

# Asian Top Electroplater to Launch Alkalic Galvanizing in March

## MODERN ALLOY PLATING CO., LTD.



by Dean Tseng, Fastener World

### In line with the U.S./Europe and Above Asia

On the forefront of innovation, Modern Alloy Plating sweeps the world with its reputation as the leader in both Asia and Taiwan, providing fastener electroplating service that is in line with and even above American, European and Japanese standards. Each year President Shih visits overseas trade shows of surface treatment and top-notch electroplaters in the U.S and Europe to acquire knowledge and adopt advanced equipment. He seeks to make surface treatment a strength in fastener supply chain, to help break away from companies engaged in price war, and improve fastener industry competitiveness.

### New Alkalic Galvanizing Line Coming up!

For the last 15 years, the company has established connections with American and European fastener importers and become their designated electroplater in Taiwan. When it comes to Salt Spray Test, MAP has topped the Asian platers on sealing and coating processes and continues to hone in on fastener anti-corrosion performance. It is already on par with and

even has surpassed global advanced electroplating technology. Global customers can rest assured and let the company handle their purchased fasteners. It is announcing in Fastener World Magazine to launch an alkalic galvanizing line in March with an ultra-quality that is sure to become the jewel in the crown.

**The all-new alkalic galvanizing line features:**

- Better result of deep hole electroplating.
- Uniform plating thickness.
- Superior rust and corrosion resistance over acidic galvanizing.

### Higher Quality with Lab Certification

Along with certificates approved by Renault and Daimler, the company became IATF 16949-certified in 2018.



BMW's purchasing unit in Taiwan visited the company and gave high ratings in an audit. GM certificate is still underway and a little postponed due to the pandemic, but the company is vigorously working on it. The latest breakthrough is lab certification which is roughly completed and awaits generating a certificate.

### Pressing Against Challenges from the Pandemic

President Shih said to Fastener World Magazine: "The last two years have forced tremendous pressure on Taiwanese fastener industry. First there was the trade war between the U.S. and China, and then came the pandemic, both seriously impacting order intake and delivery. As part of the supply chain, Modern Alloy Plating is no exception to the pandemic." The virus creates longer distances in human contact, and forces



restaurants to move dining activities from indoors to outdoors. This means the fastener industry must improve corrosion resistance for surface treatment to be able to cope with the world trend."

The company took the opportunity to refine production line during the pandemic, but in fact for years it has been improving equipment, introducing European equipment, optimizing electroplating quality and raising anti-corrosion capability to stay in line with German top electroplaters. Modern Alloy Plating stays intact and steady in and through the pandemic and seeks to be a critical supporter for Taiwanese fastener industry.



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## POLYGOLD & POLYSOL ZINC by Premium Products, Inc.

Innovative Coating Solutions for Global Fastener Applications *by Dean Tseng, Fastener World*

Premium Products, a water-based and environmentally friendly industrial coatings manufacturer in IL, USA, has continued to supply well-known fastener brands worldwide for over 30 years. Over the last 3 years, it has been focusing on increasing sales through new product rollout and gaining new business. "Product development has always been a major focus for us and we are always finding ways to formulate innovative products to provide our customers with the top of the line quality we are known for," said administrator Michelle Augustine.

### Exceptional Coatings for Fasteners & Parts

The water-based POLYGOLD coating developed by the company is a safe replacement for hexavalent dichromate. It has a similar appearance but is environmentally friendly with better performance (excellent adhesion to zinc phosphate and zinc plating) that quickly draws an increase in users. POLYSOL ZINC is an exclusive zinc flake coating with excellent performance (heat & automotive fluids resistant; 1000+ hours against corrosion; non-electrolytically applied; chrome free and no hydrogen embrittlement; used as a basecoat and topcoat

to provide sacrificial protection) at an affordable cost. "We are excited to see the response from our customers when they see the value they can add while saving on cost." She added, "We recently developed a dip/spin water-based coating with excellent performance and coverage. Our white and blue colors are used as a one-coat product."

### Strong Connection with Taiwan/Asia/World Against Challenges

Business was good for Premium Products before the pandemic. COVID-19 has wreaked havoc globally, but the company has managed through and sales have been coming back. "We hope that once the virus is controlled, there will be enough demand to make up for what was lost. Right now, we place a lot of focus on product development and have been busy looking for new and innovative ways to serve customers." The company has seen an increase in Taiwanese customers who are manufacturing and coating fasteners and is optimistic of being able to strengthen relationship with customers in Taiwan and all over the globe. It supplies products to a distributor that sells to customers in Asia. Outside of Asia, it supplies customers directly. Domestically, its R&D Team continue to develop new products and improve current ones. "We focus on quality, environmentally safe products and competitive price to create an outstanding value for customers."

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