

# Helping Our Customer Exhale.

## Meet Our Customer

When you're a medical device manufacturer making pulmonary compression vests for people suffering from chronic lung disease, millions of lives depend on you. Literally. Every part of the device needs to work seamlessly — and in unison—to properly compress and depress air pockets that create improved airflow, helping wearers to breathe, not just easier, but period.

## Obstacle

Before coming to us, our customer was having a difficult time with an uncoated cast magnesium part that experienced consistent wear. The part rotated with other pieces in the device and would often cause them to wear out as well. Though magnesium is lightweight and durable, a perfect fit for the device, its uncoated surface lacked the necessary lubricity to make it the true workhorse it can be. With so few plating companies offering magnesium coating, our customer was ready to throw in the towel and switch to aluminum for anodizing. It wasn't an ideal solution, but without a fix, they would lose the project.

## Up for the Challenge

By the time our client contacted us, they had been resigned to the belief that they would have to switch the problematic part to aluminum. We knew there was a better solution. With our vast experience in magnesium coating, we worked to find a material that delivered high lubricity to fix the problem. We started with Electroless Nickel PTFE and after rounds of testing we realized it left a powder residue as it broke down. When our hard-working team decided to test our exclusive Electroless Nickel Boron Nitride coating, we got the results our customer needed to keep the project alive. Our coating provided durability, lubricity and a major sigh of relief.

## Impact

Having a dedicated magnesium specialty line allowed us to quickly pivot to the right solution and deliver a unique approach that helped our customer come through for their customer, and the people relying on the compression vest. We plated thousands of pieces, knowing that each made a difference in someone's life.

*“When you offer something very few others can, you're able to come at your customer's problem from many angles and reach the best solution possible.”*

—Don Ytterberg, CEO, Advanced Surface Technologies

# The AST Approach

On the surface, we are a plating solutions manufacturer. Dig deeper and you'll discover that our customers think of us as problem-solvers, reliable partners and lateral thinkers. The longstanding relationships we've built over the past 50 years with our clients and our vendors are a true testament to our character. These relationships have allowed us to deliver superior plating solutions for every one of our customers. We listen, understand, and work diligently to get to the heart of our customers' pain points, because we believe that's when the magic happens.

Though we're able to meet all plating needs, we take extra pleasure in tackling the toughest plating challenges from various industries. Our tailored results don't always fit the norm in the plating world. If our process needs to change to address hard-to-plate surfaces, we'll change it. If tweaks to the chemistry of the plating composition are required to get it just right, we make them.

There's value in working closely with our customers and vendors, in fostering trust and mutual respect. When invited to collaborate at the beginning stages of a project, we're able to help customers avert potential problems before a product reaches a breaking point.

We don't settle for anything less than perfection, internally and externally. It's the reason we created our proprietary internal system with 12 lines dedicated to a specific metal and two that duplicate the same metal type, ensuring that each metal receives the proper cleaning in preparation for plating. Four of our lines are designated to certain customers, allowing us to deliver consistent quality—time and time again. We take pride in what we do, in the cleanliness of our facility, in our extensive knowledge and in ensuring the success of our customers—each and every one.

## Specialization

Our extensive experience positions us as the go-to company capable of handling unique metal plating.

- Electroless nickel plating
- Gold plating
- Silver plating
- Plating on magnesium
- Tin plating
- Electrolytic nickel plating
- Passivation and chemical conversion coatings

## Certification

We're driven by specifications and compliance, committed to creating unsurpassed products for our customers.



[astfinishing.com](http://astfinishing.com)

Phone: 303.432.8500

Fax: 303.432.8555

Email: [sales@astfinishing.com](mailto:sales@astfinishing.com)