



HOBATH GROUP LLC

**OUR MISSION & CAPABILITIES**



**Hobraith Group is a  
PR/Communications  
Agency with one Mission:**

**WE TELL... YOUR STORY.**

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### **WE EXPLORE AND EXPLAIN**

- Why are you better
- Why you bring more value to the market
- How you care about your clients
- What makes you different than others
- Where & how your brands are successful

### **HOW WE DO THIS**

- Write fresh content and marketing messaging
- Upgrade the visual identity of your branding
- Use full range of communications resources

### **HOW WE TEAM UP WITH YOU**

- Monthly retainer basis, or by project basis
- Set & establish goals, expectations, timelines, and budgets
- Review regularly to stay on task & on plan

***Contact us to TELL YOUR STORY.***



Norbert J. Hobraith  
Founder and President

### **HOBRAITH GROUP LLC**

+1 440.212.3520  
nhobraith@hobraith.com  
www.hobraith.com



## What Our Customers Say

...in their words.

### DAYGLO Color Corp.

"Thank for you the hand delivery of the advance copies of the "DAYGLO Designers Guide." You knew how important it was for us to have the piece in hand for the Print Show and went to extraordinary lengths to meet the deadline. "

*Peter H. Olley*

*Vice President Sales & Marketing*

### ECKART

"I encourage any firm looking for a hands-on, roll up your sleeves and get to know the culture of your organization and its goals marketing partner to strongly consider collaborating with Hobrath Group LLC. "

*Peter A. Brown*

*Head of Sales*

### Insurance Partners Agency

"I would recommend Norbert, his company, and team of vendors to work to with any company or organization that wants to move their marketing and image to the next level. He is very professional in his approach. "

*George S. Dadas*

*Chief Executive Officer*

### IPD

"Norbert and his staff helped guide us into a consistent looking, well-rounded, economical but effective campaign highlighting our strengths and building our IPD brand in a difficult and crowded market. It was important to us to have a consistent message."

*Bob Straw*

*Sr. VP of Sales and Service*

### Hempel Coatings

"Hobrath Group has done an excellent job in helping establish branding for our coating line – Versiline – through product literature and sample brochures, case study writing, and especially in shooting and producing training videos on the various methods that our industrial coating products can be applied in the field."

*James R. DeChant*

*Global Industrial Coatings &  
Linings Manager*

### AkzoNobel

"Norbert has been prompt, reliable and particularly attentive to our needs on projects. We tasked Norbert to help us bring a new product launch to life. Norbert devoted a significant amount of time and effort to help us with appropriate video materials and graphics."

*David Maurer*

*Manager, Protective Coatings Marketing,  
North America*

### CB LH Design

"We have had the distinct pleasure of working with Norbert for several years. He has opened up our eyes to the changing marketing world starting with the development of our eNewsletter and implementing our new website. We absolutely love our new website and hear compliments frequently from clients and consultants."

*Marc B. Bittinger, AIA*

*Principal*





# PR & Content

...positions your brand as an industry leader.



## Advanced Polymer Coatings

### TECHNOLOGY - TANK SERVICING

## Four new Terntank vessels coated with MarineLine

Chemical tanker owner and operator Terntank recently welcomed another new vessel into its fleet, the 15,000 dwt 'Tern Ocean', built at AVIC Dingheng Shipbuilding in Jiangdu, China.

This ship, the fourth newbuilding in a series of eco-friendly chemical product tankers built under BV class at AVIC, joins its sister ships 'Tern Sea', 'Ternford', and 'Ternland' in the growing Terntank fleet. These new energy efficient LNG-powered vessels operate in compliance with IMO Tier III regulations, trading in the Baltic Sea region, a designated Emissions Control Area (ECA). They are the world's first LNG-fuelled newbuilding chemical product tankers.

"We are proud of our company history as an innovator in the maritime trade," said Trygve Möller, Terntank Ship Management managing director. "These new ships continue our tradition of employing many different and advanced technologies, with a number of 'firsts' in the industry."

The Terntank ships were developed through an EU project called 'Into the Future - Baltic SO2clean' as a co-operative venture between Terntank and several partners under the Zero Vision Tool (ZVT) platform that envisions the higher building cost for vessels are offset with reductions in port costs and fairway dues, because of environmental advancements.

Each of Terntank's four new 147 m length tankers are based on an advanced twin hull design from Rolls-Royce. The ships are powered by a newly developed Wärtsilä 2-stroke, low pressure dual-fuel main engine that drives a large propeller to deliver service speeds of up to 14.5 knots. With the engine operating in gas mode, the ships are Tier III compliant.

Möller explained, "The new ships yield considerable fuel cost savings. Conventional



Terntank's four newbuildings were coated with MarineLine.

In August, 2016, Terntank's first new ship in the series, 'Ternland', off-loaded sulphur and gas oil cargoes in at Rotterdam, and was cooled and bunkered with LNG at the Dutch port, the first time a sea-going vessel took on the clean-burning fuel.

#### STS bunkering

The LNG tank cooling and bunkering culminated in a major event for Terntank, with media, customers, suppliers, industry and government officials, the ship's crew, and representatives from the Chinese shipyard all attending the Port function.

The LNG tank cooling process took about 18 hours taking down the ambient temperature of the tanks at +20 deg C to an operational temperature of -162 deg C for the bunkering, which was undertaken by Shell LNG. It was

available to LNG-fuelled ships called the 'LNG bunkering incentive'. The Port Authority is using this development to position Rotterdam as a major European LNG hub for the future and promote the transition from fuel oil to cleaner LNG in a shipping fleet.

#### Strong MarineLine relationship

Terntank first employed the patented MarineLine cargo tank coating system from Advanced Polymer Coatings on its 11,259 dwt chemical tanker, 'Ternvind' in 2008.

Möller said, "MarineLine has proven to be the best tank surface coating for cleaning and easily switching cargoes. So we changed from epoxy and phenolic epoxy tank coatings and started specifying MarineLine for all our vessels since that time, including the four new sister ships. We consider MarineLine the best

### AS SEEN IN SHIPS AND SHIPPING

## MarineLine enjoys Fantastic success in Turkish shipyards



To meet the growing demand for shipbuilding activity in Turkey, Advanced Polymer Coatings opened MarineLine Turkey in 2001 and the product has since been used in more than 40 Turkish shipyards.



This image shows the heat curing of the MarineLine® tank coating system, developed by US-based Advanced Polymer Coatings as an alternative to building tanks of expensive stainless steel or having to employ restricted-use epoxy coatings in lining the tanks of chemical tankers.

The country of Turkey and the MarineLine® coating system have something very much in common: growth.

Turkey has become one of the world's most promising shipbuilding countries, with an important emphasis on building cargo and specialty tanker ships. In 2007, it is estimated Turkey's shipbuilding exports reached US\$2 billion, a significant increase from US\$1.4 billion in the previous year, making Turkey the world's fourth largest shipbuilding country.

Many Turkish shipyards focus on high-value, made-to-order ships, especially in the chemical tanker sector. These smaller ships are typically not readily available from the larger-scale builders in China, South Korea, and Japan.

The MarineLine® tank coating system, developed for lining the tanks of chemical carriers, has been a natural fit into Turkey's shipbuilding strategy. MarineLine®, which is based on a tightly cross-linked polymer system, was created by Advanced Polymer Coatings (Avon, Ohio, U.S.A.) to offer shipyards and shipowners an innovative alternative to building tanks of expensive stainless steel or having to employ restricted-use epoxy coatings. MarineLine® can be coated onto the less-costly carbon steel tanks and then heat-cured to form a uniquely protective system that allows for the safe, pure transport of all IMO-approved chemical cargoes, as well as edible oils and other liquids.

