



Welcome as stated by Tom Peters, "Almost all quality improvement comes via simplification of design, manufacturing... layout, processes, and procedures." This volume of the *Shaping and Finishing News* shows how American Trim is improving the quality of their manufacturing capabilities through simplification and efficiency of process.

Events

Automotive Industry

American Trim was invited to present for a major automotive company the week of February 22. We presented our performance and corrosion improving coating Alodine EC2, our decorative interior trim finishes and forms and our newest advances in High Velocity Metal Forming using electromagnetic force. The presentation was a success. If you have interest in seeing the same presentation contact John Swigard at 937.494.6507 or jswigard@amtrim.com

International Conference on High Speed Forming

Our Research and Development group at American Trim presented at the International Conference on High Speed Forming (ICHSF) held in Columbus, Ohio on March 9 & 10. Their presentation focused on the commercialization of fuel cell bipolar plates.

The ICHSF's goal is to display the practical application of

high speed metal forming technologies. The conference is divided into 6 areas: Industrial Processes, Electrohydraulic Forming, Welding/Joining, Metal Forming and Cutting, Modeling and Simulation and Constitutive Effects.

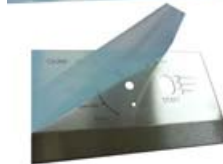


Heavy Truck Sales

American Trim is pleased to announce Dennis McInerney will now be serving as the Sales Manager for Heavy Duty Truck Products. Dennis brings a diverse amount of tooling, manufacturing, engineering, quality, sales and executive management experience

New Protective Film Line- SelectiveGuard™

Economic stimulus funds were given out to states to be used to help companies improve manufacturing efficiency. American Trim was awarded one of these grants to install a new line to selectively protect manufactured components using coatings produced in-house and then cured using UV light for a 95% energy savings over the current process.



Mayor David Berger of Lima, Ohio was joined by Ohio Department of Development Director Lisa Patt-McDaniel along with several local and regional dignitaries to make the announcement at American Trim's Baxter Street plant in Lima. "This effort by American Trim is part of a multi-year commitment by the Company to reinvent its manufacturing processes and pursue an agile manufacturing strategy with the express purpose of retaining jobs in Ohio and Lima in particular," said Mayor Berger.

[Read full press release on grant](#)

[Read more about SelectiveGuard™ applications](#)

High Velocity Metal Forming (HVMF) – Joining of Dissimilar Materials

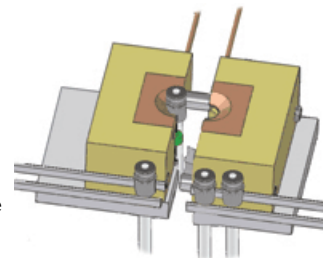
The research team at American Trim has been developing HVMF processes for the past three years. The initial project involved the fabrication of bipolar plates for PEM fuel cells for the transportation markets. The next project that is now entering commercialization encompasses joining of dissimilar materials to improve process efficiency and part performance.

How it works:

The newly developed electromagnetic forming (EMF) process uses a "no touch" method of joining dissimilar materials together to form an interlocking bond. The EMF process relies on high strain rate deformation to form materials and bonds that are not possible under traditional forming and joining technologies.

The new process allows for subassemblies to be completed prior to the joining process; thus, increasing process efficiencies and part performance.

[Read more about the HVMF process](#)



Design News

Finish Development – Continued Advancement

With 1,200 design samples already on display, our Lead Designer for new finishes is heading to Milan, Italy to attend EuroCucina 2010. This show is well known in many industries and in the design community for displaying the latest emerging trends in color and design.

with him. Dennis started his career as a tool and die maker, earning his journeyman's card. From that point, he excelled with forging and stamping companies most recently serving as the Vice-President of New Business Development for Mercury Products. In his new role at American Trim, Dennis will be responsible for managing our heavy duty truck business, and promoting our corporate capabilities within current OE customers as well as new specialty and secondary manufacturers.

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Upon her return, she will include Eurocucina in her benchmark findings to establishing a design presentation forecasting color and design trends focused one year in advance. This trends presentation will target cutting edge OEMs giving them a view into the future. By making the presentations one year in advance of new models, companies have time to incorporate the new colors and design trends into production units.



If you are interested in seeing this presentation contact John Swigard at 937.494.6507 or jswigard@amtrim.com