

Contact: John Swigard

Director of Marketing
Phone: (937) 494-6507
Fax: (937) 494-6200

Corporate Address

1005 West Grand Ave.
Lima, OH 45801
www.amtrim.com



Press Release

American Trim announces the availability of a new white paper, *The Principle of Protection*, highlighting our newest coating – Alodine® EC2™ ElectroCeramic Coating.

Lima, OH –February 2, 2009

American Trim has published a new white paper, *The Principle of Protection*. The paper documents a special coating for aluminum, Alodine®EC2™. Alodine® EC2™ was developed by the Henkel Corporation as a protective pretreatment system for aluminum substrates exposed to extreme environments. This new ElectroCeramic coating offers exciting potentials in the areas of corrosion, heat, and abrasion protection.

The Alodine® EC2™ ElectroCeramic coating process enhances production capabilities for industries that deal with corrosion and abrasion issues everyday:

- Marine
- Aerospace
- Automobile
- Cooking
- Fasteners
- HVAC
- Outdoor furniture
- Small engine

The white paper details success stories from various industries and applications where the coating is making inroads and offering manufacturers exponential improvements in protection from corrosion, heat, and abrasion resistance.

Also outlined in the white paper are the advancements made in products through the greater production capabilities allowed using aluminum as a replacement for more expensive, heavier materials in the manufacturing process.

Interested companies are invited to visit our website www.amtrim.com/webinarec2 to read more about the coating Alodine®EC2™ and receive a copy of the white paper.

American Trim will also be hosting a webinar to discuss the technology in more depth and anyone interested in further exploring Alodine®EC2™ will be able to get their questions answered. The registration for this webinar can also be found at www.amtrim.com/ec2webinar.

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.

