

# A Refreshing Outcome for a Food Machinery Manufacturer



## Meet our Customer

As an international food machinery manufacturer, millions of people rely on our customer's equipment to quench their thirst with cold beverages. Their equipment can be found hard at work in frequented restaurant chains, popular hotels, big name coffee shops, sweeping grocery stores, multiplex theaters and other places where people can purchase cold drinks.

## Obstacle

Our customer came to us experiencing 30% product fallout during the plating cycle on their fabricated parts. That is no small percentage since the parts are composed of copper, with the biggest tray boldly fashioned out of up-to 30 pounds of the semi-precious metal. Our customer was becoming increasingly frustrated by machines going out of order and the rising costs of repairs. The company knew it needed to improve its product line, and fast. They wanted a plating supplier that could better serve them so they could continue serving their customers.

## Up for the Challenge

This was no ordinary plating job requiring us to plate multiple metals at one time. The fix called for us to vastly change our prep process, not only our undercoats but also how we treat the copper. We implemented a much more robust cleaning practice and applied other metal undercoats before applying the actual plating. By doing so, we could not only protect the fabricated copper parts from corrosion, but also meet rigorous FDA standards for any machine parts that come in contact with food and beverage.

## Impact

By approaching the problem in a unique manner, we solved a manufacturing crisis that lowered the 30% fallout rate to an astonishing .5%, resulting in exciting growth for our customer. It's no wonder they view us as a partner, treating us as part of their internal team.

“Our experience meant we knew what to do and how to do it, giving us the capacity to solve our client's problem and deliver a solution no one else could.”

—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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