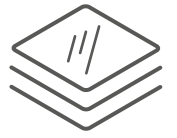


# General metal finishing



The right finish for every requirement

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General metal finishing

Product portfolio

atotech.com



# General metal finishing at a glance



Global market leader in electroplating and surface finishing technologies



A constant investment in R&D helps us and our customers to stay at the forefront of new technologies

>60%

of our R&D projects are devoted to green technologies



Automotive competence – underlined by a unique automotive industry approach



Present in more than **40** countries serving around **6,800** customers worldwide



**14** GMF TechCenters worldwide provide the best local service



Our outstanding team of highly qualified surface finishing experts is dedicated to ensuring that our customers achieve their goals



We collaborate heavily with the entire value chain to seek new paths and set benchmarks for the development of innovative processes

860

registered active patents underline our technological leadership



# Leading surface finishing solutions

We are dedicated to supplying the total package of plating chemicals, production technology and comprehensive services to the electroplating and surface finishing industries.

In our world of surface finishing, functionality and design are key. But we don't believe in making our customers choose one over the other – it is our mission to ensure that they get the best of both worlds. Our decorative and functional surface finishing solutions are the result of unceasing research and development efforts. A highly skilled team of experts, working in an inspiring professional environment, is committed to ensuring that our technologies perform to the utmost. In addition to offering high quality products, we believe that customer proximity is an essential part of creating lasting partnerships. We provide best local service in more than 40 countries worldwide and always put our customers first – wherever they may be.

## **Sustainability is at the heart of our work**

We are a dedicated partner to both our customers and society at large, offering a sustainable product portfolio that uses water, energy and raw materials efficiently. Both our portfolio of chemical solutions and our production technology prove that cost-effectiveness and technological advancement can go hand-in-hand with environmental consciousness.



## What we strive for every day



### **Best local service**

One factor that sets us apart from competitors is our global network. Sales and service in more than 40 countries enable us to provide efficient customer support worldwide. With an exceptional infrastructure, our unique TechCenter network allows us to offer an unmatched spectrum of services. This ranges from pilot production, chemical and materials science investigations, and process qualification to train customers and partners. The TechCenters also strengthen our research and development efforts, helping us develop sustainable solutions for tomorrow.



### **Automotive competence**

We have a thorough understanding of the needs and significant process know-how of the automotive industry. With an OEM team strategically located in various countries, we are only a heartbeat away from major OEMs/Tiers worldwide. This allows us to tailor products and features to their needs and demands. Our leading position as a partner of the automotive industry is reflected in our growing list of automotive development cooperations.





### **Leading technologies**

True to Atotech's long-standing history, we are determined to develop new ways to address significant challenges facing the plating industry. We collaborate heavily with the entire value chain – suppliers, customers, communities, and government bodies alike – to seek new paths and set benchmarks for the development of innovative plating processes. A constant investment in research and development helps us and our customers stay at the forefront of new technologies for the next generation and sustainable technologies.



### **Sustainable solutions**

With our commitment to sustainable solutions we are making a difference. We strongly believe in serving the world's current demand for technologies and chemicals while contributing to a more sustainable plating industry. We do so by carefully selecting and using less hazardous chemicals whenever possible. We continue to bolster our environmental platform and are well-positioned to support our customers in perfectly fulfilling environmental laws and regulations for their manufacturing processes.



# Our chemicals product portfolio

Atotech offers perfectly matched processes for each and every step of the entire spectrum of decorative and functional surface finishing applications – from pretreatment to final sealing. As a supplier we are an invaluable partner for countless industries that expect the right finish for every surface.



