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Press Release

American Trim and DuPont CoatingSolutions showcase heavy truck bumper coating using "green" Physical Vapor Deposition technology at the SEMA Show

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Today, American Trim and DuPont CoatingSolutions unveiled a full size, heavy truck bumper coated using the Physical Vapor Deposition technology at the SEMA Show in Las Vegas. The coating of this bumper represents a giant step forward in applying PVD to large part applications.

"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," said Rick Pfeifer, Vice President and Chief Technology Officer at American Trim.

Pfeifer went on to say that "PVD is not new – we see it in many of today's household applications including faucets and other fixtures within the home. And, PVD is making it's way onto larger part applications in the automotive world."

"What **is** new is how PVD is being applied on the scale presented here. And, what is exciting is not only the potential for cost savings that this new process promises but also the "green effect" of what is now a credible alternative to traditional hexavalent chrome plating."

Jack McKeague, from DuPont CoatingSolutions add, "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."

To learn more about PVD and the efforts of American Trim and DuPont CoatingSolutions, please visit Booth #23378 or contact Jack McKeague from DuPont at 708-921-9073 or John Swigard from American Trim at 937-494-6507.

About Physical Vapor Deposition

Physical Vapor Deposition (PVD) is a technology used to deposit thin film coatings onto Ferrous and Non Ferrous Substrates. PVD is a major departure from traditional metal plating technologies characterized by an extremely environmentally friendly footprint.

The process allows for a "chrome-like" finish on virtually any substrate, while potentially reducing overall costs compared to traditional plating technologies.

About DuPont

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.

About American Trim

American Trim was founded in 1951 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 for its customer partners.