It has proven to be a winning formula.

MarineLine® has shown its effectiveness and flexibility since its first installation in 1994. Today, more than 300 ships have been coated in shipyards throughout the world, including many

of the specialty chemical transport ships built in Turkey. The first ship coated in Turkey occurred in 2001 and within just seven years MarineLine® celebrated its milestone 150th ship coated there.

To meet the growing demand for shipbuilding activity in Turkey, Advanced Polymer Coatings opened MarineLine Turkey in 2001, and later established a Regional Office in Tuzla. From this location, logistics are arranged for more than 40 shipyards throughout Turkey performing MarineLine® spray application and heat-curing. These shipyards dot the Turkish coastlines, and during the past several years have included: Celikokun, Cicek, Celiktrans, Dearan, Desan, Eregli, Gisan, Marmara, RMK, Sahincelik, Tersan, Torlak, Turkier, Torgem, TVK, Soli, Besiktas, Yardimci, Yildirim, Istanbul, and others.

The MarineLine® operation in Turkey currently employs 20 people to service the region. These personnel offer expertise in inspection and heat cure as well as years of experience working onboard vessels as masters and officers. This experience enables them to work with shipowners on their tank cleaning, tank coating evaluation, repairs, and commercial efficiency in ship operations, in order to create a unique partnership with the ship owner and shipyard to ensure long term benefits of MarineLine®.

At the 2009 EuroPort Istanbul shipping exhibition, March 25-28, Advanced Polymer Coatings will have a stand to further discuss the benefits of the MarineLine® system for the Turkish maritime community.

For more information contact: Advanced Polymer Coatings, USA. Web: [www.adv-polymer.com](http://www.adv-polymer.com)

## Coatings for tank protection

ChemLine Europe specialises in supplying high-performance coatings for protecting the inside of tank containers.

With increasing volumes of CPPs and hazardous chemicals being moved by road and rail in Europe and elsewhere in the world, it has become more essential than ever that these chemicals are safely carried and contained during transport.

One company focusing on this challenge is ChemLine Europe, which in recent years has been carving a niche in the market for high-performance, polymer-based, coatings used to line and protect ISO tank containers carrying these chemicals.

Established in 1992, ChemLine Europe recognised the need to offer corrosion control coatings that would resist acids, caustics and solvents to service the growing demands of chemical producers and transporters for safer, more versatile container linings and more economical solutions than expensive stainless steel tankers.

To answer this need, ChemLine teamed up with US manufacturer Advanced Polymer Coatings, of Avon, Ohio – a company known for its innovative coatings, formulated exclusively with corrosion-resistant Siloxane polymer resin. Together, they introduced ChemLine 784 coatings to the market.

The company reports that over 5,000 chemical and physical tests by APC and independent laboratories have proved that ChemLine 784 re-



Application of ChemLine 784 coatings

#### Worldwide service

According to Martin G. Kilroe, ChemLine Europe's managing director, "Tank containers lined with ChemLine 784 are in service throughout Europe in Germany, Switzerland, France, the UK, Ireland, the Netherlands, Belgium, Italy, and in Asia in China and Singapore, and in the United States."

He says that ChemLine Europe's roster of clients covers three types of company. First, the major chemicals producers, including Bayer, BASF, SF-Chem, Tessenderlo, Dow and Degussa. Second, tank container operators, including Hoyer, VOTG, Taby, Suttons, Curt Richter and Bulkhaul. And third, the tank container leasing companies, including Eurotainer and Esaf.

ChemLine Europe is primarily focused on permission business and inspection services for

In the UK, coatings application work is done directly by ChemLine Europe. Outside the UK, the company has agreements with application contractors such as Mühlan BV in Rotterdam, and others in Friedrichshafen, Germany, in Singapore and in Houston, Texas. As part of every contract, the company supervises the application and subsequently provides a comprehensive data dossier once completed. With its head office in Alderley Edge, UK, ChemLine UK maintains a second office in Hamburg, Germany.

#### Benefits

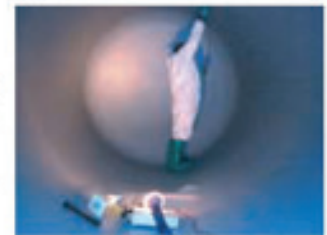
Kilroe explains that the cost of fabricating high-performance chemical tankers made of stainless steel, together with the long lead times required to deliver newbuild tankers, have greatly helped ChemLine Europe's business, as more companies are retrofitting and upgrading existing tankers with ChemLine 784 coatings.

When a customer asks for a tank lining, ChemLine Europe begins by reviewing what chemical service will be required. Kilroe explains that ChemLine 784-coated tanks are carrying hundreds of different types of chemical cargoes, ranging from acids to caustics to solvents.

He adds: "ChemLine 784 delivers significantly improved product performance and anti-corrosion resistance, because it is formulated with a patented breakthrough polymer with 28 functional groups 'per molecule'. Chemically speaking, this translates into 784 crosslinks in each molecule compared to just four crosslinks

#### Cleaning and repair

Kilroe explains that ChemLine 784's smooth, non-absorbent surface enables easy cleaning, so switching cargoes can be undertaken quickly, permitting a faster turn-around and saving valuable time. In most cases, the tank can be cleaned with 80degC water and then the lining is allowed to dry. If the ChemLine 784 coating should need any repair, small thumb nail size jobs can be done by the tank container owner while larger repairs are again under the supervision of ChemLine Europe.



Inspecting the coatings

Kilroe points out that ease of cleaning is only one of many benefits driving the decision to specify ChemLine 784. "The coating has an excellent extended life cycle, a wide range of chemical compatibility, and high temperature

## Advanced Polymer Coatings






Brilliant Inks. Brilliant Brands.



METALSTAR effect inks set the performance standard for offset printing.



**Mirror Mirror on the Wall.  
Who has the best effect of all?**

Let's delve into 'how' metallics work.

The most simple explanation of why metallic inks are different than other colors is because of reflection. Metallic pigments reflect light because of their very nature. ECKART understands this and works to maximize the reflective properties of different types of metallic pigments and then create unique ink formulations that bring out the best of this reflective characteristic. But let's get to the heart of the matter – the how.

**1 LEAFING ORIENTATION**

Metallic pigments typically will orient themselves toward the top layer of an ink when printed, thus providing a 'leafing' pattern. This is best conceived as a grouping of freshly fallen metallic leaves floating next to each on a pond. Leafing is what gives metallics such a reflective property. Much more light is reflected off a smoother and more consistently even surface.

Conversely, traditional ink colors have pigment color dispersed evenly throughout the entire ink formulation. This provides a consistent and even flat color on a printed piece, but without much reflection.



Microscopic photograph shows leafing characteristic of milled metallic pigments.

## CBLH Design





**LISTEN. PLAN. DELIVER.**

Can an architectural and design company deliver on these three expectations?

Yes, we can. We are CBLH Design, an award-winning company, based in Northeast Ohio, and serving the entire region.

**We're known for our expertise and experience in three key fields:**

Hospitals & Healthcare Centers		See featured project: Mercy Medical Center, ICU Addition, Canton, Ohio
Libraries & Public Facilities		See featured project: Lakewood Public Library, Lakewood, Ohio
Universities, Colleges & Schools		See featured project: Cleveland State University, Cleveland, Ohio

**Can We Talk?**

We're growing. We're looking to provide more work for our valued existing customers and also to develop new relationships with clients that need a fresh perspective, with innovative ideas that are grounded in common sense design and budgetary efficiency.

