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DuPont CoatingSolutions, American Trim Collaborate on Innovative Coating Technology as a Viable Alternative to Traditional Chrome Plating

HOUSTON, Jan 10, 2008 -- DuPont CoatingSolutions and American Trim have teamed up to promote an innovative coating technology. American Trim recently took delivery of a physical vapor deposition chamber (PVD) that allows for the processing of a *chrome-like* finish without the use of hexavalent chrome. The PVD process employs a base powder coating supplied by DuPont, which serves as a protective, functional layer and smoothes out the surface. Therefore, no sanding or buffing is required on rough parts, like castings. The PVD chamber is utilized to deposit the very thin layer of metal. Parts are then coated with a clear acrylic topcoat for protection of the metal layer and added durability.

This technology represents added potential for coatings for numerous industries. The PVD process was primarily designed for decorative finishing in the heavy duty truck and automotive industries, but there is added interest from other markets such as appliances, recreational vehicles, furniture and building products. PVD coating provides a viable alternative to the traditional method of applying chrome and electroplating. In most instances, the result is a less expensive and better performing, chrome look.

John Swigard, director of marketing, American Trim said, "We are very excited to partner with DuPont, who clearly sees the potential in this market and we look forward to furthering this relationship between us as well as our current and future OEM partners. This represents another step in our dedication to expand this technology with development programs and to further the knowledge base on new, larger part capabilities."

Both companies, considered to be quality leaders in their fields, believe this collaboration comes at a favorable moment as the market looks for more economical and sustainable solutions to their coating needs.

"This agreement reveals the commitment, from both of our organizations, to the development of new technologies for our new and existing customers and the various industries we service," said Dan Paulus, DuPont area manager.

American Trim will take advantage of co-branding opportunities with DuPont as a member of its Star CoaterSM Program.

Learn more about this technology by contacting Jeff Schwieterman at American Trim (937-494-6369), or your local DuPont CoatingSolutions representative (800-247-3886).

American Trim was founded in 1955 and specializes in the forming, decorating, and coating of metal and composite substrates. These core competencies are supported and enhanced by American Trim's Design, Research and Development activities ensuring the most advanced and cost effective solutions to its customer partners.

DuPont is a science-based products and services company. Founded in 1802, DuPont puts science to work by creating sustainable solutions essential to a better, safer, healthier life for people everywhere. Operating in more than 70 countries, DuPont offers a wide range of innovative products and services for markets including agriculture and food; building and construction; communications; and transportation.

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