## Decorative coatings and plating on plastics

Processes: Pretreatment and plastics pretreatment, copper/nickel/chrome, alloys and precious metal plating

Applications: Interior and exterior vehicle decorative components (e.g. trims, grills, handles, emblems, rims), sanitary fittings, taps, faucets, fashion, jewelry, cosmetics, solar cells, consumer electronics



## Corrosion protection coatings

Processes: Electroplating: Pretreatment, zinc, zinc alloys, post-treatment (passivates, sealers)  
Zinc flake coating: Pretreatment, base coats, lubricated and non-lubricated organic/inorganic top coats

Applications: Various fasteners (e.g. screws, bolts, clamps, clips, nuts, springs), brake components, stamping parts, chassis components, tubes, construction parts



## Wear resistant coatings

Processes: Hard chrome: Hard chrome coatings, including a trivalent chromium alternative to hexavalent hard chrome plating, fume suppressants, pre- and post-treatment  
Electroless nickel: Pretreatment, electroless nickel, composite coatings, post-treatment

Applications: Piston rods (shock absorbers), hydraulic systems, piston rings, fuel delivery systems, plug connector housings, valves, heat sinks



## Paint support technology

Processes: Paint pretreatment, paint stripping, paint overspray treatment

Applications: Pretreatment for white goods/consumer appliances, aluminum wheels, automotive/motorcycle components as well as furniture, paint stripping for wiper arms, car carriers and automotive final assembly fixtures, paint overspray treatment for automotive body and bumpers



# Our production solutions

A perfect finish is based on the right plating solution. Atotech offers equipment perfectly adapted to chemistry processes from the Atotech product range – versatile combinations that ensure high productivity, optimum process performance and a consistent high quality.

Atotech creates the complete engineering package for tanks, transporters, control system, dosing periphery and supports in purchasing, manufacturing, installation, initial operation and start of production. Atotech's engineers work out concepts for refurbishment of existing lines, upgrading existing control systems and inform about specific advantages compared to existing systems. Optimum plating performance for surface finishing applications can be achieved by using Atotech's innovative plating technologies under optimized processing conditions.

Complementing our environmentally responsible chemical products, Atotech offers auxiliary and production equipment to further strengthen sustainable production aims.

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**Tricotect®** – Regeneration system for Cr(III) passivates

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**Nikotect®** – Recycling technology for nickel electrolytes

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**Satilume® LongLife** – Regeneration system for satin nickel electrolytes

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**EDEN®** – Electrolysis system for electroless nickel plating

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**HELiX®** – Recovering nickel from rinse water

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**Online analytic systems** – Automated analysis systems for optimized processes