My partners and I want to talk more with you about your needs, and also give you a perspective of what we offer. To start, you will be hearing more from CBLH Design, as we present a series of informative topics via these emails about our specialties, how we work, the projects we're developing, and interesting commentary on commercial architecture, planning and design. We hope these articles will provide you with some valuable insights and pique your interest to give us a chance.

And, if you'd like input on your architectural plans, call me personally to schedule an appointment at 440-243-2000.

If you have colleagues or friends interested in the architectural field, please email me and we'll add them to our future e-marketing communications! It's easy.

Thank you.

Marc Bittinger  
Principal

CBLH Design partners: Tim Hunsicker, Marc Bittinger, and Mike Liezert





# E-News

...enhances the customer experience and relationship.



## IPD

Welcome to IPD's New Electronic newsletter. To sign up for this free online e-newsletter, send an email to [partsmaster@ipdparts.com](mailto:partsmaster@ipdparts.com) and request the IPD News e-newsletter. Be sure to include your name, phone number and email address.

IPDPR-18

# IPD News

*The Standard for Quality, Innovation, Service and Support Since 1955*

This month we announce the latest in the **IPDSteel™** series of Two-Piece Articulated Cast Steel Pistons for 3126 Caterpillar® engines. Our focus at IPD has been product development which is increasingly difficult due to many OEM Suppliers patenting anything they can put their hands on. Our 50 plus years of manufacturing and engineering however helps us to understand these issues and continue moving forward. Please watch this newsletter for our next **IPDSteel™** release coming soon!

### IPD Featured Product

#### IPD ANNOUNCES IPDSteel™ TWO PIECE ARTICULATED CAST STEEL PISTONS FOR CATERPILLAR® 3126 ENGINES

3126 Articulated Two-Piece Pistons for Caterpillar® applications are the most recent addition to IPD's innovative line of **IPDSteel™** Pistons. Our applications now include 3114, 3116, 3126 and soon to come, 3406E. These innovative designs are cast from high strength steel and are machined to size using the latest in piston manufacturing CNC equipment at our IPD Torrance California facility. Also available for popular 3126 applications is the **IPD exclusive .50mm oversize piston** that can reduce your overhaul cost by eliminating a costly sleeving operation in many situations.

IPD's coverage now includes:

- IN and OUT of Frame Overhaul Kits with either:
  - Aluminum One Piece Pistons
  - IPDSteel™ Two-Piece Articulated Pistons.
- Coverage of both 2 & 3 Valve Cylinder Head Components.
- IPD 123™ or OEM Style Modular Type Gasket Sets.
- Rod, Main, Thrust Bearings.
- Connecting Rod and Camshaft Bushings.
- Cylinder Bore Repair Sleeves when needed.
- Many more products coming soon!

IPD LLC is a global manufacturing and distribution company providing quality components for heavy-duty equipment.

**IPD ARCHIVE...**  
Click here to view past IPD Product Releases and News

**IPD PRODUCTS...**  
Click on any of these links to view PDF files of IPD's latest Product Bulletins and our

## National Headache Foundation

NATIONAL HEADACHE FOUNDATION

National Headache Foundation  
**NEWS TO KNOW**  
[www.headaches.org](http://www.headaches.org)

### NHF News

#### Support Is Just a Click Away

Needing support to deal with the emotional and physical challenges of your headaches? Consider the NHF's personal e-mail pen pal program. The NHF has matched more than 2,200 individuals with a pen pal who shares a similar diagnosis interests and a commonality in their lifestyles. Many have written to let us know that they have become fast friends and that the support they are receiving by corresponding with someone going through the same thing has helped to save their marriages and their jobs and improved their ability to function day to day. Visit our **E-mail Pen-Pal site** and follow the simple instructions.

Welcome to **News to Know**, the monthly e-newsletter of the National Headache Foundation! Each month we send out the latest updates in headache research and treatment to our members, who also receive the bi-monthly print newsletter, **NHF Head Lines**.

Almost every day, it seems, there's a new finding related to migraine and other disabling headache types. In this edition, read about how a link has been discovered between obesity in children and headache, and between migraine and blood clots in adults. Ever wonder about using Botox® or acupuncture for headache? There's news about that, too. You'll also learn about what the NHF is up to—including support groups for headache sufferers—and read a letter from our readers' mailbox.

### NEWS BRIEFS

#### Overweight Children Face More Headaches

Children who are overweight are more likely to have more frequent and disabling headaches than their average-weight peers, according to the first study exploring the links between obesity and headaches in children. [MORE >>>](#)

#### Migraine May Be Linked to Higher Rate of Developing Blood Clots

A recent Italian study has contributed yet more understanding to the link between migraines and cardiovascular disease, easing one fear, but raising another. [MORE >>>](#)

Is there a connection between migraine and mental health issues? Listen to leading headache experts and patient advocates discuss this topic and more on HealthTalk podcasts. Other podcasts posted on our Web site include:

- Migraines in the Workplace
- Which Foods Fuel Your Migraines?

## Epilogos Charities

News About Epilogos Charities, Inc. in San José Villanueva, El Salvador Issue 02

### WANT TO HELP EPILOGOS & ONLY LIFT A FINGER?

There is so much that your donations do to help the people of San José Villanueva, and here are 3 examples! Gracias Amigos.

For around \$30, you bought this water purifier to bring fresh water to a family for years.

For around \$60, you bought this cooking stove, to help feed a needy family everyday.

For around \$20,000 you built this House of Worship and valuable Community Center.

Now, there is an even easier way to help. Epilogos Charities, Inc. is registered with **The AmazonSmile Foundation** as one of their charities. This foundation is affiliated with Amazon, the online company where you can buy just about anything you need.

## Advanced Polymer Coatings

**MarineLINE®**

Visit the MarineLINE® Stand from 14-16 March at the 2012 Asia Pacific Maritime in Singapore

See us at Stand #C37

We look forward to your visit to learn about the latest developments of the MarineLINE® tank coating system, including our new competitive pricing position versus phenolic epoxy and zinc silicate coatings.

You will be able to meet and talk with representatives from Advanced Polymer Coatings at the event, held at the unique Sands Expo & Convention Centre

## Advanced Polymer Coatings



### Preventing Corrosion

News on High Performance Coatings for Industry



#### ChemLINE® TRANSPORTATION SERIES

#### Matlack Leasing Employs ChemLine® Tank Coating for OTR Tankers

Matlack Leasing LLC is one of North America's leading lessors of over-the-road cargo tank trailers, ISO tank containers, and specialized chassis. Matlack vehicles carry a wide range of liquids including harsh chemicals such as acids, corrosives, hazardous waste, petroleum products, chlorine, and others. Customers want the ultimate in protection for these tanks, to prevent unwanted corrosion, to ensure product (cargo) purity, and to extend the service life of the unit. The solution? Line these tanks with ChemLine® protective coatings, according to Mr. Chuck Verna, Matlack Leasing Director National Operations & Technical Services.



#### Why ChemLine®? It Offers the Best Solution

Matlack Leasing ([www.matlackleasing.com](http://www.matlackleasing.com)) is highly regarded in the industry for its tank trailer and tank container designs, knowledge and innovation, providing unique value to customers. They visit with manufacturers around the world to study the latest developments and then engineer these into Matlack vehicles to improve performance and to meet specific customer needs. The company's vast inventory serves tank operators, motor carriers, manufacturers, and chemical, petrochemical, agricultural, and environmental service companies.



(Left) Interior pitted tank with corrosion prior to ChemLine® application. (Right) Finished tank with ChemLine® coating.

