

# Empowering Our Customers to Be Heard.

## Meet Our Customer

As a large provider of voice pick-up and radio transmitters in the performing arts industry, millions of broadcasters and performers rely on our client's products to work well, work right, and to have the highest quality at the most important moments. If their products fail, their customers fail, and that just isn't a risk our client is willing to take.

## Obstacle

Our customer came to us with a challenge they had been facing for years. They were producing voice transmitters with black anodized coating. However, anodize is aluminum oxide which is an electric insulator, so the components couldn't properly ground. To combat this, they were using masking in some areas of the component to allow for grounding, but this created oxidation in the bare spots, which only increased corrosion and decreased quality. They needed plating that would allow grounding, avoid corrosion, and black color to blend in with clothing and avoid light reflection.

## Up for the Challenge

This was a plating and cosmetic issue—so the fix called not only for the right material but also the right color. It was a delicate dance between geometry and chemistry with the steps being somewhat unknown. We turned to a newer plating system, electroless black nickel, which is conductive so it allows for grounding. Now, we just needed to get the color right. This was no easy task because certain chemical concentrations have to be present with the right parameters for the coloring to be dark enough. After a couple months of process development and testing (and working side-by-side with the vendor), we created a great solution that met all of our customer's requirements.

## Impact

By putting our expertise to work in new creative ways, we were able to produce a product that solved all three points of this performing arts dilemma, resulting in one of the highest quality radio transmitters on the market along with pioneering a new process for electroless black nickel connectivity.

“Our know-how is vast. When a customer needs a special coating to get the job done, we have what it takes to tackle the challenge and deliver a tested, spot-on solution.”

—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.



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