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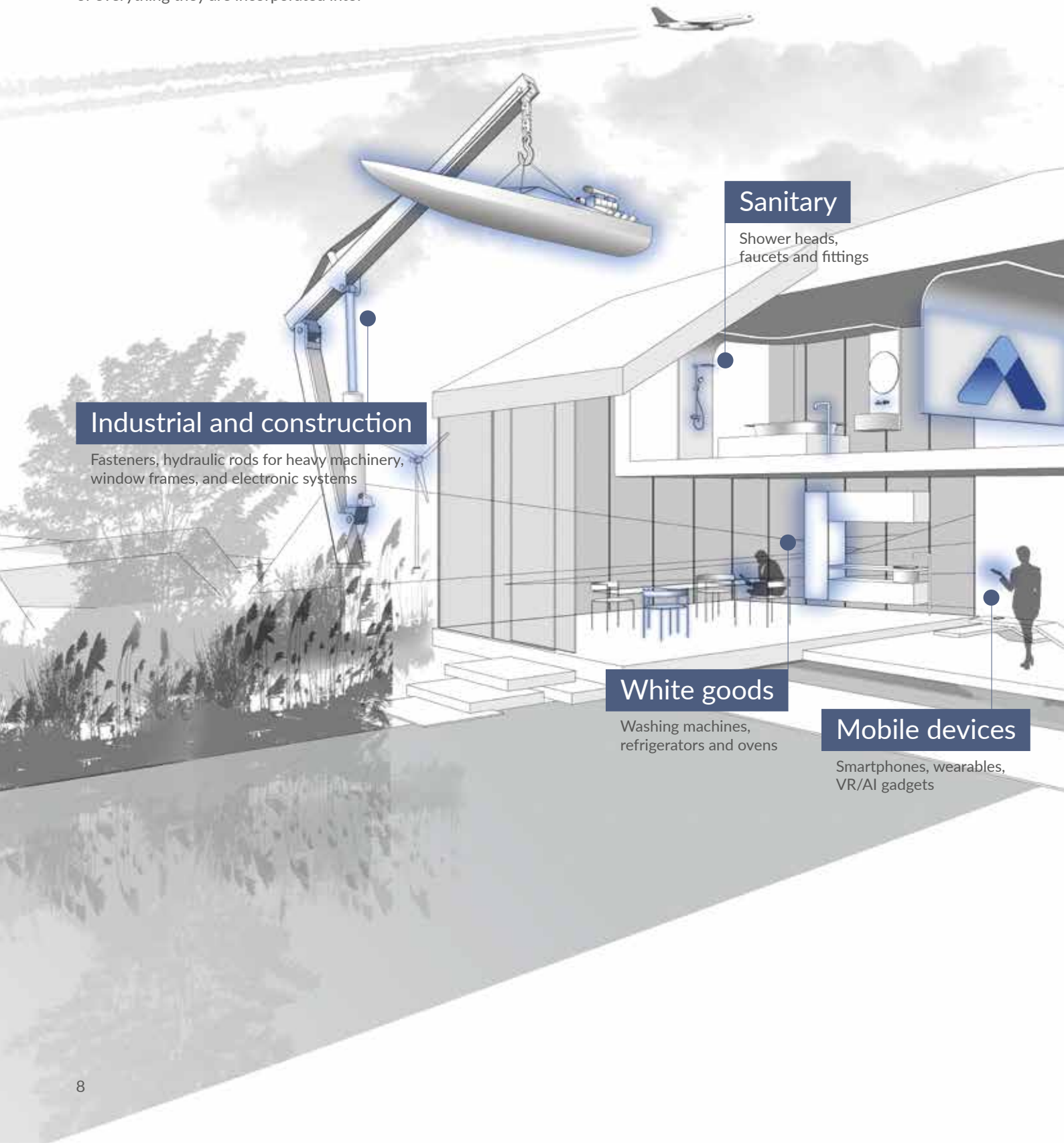
**DynaChrome®** – Advanced production system for hard chrome plating

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# We add value with innovation

Today our products can be found everywhere in daily life. Whether used within the automotive industry or in countless other applications, their quality and dependability help optimize the performance, reliability, consistency, and value of everything they are incorporated into.



## Industrial and construction

Fasteners, hydraulic rods for heavy machinery, window frames, and electronic systems

## Sanitary

Shower heads, faucets and fittings

## White goods

Washing machines, refrigerators and ovens

## Mobile devices

Smartphones, wearables, VR/AI gadgets



## Consumer electronics

TVs, smart home systems,  
audio/visual entertainment

## Furniture

Chairs, table legs,  
and lamps

## Computers

Laptops, PCs, tablets,  
displays, game consoles

## Automotive

Front grills, door handles, emblems, decorative  
trim components, brake calipers, fasteners,  
shockabsorber rods, valve systems

# Our automotive competence



## Understanding the automotive industry

We pay special attention to the needs and demands of automotive manufacturers, OEMs and their suppliers. This makes us an ideal partner for the automotive industry. Our understanding of the industry's needs – in combination with our remarkable plating and surface finishing expertise – allows us to offer tailored solutions that meet the demanding performance and design requirements of the industry.

## The industry's approved choice

Many of Atotech's processes fulfill the requirements of a substantial number of OEM specifications and are approved by numerous automotive manufacturers worldwide.



### The right solution for every requirement

For today's light and heavy vehicles, Atotech's product range offers technology that covers the entire spectrum of decorative and functional surface treatments. This includes a comprehensive palette of trendsetting design options for decorative applications, corrosion protection solutions, processes in line with the specific requirements of automotive electronics, functional surfaces for superior wear resistance and friction reduction, as well as paint pretreatment and paint support technologies for automotive applications.

# End markets and industries Atotech serves



Automotive



Sanitary



Heavy machinery



Construction



Household appliances



Energy

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Global head office



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