As background, most Matlack containers are constructed of stainless steel. To carry aggressive cargoes, the company lines its tanks for added corrosion protection. Matlack has used a range of lining technologies such as rubber, fiberglass reinforced products, Kynar, Teflon, and various coatings including ChemLine® from Advanced Polymer Coatings. Each lining system presented different challenges.



### Profitable Tanker

News about Marine Cargo Tank Coatings



Issue 17

#### Palmali Shipping Turns to New APC GuardLine® Cargo Tank Coating for Innovative River/Sea Tankers



When Advanced Polymer Coatings (APC), manufacturers of the well-known MarineLine® cargo tank coating system was introducing the new GuardLine® cargo tank coating in 2014, Palmali Shipping stepped in and signed to become one of the first major users for its newbuild river/sea tankers, shown above. GuardLine® is a breakthrough 'low temperature cure' tank coating engineered for product/parcel tankers. So how is GuardLine® different than MarineLine®, the premier cargo tank coating system in the world?

- 1 GuardLine® only requires an Ambient Cure (+25°C/+77°F) after application.** This eliminates the need for a MarineLine®-type forced hot air heat cure, which **saves on installation costs**. So GuardLine® is offered at a reduced price when compared to MarineLine®.
- 2 GuardLine® has the ability to carry thousands of different cargoes with less severe service requirements,** such as CPPs, Bio-Fuels, Vegetable/Edible Oils, Wine, and DPPs. GuardLine® offers greater versatility and chemical resistance than any Phenolic Epoxy or Zinc coating on the market today, at a comparable cost to these conventional coatings.

For shipowners/operators that require the **highest level of chemical service and versatility**, the optimum decision is still clearly MarineLine® 784 with its ability to **carry the widest range** of chemical and product cargoes. MarineLine® outperforms stainless steel and all other coatings, allowing shipowners to carry aggressive cargoes immediately after leaving the shipyard without restrictions, so shipowners



# Websites

...with fresh content, keeps customers engaged.



## ECKART Effect Pigments

Welcome to *Be Brilliant*  
Where metallics & special effects  
make your brand designs...

sleek



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ECKART is the leading resource assisting print graphic designers and brand owners with great ideas matched with superb metallics and special effect products for graphic arts.



**Read**  
BE BRILLIANT  
The Free E-zine



**See**  
SHOWCASE of  
Great Design



**Study**  
RESOURCES for Designers  
& Brand Owners

Study **RESOURCES**



News



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Industry Marketing Groups



Meet Pete Brown



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## Websites

*...with fresh content, keeps customers engaged.*

### Advanced Polymer Coatings



### Hydrite Advanced Resins (HAR)



**Hydrite Advanced Resins (HAR), LLC**, is the industry's newest domestic USA provider of epoxy resins. From the new facility in Cottage Grove, Wisconsin, HAR manufactures epichlorohydrin derivatives including specialty liquid epoxy resins, with the capability of producing a broad range of mono and multifunctional glycidyl ethers. Please contact us to see how we can serve your epoxy resin and other epichlorohydrin derivative needs.

The HAR plant in Cottage Grove, Wisconsin.



**News: HAR Introduces New Epoxy Resins.** [More info](#)





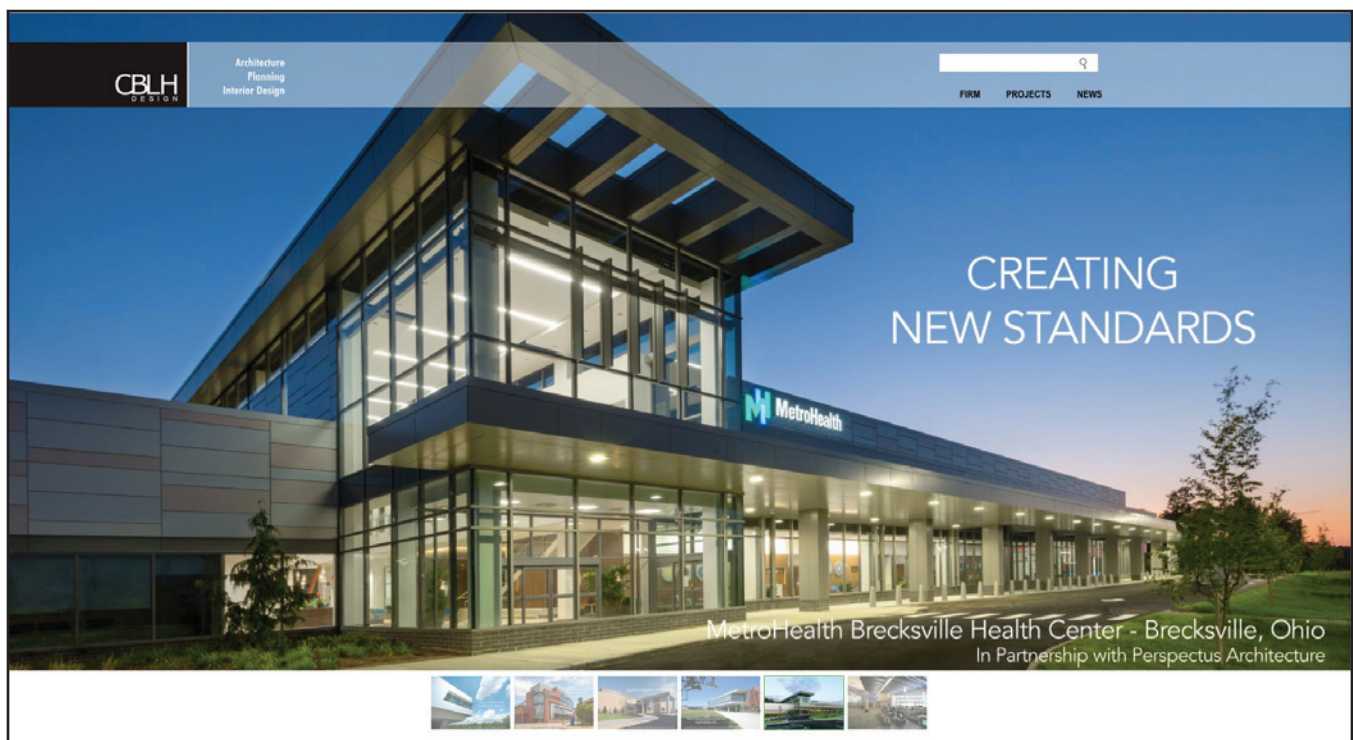
## Websites

...with fresh content, keeps customers engaged.

### Epilogos Charities



### CBLH Design





# Advertising & Literature

...with controlled content and strong design, delivers results.



## DayGlo® Color Corporation

**DAY-GLO® COLORS ARE STUNNING !**  
Specify ONLY GENUINE Day-Glo Colors



**AURORA PINK™**

Day-Glo brand colors — including vibrant AURORA PINK™ — deliver outstanding results.

Day-Glo's bright colors create remarkable appeal and provide unique benefits such as **Stopping Power, High Visibility, and Strong Product Preference.**

Specify Day-Glo and you're assured the worldwide leader in fluorescent pigments, inks, paints, dispersions and dyes, will furnish the highest level of product performance and technical support available.

Contact us to see Day-Glo's full line for your unique color requirements.

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4515 St. Clair Ave.  
Cleveland, Ohio 44103 U.S.A.

216.291.7070 Phone  
216.291.7731 Fax  
800.4.DayGlo Toll-free

Visit our Web Site  
[www.dayglo.com](http://www.dayglo.com)

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COLOR CORP.

