

Plating NEWS

2008 Highlights

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Where HAVE we been? **Advanced Plating Technologies** has not published a Newsletter in a long time and we're getting a little flack for it. Sorry! It's been a combination of things, most notable that we've been busy. We also have become sensitive to the dramatic increase in email that each of you receives so we're considering other options for keeping you up-to-date on the latest in electrochemical intelligence. In addition to the occasional email Newsletter we've elected to provide a print version of Plating NEWS to those of you who ask. Just follow the instructions at the bottom of this mail. We'll add you to the "Print Subscriber" List.

ELSYCA NV, Zellik – BELGIUM announces no more software sales. WHAT? No software sales? That's correct. Well.....sort of. To my knowledge there has not been a widely broadcast public announcement but those clever folks at Elsyca figured out that electrochemical intelligence can reach far more users through the design and engineering services that stem from what PlatingMaster software suggests. The subtle change in selling electrochemical intelligence means that more customers are receiving the benefits of Elsyca PlatingMaster and additional components of the electrolytic process, including specialized fixtures, are utilized to achieve the best results.

It is also my opinion, compared to what many companies are accustomed to paying for software systems and because it's "plating" related, plating software buying decisions are simply too slow. Agonizingly slow! I know one aerospace industry company that's been thinking seriously about implementing improvements using plating simulation for over 5 years. They can't quite bring themselves to buy expensive, CAD-based engineering software but they don't seem to want anyone else doing their plating engineering for them either. Needless to say, in the last 5 years they've overplated several more tons of chrome than was necessary and then subsequently machined off all that overplated metal. The costs to do this are astronomical but it's part of the price some pay before getting on board with a plating advancement. A brief cost summary on overplating/machining is available.

Plating Optimization decisions can be easier to make and provide the same benefits ultimately without having to acquire software licensing..... a Win/Win for everyone. Elsyca still addresses the special needs encountered in many electrolytic process applications including plastics plating (POP), electroforming, hard chrome plating, electrochemical machining (ECM), automotive parts plating applications, such as wheels and electronics. Case study brochures are still available so send brochure requests to: info@smartcatshield.com

Elsyca has added staff in several areas including Business Manager Jean-Marc DeWilde, located in Belgium. Dr. Alan Rose, formerly in the U.K. is relocating to the U.S. to establish a North American Elsyca office. The expected area is Atlanta. We will keep you posted.

DOWNLOAD Page "UNDER CONSTRUCTION". Apologies but the Download Page is getting a minor facelift. Please bear with the delay. A Newsletter is expected to be available for future download. If there is an article that was previously available on the Download Page and you want or need that article please let us know via email and we can send it you until the page is up and running again. info@smartcatshield.com

The previous list of articles includes some of the following:

"A New 3-D Electroplating Simulation and Design Tool", "Electroplating Thickness Variation - Fact and Fiction", "Design for the Plating Process Utilizing 3D Modeling", "3 Dimensional Printed Circuit Board Electroplating Simulation Tools", "Virtual Plating.....Emerging Technology Unravels the Mysteries of Electrodeposition", "Simulation of a Wafer Electrodeposition Process in a Cupplater",

Electrochemical Intelligence – It's what can be imparted to you by having Elsyca engineer the best solutions for your electrolytic process applications. With greater electrochemical intelligence your costs will be lower and your product quality will be higher. Elsyca Electrochemical Intelligence.

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We're a North American source for electrolytic process optimization

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