



**Welcome** to the first edition Shaping and Finishing News. keep our customers up to date new technologies, capabilities, projects, and company improvements we have a quarterly newsletter. Each newsletter will contain relevant stories and links to important information on the web site.

## In The News



American Trim capabilities front and center at the SEMA Show is Las Vegas last week.

First, American Trim designer Audra Keiber's work was highlighted on the Lincoln MKS "Moda".



Secondly, American Trim with DuPont to display the ever" full size heavy truck coated using Physical Vapor Deposition or PVD. This was achieved with the close collaboration of American Rhodes State College, and CoatingSolutions.

## New Technologies

The Materials Deposition (MDC) is continuing to Future projects will include developing highly complex, finishes targeting additional interior environments including



## PVD-The Chrome Plating Alternative

American Trim joined DuPont CoatingSolutions at the 2008 SEMA Show to unveil a new PVD coated bumper. PVD is an excellent alternative to chrome plating that in the past was only feasible on small parts such as sink faucets. American Trim along with Rhodes State College received an Ohio Third Frontier grant to explore developing a system that would accommodate coating a part the size of a bumper. Today with the research done at American Trim, PVD can now be looked at as an economic and environmentally friendly alternative to chrome plating.

During the show American Trim hosted a press conference where the PVD bumper was displayed and Rick Pfeiffer took the attendees through the PVD process for large part application. He explained, "This team set out in January to prove that PVD could be successfully applied to a large part application and meet the OEM requirements of our customer partners."



DuPont CoatingSolutions has developed a base and top coat that is being used on the bumpers. Jack McKeague, from DuPont CoatingSolutions expressed, "We are very proud of the fact that the base coat (DuPont™ Vacuprime™), and top coat are DuPont products and of the commitment of our mutual technical teams and relentless pursuit of getting the science right that will propel us going forward."

## ISO 14001 Certification

American Trim has historically responded dramatically to Environmental concerns and regulations by improving process efficiencies and reducing the amount and hazards of waste. In addition to the regulatory requirements within the United States, American business is now faced with a host of environmental regulations from the European Union. American Trim is uniquely positioned to respond to these new industry and other requirements. The relatively small size of the company allows us to be flexible and make quick changes to processes and materials while meeting or exceeding customer expectations. An internal staff is dedicated to researching and developing technologies to meet these requirements and producing greener

automotive, home and commercial buildings.

[Read more about our MDC](#)

## Customer Links

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products.

American Trim will be enhancing their environmental management system and expect to be ISO14001 certified by the second quarter of 2009. The new system has been fully embraced by all levels of management and will be incorporated into everyday work practices. The system will serve as a tool to help operations manage activities that could have an environmental impact and focus on those projects that will have the biggest impact on continually improving our environmental performance.

## Design News

### American Trim Teams Up with Lincoln to Produce Lincoln MKS "Moda" Concept Vehicle

American Trim played a collaborative role on the interior of the Lincoln MKS "Moda" concept vehicle. American Trim created the gold patterned metallic instrument panel accent trim exclusively for the project.

"I really enjoyed working with Ford on this project. They gave us the opportunity to challenge the boundaries of beautiful design. I am very pleased with the result," commented Audra Keiber.

"The pattern brings into the interior a soft elegance, using an organic element. The warmth of this particular color married the use of the organic patterning with the high class, high quality feel that Ford was looking for."



Ford was pleased too. Ford designer Mark Conforzi said, "Audra completely interpreted our design flawlessly."

This effort is a continuation of the great work that is coming out of our [design studio](#) in Lima, Ohio. If you have not visited recently, please make a point to schedule a capabilities presentation soon.

You can request to not receive any follow-up emails by [clicking here](#).

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