**DAY-GLO® COLORS SOAR !**  
Specify ONLY GENUINE Day-Glo Colors



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Day-Glo brand colors — including stunning ROCKET RED™ — deliver outstanding results.

Day-Glo's bright colors create remarkable appeal and provide unique benefits such as **Stopping Power, High Visibility, and Strong Product Preference.**

Specify Day-Glo and you're assured the worldwide leader in fluorescent pigments, inks, paints, dispersions and dyes, will furnish the highest level of product performance and technical support available.

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COLOR CORP.

**DAY-GLO® COLORS EXPLODE !**  
Specify ONLY GENUINE Day-Glo Colors



**SATURN YELLOW®**

Day-Glo brand colors — including striking SATURN YELLOW® — deliver outstanding results.

Day-Glo's bright colors create remarkable appeal and provide unique benefits such as **Stopping Power, High Visibility, and Strong Product Preference.**

Specify Day-Glo and you're assured the worldwide leader in fluorescent pigments, inks, paints, dispersions and dyes, will furnish the highest level of product performance and technical support available.

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## ECKART Effect Pigments



**Brilliant Breakthroughs**  
Capture Ultra Brilliance with Waterborne Aluminum Dispersions

For years, ECKART has offered PVD aluminum pigment dispersions that produce ultra brilliant special effect finishes. Now, ECKART presents **HYDROSHINE™**, a new stabilized version for waterborne coatings. Using proprietary technologies, we passivate PVD aluminum dispersions to create waterborne formulations with a new level of brilliance and gloss. So, you can develop metallic waterborne coatings to achieve unique effects ranging from molten metal to chrome- and mirror-like decorative finishes... well beyond the range of conventional aluminum pigments.

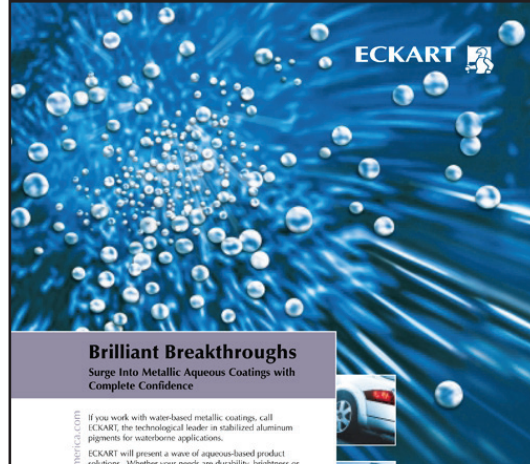
HYDROSHINE™ aluminum dispersions are free of surface lubricants and achieve a high degree of film integrity and intercoat adhesion. They offer excellent hiding power at low pigment loadings, ensuring excellent value.

The HYDROSHINE™ brand is available only from ECKART.

To capture brilliant breakthroughs for your waterborne metallic coatings, call ECKART at 877-754-0001.

**HYDROSHINE™**

In North America: ECKART AMERICA L.P. | 4101 Camp Ground Road | Louisville, Kentucky 40211 USA  
Phone: 502-775-4241 | Fax: 502-775-4249 | Toll-free: 877-754-0001 | Web: www.eckartamerica.com  
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**Brilliant Breakthroughs**  
Surge Into Metallic Aqueous Coatings with Complete Confidence

If you work with water-based metallic coatings, call ECKART, the technological leader in stabilized aluminum pigments for waterborne applications.

ECKART will present a wave of aqueous-based product solutions. Whether your needs are durability, brightness or stability in aggressive binder systems, we offer the full range from... phosphated... chromated or silica coated to polymeric-encapsulated aluminum pigment pastes, to meet every formulation need.

At ECKART's new technical and applications center in Louisville, Kentucky, our specialists develop passivated aluminum pigments for aqueous systems by using a range of stabilization technologies. Also our facility is the industry's most modern aluminum pigment and paste production operation which meets demanding ISO 9001 standards.

So when you want brilliant breakthroughs for your aqueous metallic coatings, surge ahead with ECKART at 877-754-0001.

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**Brilliant Breakthroughs**  
Expect Remarkably Brilliant Effects for Metallic Powder Coatings

ECKART steps forward as the new leader in metallic effects for powder coatings offering the complete range of aluminum and bronze pigments.

Our products include brilliant leafing aluminum pigments, durable non-leafing silica encapsulated aluminum and bronze pigments, and easy-to-disperse aluminum concentrates. With this array of solutions, you can achieve finishes ranging from a bright metallic appearance to a 'chrome-like' effect. ECKART metallics deliver the optimum in brilliance, durability, and chemical resistance.

At our new technical center in Louisville, Kentucky, industry specialists who know the powder coating process, develop application solutions and provide responsive customer support. Global supply from ECKART makes the final difference, with both domestic and international operations which meet demanding ISO 9001 standards.

To learn about our brilliant breakthroughs in metallic effects for powder coatings, call ECKART at 877-754-0001.

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**Brilliant Breakthroughs**  
Create Infinite Attractions With Pearls and Metallics for Color Cosmetics

ECKART is the new name for special effects for color cosmetics and personal care products.

With our new **VISIONAIRE™** metallic pigments, ECKART presents an exclusive color range from elegant silver to majestic gold and copper shades. These pigments are based on innovative micro-encapsulation technology, which promises unique metallic, lustre and delivers superior performance.

ECKART's newly expanded line of eye-catching **PRESTIGE™** pearlescent pigments provides a wide variety of dazzling colors, from silver white to interference golden and earth tone shades, offering an endless color play in cosmetic formulations.

Ultra-brilliant **METALURE™** aluminum dispersions offer extraordinary brilliance with a mirror-like effect, ideal for creating a polychromatic palette of metallic colors for nail enamels.

For samples of these innovative products contact PRESPER at 732-819-8089.

