive parts plating applications, such as wheels. Several case study brochures are available. Send an email request to: info@smartcatshield.com and we'll be glad to tell you more.

Electrochemical Intelligence - What does it mean? An Elsyca PlatingMaster product component that is getting attention from plating suppliers is Elsyca's use of specific electrochemical measurements in making plating models. These measurements are becoming important to suppliers and customers alike in optimizing other parts of the plating process, including process maintenance and control. Elsyca Electrochemical Intelligence can provide broader solutions. We've discovered an important new asset and will look forward to telling you more in future Plating NEWS issues.

ROI, the return on investment when using PlatingMaster, is more closely revealed in a recent cost analysis. Some surprising answers about bottom line savings are disclosed. Ask Us.

SUR/FIN - Mark your calendars: Monday September 18 thru Thursday September 21, 2006. Milwaukee, WI. SUR/FIN 2006 V.I.P. Passes will again be available. Contact Roger Mouton at EIMC - Advanced Plating Technologies or Ilse Evenepoel at ELSYCA in Belgium. To receive your Free V.I.P. Passes, please email a request: info@smartcatshield.com or info@elsyca.com For more detailed SUR/FIN information visit www.aesf.org and click on the SUR/FIN 2006 link.

"LIVE" Interactive Demos of PlatingMaster via Web Conference Call continue to be available. The demos are one of the best "No Cost, No Obligation" ways to see PlatingMaster in action.

EIMC - Advanced Plating Technologies - www.smartcatshield.com

We're your North American source for electrolytic process optimization using PlatingMaster from Elsyca
www.elsyca.com

** If you received this communication in error or you wish to be removed from our NEWS distribution list, go to the Contact Us page at the EIMC website, click on info@smartcatshield.com and type REMOVE in the Subject box.

*** If you would like to add an associate or colleague to our distribution list please click on: info@smartcatshield.com and type the name and email address of that person in the message text box.