**VISIONAIRE™**  
METALLIC PIGMENTS FOR COSMETICS

**PRESTIGE™**  
PEARLESSENT PIGMENTS

**METALURE™**  
METALLIC DISPERSIONS FOR NAIL ENAMELS

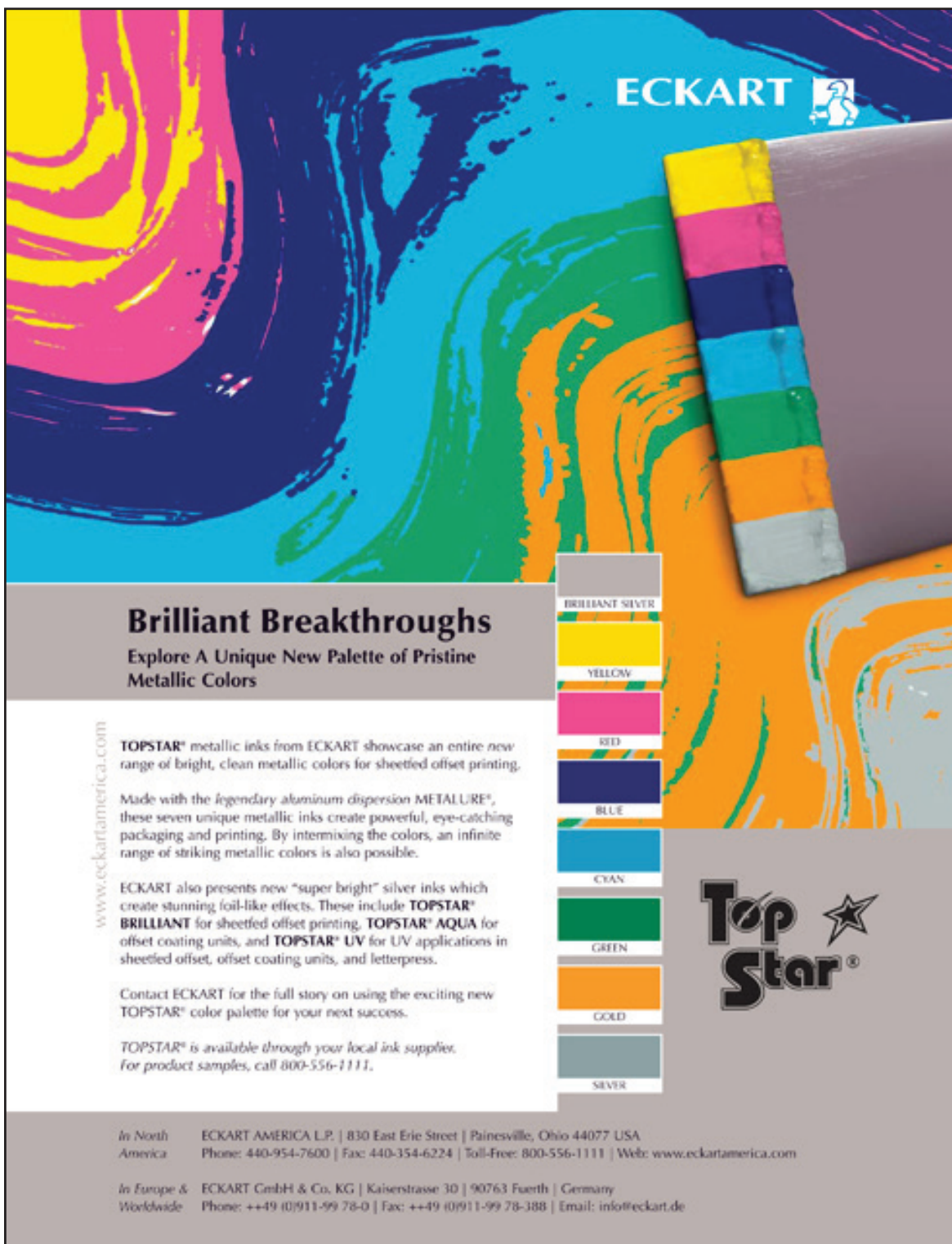
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## ECKART Effect Pigments



**ECKART** 

### Brilliant Breakthroughs

Explore A Unique New Palette of Pristine Metallic Colors

**TOPSTAR®** metallic inks from ECKART showcase an entire new range of bright, clean metallic colors for sheetfed offset printing.

Made with the legendary aluminum dispersion METALURE®, these seven unique metallic inks create powerful, eye-catching packaging and printing. By intermixing the colors, an infinite range of striking metallic colors is also possible.


ECKART also presents new "super bright" silver inks which create stunning foil-like effects. These include **TOPSTAR® BRILLIANT** for sheetfed offset printing, **TOPSTAR® AQUA** for offset coating units, and **TOPSTAR® UV** for UV applications in sheetfed offset, offset coating units, and letterpress.

Contact ECKART for the full story on using the exciting new TOPSTAR® color palette for your next success.

TOPSTAR® is available through your local ink supplier. For product samples, call 800-556-1111.

**Color Palette:**

- BRILLIANT SILVER
- YELLOW
- RED
- BLUE
- CYAN
- GREEN
- GOLD
- SILVER

**Top Star®** 

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Phone: 440-954-7600 | Fax: 440-354-6224 | Toll-Free: 800-556-1111 | Web: [www.eckartamerica.com](http://www.eckartamerica.com)

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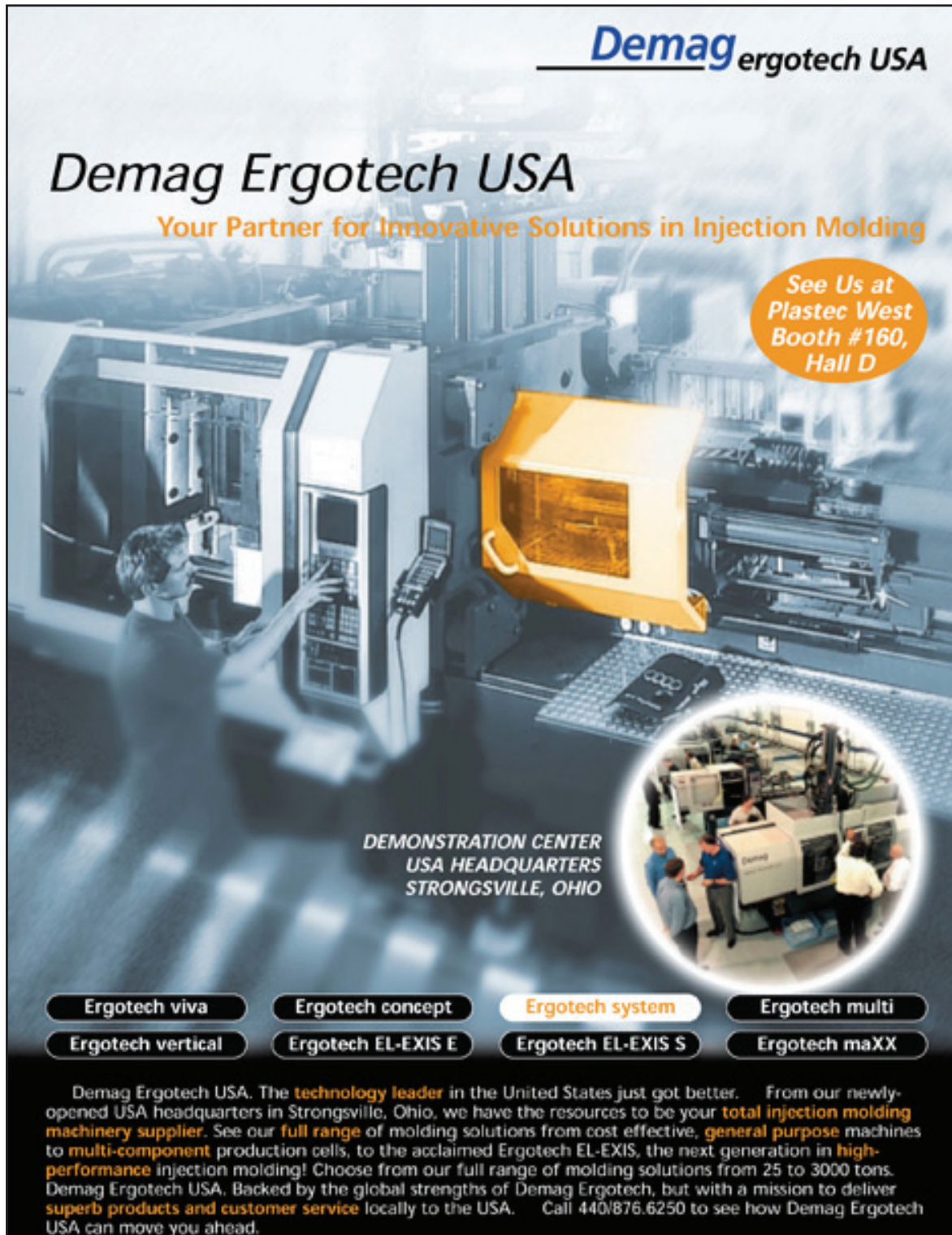


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## Advanced Polymer Coatings

**ONE IN A SERIES** on operating chemical tankers more profitably

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The Safest and Best Cargo Tank Coating Available



MarineLINE® tank coating is the undisputed high performance leader in carrying chemical cargoes, CPPs and edible oils on the high seas.

MarineLINE is more than a coating. It is an entire system of performance, driven by a polymer coating formulation that is forced hot air cured to deliver an extremely chemically resistant, hard, smooth surface capable of carrying the full range of IBC-approved cargoes.

Extensive testing vs. Stainless Steel, Epoxy and Zinc-based coatings has shown repeatedly that MarineLINE is the clear solution to answer a range of needs... ensures product purity... clean tanks easily and quickly... and carry the most versatile, aggressive range of cargoes. MarineLINE delivers on all fronts with an unparalleled track record of success.

For a higher return on your investment, choose the MarineLINE coating system!



MarineLINE® coating employs an extremely dense and highly cross linked polymer structure. Cargoes remain pure from loading until unloading and tanks are easily cleaned.

**ADVANCED POLYMER COATINGS**  
Advanced Polymer Coatings, Ltd.  
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+01 440-937-5048 Fax  
www.adp-polymer.com

**TWO IN A SERIES** on operating chemical tankers more profitably

**2 Trust MarineLINE®**  
Application & Curing Ensured by Certified Inspectors



You've made the right decision to choose MarineLINE®, the leading cargo tank coating system, capable of carrying the complete range of IBC-approved cargoes.

With proper surface preparation, application, heat curing and final inspection, your tanks will provide years of service.

We employ our own experienced team of MarineLINE inspectors, operating at shipyards throughout the world, to review, test, and approve every phase in the coating project — ensuring a thorough surface preparation, smooth and consistent applications, and controlled heat curing to complete the process.

Only after stringent and exacting final tests is the MarineLINE coating certified and warranted, ready for immediate service of your profitable



The MarineLINE® coating system is in use on hundreds of chemical vessels throughout the world, safely carrying acids, alkalis, solvents, edible oils and many other liquid cargoes.

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**THREE IN A SERIES** on operating chemical tankers more profitably

**3 Specify MarineLINE®**  
Carry the Widest Range of Chemical & CPP Cargoes



MarineLINE® has the unique ability to handle more than 5,000 chemicals. These include the full IBC range, hazardous chemicals, edible oils, fatty acids, black oil products, and biodiesel fuels.

No other coating except MarineLINE® offers this level of versatility and flexibility, rotating cargoes at ease, and as needed.

Our track record is unparalleled with success carrying:

Acrylonitrile	Toluene
Benzene	Aniline
Nitro-Benzene	Super Phosphoric Acid
Phosphoric Acid	IPA
Caustic Soda	Ethanol
MEO	n-Butanol
Ethyl Benzene	Nitro-Benzene
Epichlorohydrine	Methylene Chloride
Sulphuric Acid	EDC
Methanol	Sodium Hypochlorite
Formaldehyde	Propylene Oxide
Acetic Acid	Many Others

The key factor after service of all these chemicals? Product purity, from port to port!



**MarineLINE® PRODUCT PURITY OF 15 DIFFERENT CARGOES TESTED BEFORE AND AFTER 30 DAY IMMERSION**

Percentage

PRODUCT TESTED

Tests certified or performed by DNV, Verity Labs and other independent labs.

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**FOUR IN A SERIES** on operating chemical tankers more profitably

**4 Clean MarineLINE®**  
Quick Turnaround in Port Starts with Fast Cleaning



MarineLINE® coating squeezes more profit from chemical tankers by ensuring quick cleaning, leading to faster port turnaround and more service hours on the high seas.

Often, tank cargoes will change between voyages, so effective tank cleaning is essential. MarineLINE® coating maintains a very slick and hard surface, i.e. an Ra 0.7 rating (very smooth) vs. Ra 1.8 for Phenol Epoxy. So, the steps of tank washdown, cleaning, drying and desorption move along quickly, with superior tank cleanliness as the ultimate result.

The cross-linked polymer structure of MarineLINE® also ensures superior resistance for thousands of chemical cargoes as well as food grades and edible oils, when compared to the limited service and extended cleaning requirements for stainless steel or other coatings.

MarineLINE® is the best choice for clean, profitable tanks!



MarineLINE® tanks are easily washed and cleaned so they can be quickly reloaded for the next chemical cargo.

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Articulated Piston  
IPD Patent Pending

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### Various Client Logos



**ChemLINE<sup>®</sup>**



**Triton 3T**



**MarineLINE<sup>®</sup>**




**SUPERGOLD<sup>™</sup>**

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## Advanced Polymer Coatings





**The industry leading cargo tank coating for chemical & product tankers, with superior chemical resistance.**





**The industry leading coating for aggressive applications, providing superior chemical resistance.**



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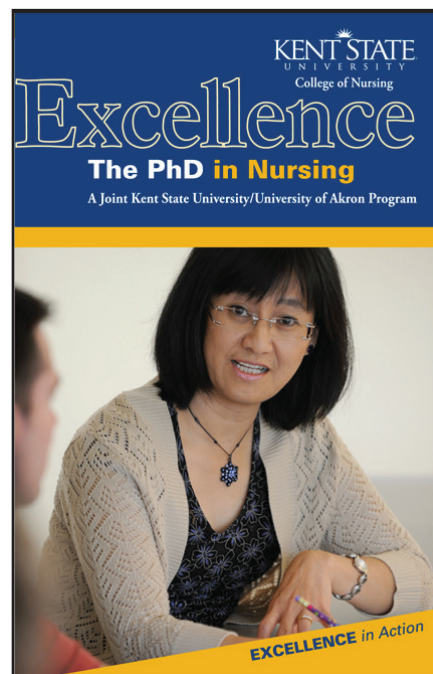
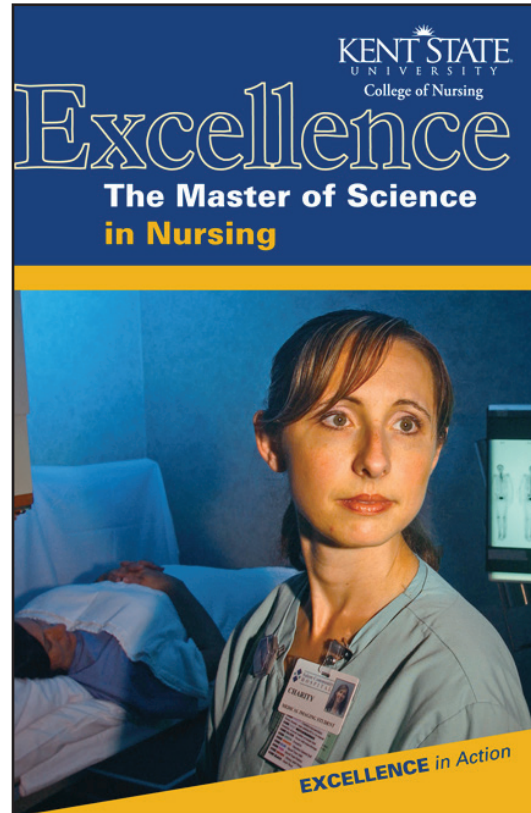
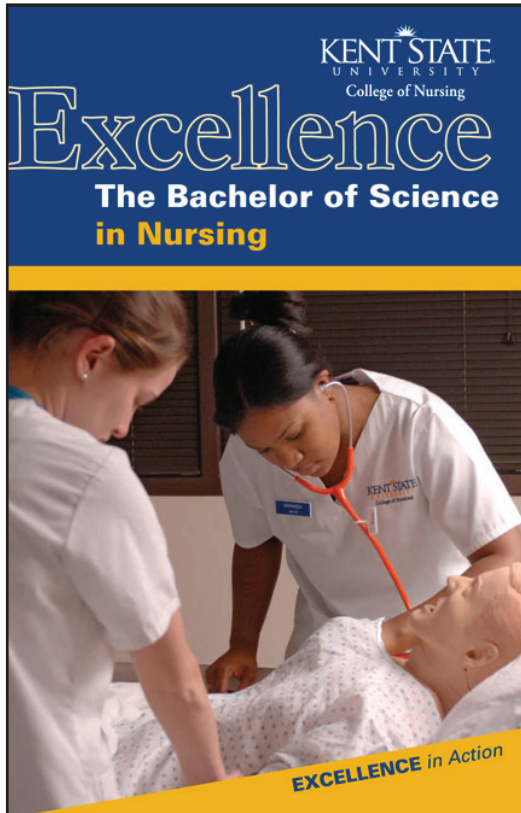


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hydraulics  
pneumatics  
process control  
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Fuel Pumps





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process control  
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### Airborne Air & Fuel Products

New and Factory Overhauled  
Turbine Pneumatic Products





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## ECKART Effect Pigments

### the ECKART effect

Please pass along to:


#### product news

##### TOPSTAR® Inks Offer New Palette of Metallic Colors

**Top Star** New TOPSTAR® inks from ECKART America provide the sheeted offset printing industry with a completely new range of metallic inks. The brilliant TOPSTAR® palette consists of seven clean, bright metallic colors - Yellow, Red, Blue, Cyan, Green, Gold and Silver. The standard inks can also be intermixed to create an infinite range of metallic colors.



The complete TOPSTAR® product line is sold by ECKART America through ink companies. For product samples and more information, contact your ECKART sales agent, or call 800-556-1111.

#### welcome

We hope you enjoy reading this first issue of THE ECKART EFFECT, a new newsletter which presents the many exciting products and services from ECKART America.

Please let us know of others who would enjoy receiving this informative newsletter and we will be pleased to add them to our mailing list.

#### IN THIS ISSUE

New TOPSTAR® Inks	New Vacuum Packaging Line Opens at ECKART
Agent Training	New Advertising Campaign
2002 Trade Events	

### the ECKART effect

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#### leadership

##### ECKART America - The First Domestic Manufacturer of Gold Bronze and Aluminum Pigments & Inks for Graphic Arts

ECKART America L.P. has made a major step forward serving the NAFTA market, by becoming the first, and only manufacturer in the U.S. to produce both gold bronze and aluminum pigments, and metallic printing inks, for the graphic arts market.

According to Bharat Adhia, ECKART America President and COO, "With ECKART's plant expansion and manufacturing additions at the Louisville, Kentucky aluminum pigment operation, and the new manufacturing and technical additions made at the Painesville, Ohio gold bronze facility, ECKART has moved to the forefront of the graphic arts industry with its U.S. production capabilities."



ECKART has been a long time domestic gold bronze manufacturer, operating from facilities in Painesville, Ohio. In 1997, the company bought Reynolds Aluminum's powder and pastes operation in Louisville, Kentucky and started on a long-term commitment to improve and upgrade plant infrastructure and product offerings. "That commitment is now paying off," says Ron Oberstar, ECKART America Director of Sales - Graphic Arts. "We're uniquely positioned as the only domestic gold bronze and aluminum pigment manufacturer. And, the ECKART group of companies worldwide have become the international leader in metallic and special effect powders, pigments, pastes, and dispersions."

Oberstar adds that the recent investments have not just added to the product range, but have also added capacity. Now, customers can now get the products they need, when they need them, and in the freshest condition. "We can offer aluminum and gold bronze pigments for solvent, water-based or UV formulations, as preferred by our customers, with the flexibility in product development for local market needs," he adds.

ECKART also has added capabilities to its in-house ink manufacturing operation in Painesville where its produces metallic inks for offset, flexo, gravure and screen printing applications for its ink company customers. This past year, ECKART installed a new vacuum packaging line which provides automated filling and vacuum packaging as part of an ongoing focus on serving the domestic NAFTA market.



ECKART America corporate headquarters in Painesville, Ohio.



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## Hempel Coatings



## Hempel Coatings

**VERSILINE™** SPECIALITY COATINGS BY HEMPEL

**CASE STUDY**  
**Oil Tank Corrosion Protection**  
Major U.S. Oil Company

**The Need**  
A major U.S. oil company contacted HEMPEL about developing a long term lining solution to corrosion that was occurring in its sour crude oil tanks. Chemicals and water in the oil were creating severe pitting and corrosion issues at the bottom of the storage tank. In addition to corrosion protection, the company wanted a coating with abrasion resistance, to combat the abrasive action of the cargo on the tank bottom.

**The Solution**  
HEMPEL recommended the Versiline TL-220 S MR Mat reinforced vinyl ester coating system for lining the tank bottom and also for the bottom 4 feet of the wall surfaces.

**HEMPEL (USA) Inc.** 600 Corroon Park N Dr, Corroon, TX 77303 USA  
Tel: +1 936 523-6000

**HEMPEL A/S** Lundtorregårdsvej 91, DK 2800 Kgs. Lyngby, DENMARK  
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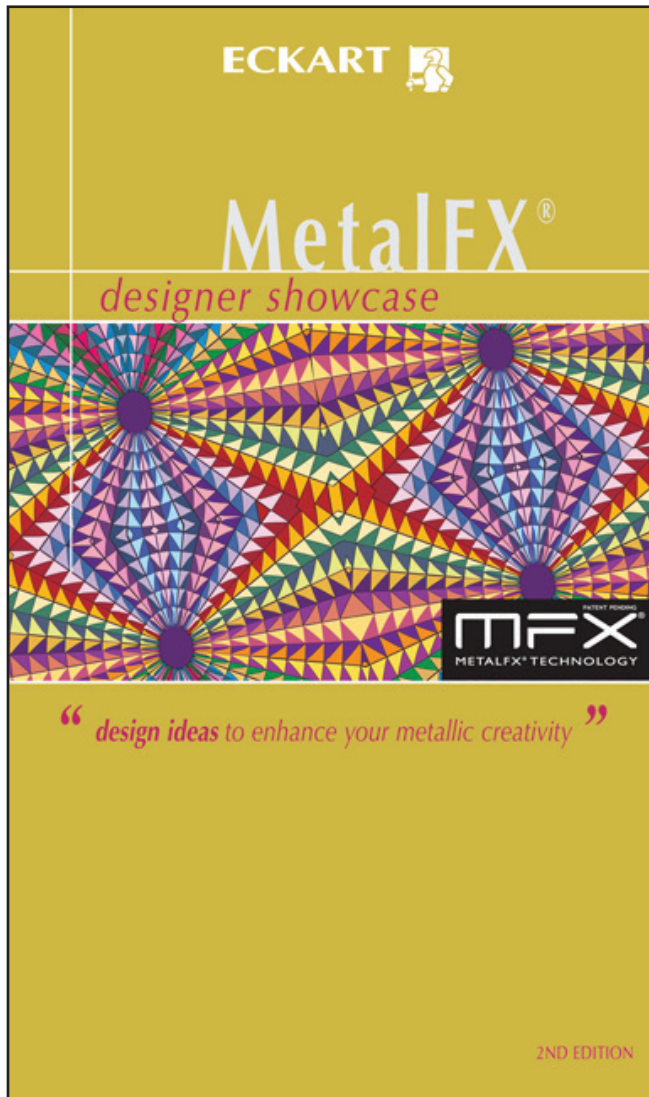
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## ECKART Effect Pigments



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## COAR Children's Orphanage

