

Precious Plate Reflections

Continuing Precious Plate Reflections

Thank you to all our readers. The response to our previous issue was great. Congratulations to our trivia winner. We hope you continue to enjoy our newsletters and take the time to let us know what you'd like to see.

Welcoming your Feedback

Part of our goal for 2009 is to hear more from our customers. This newsletter is designed with you in mind. We welcome your feedback and requests for topics. Please feel free to e-mail your comments and suggestions to news@preciousplate.com



This Issue

- New Process Control Lab ◀
- 2009 Outlook ◀
- The Customer Service Team ◀
- Plating Around ◀

New Process Control Lab Benefits Customers

Precious Plate continues to invest in its future and that of our customers. With an investment in excess of \$150,000, we recently celebrated the opening of our new Process Control Lab and are already reaping the benefits. Our previous lab had a lot of miles on it and it was getting pretty run down. The new Process Control Lab increases our efficiency with all analytical work. Previously three or four people would start to make the lab a little crowded. With this improvement, we have almost tripled our space. Now a dozen people can be work-



ing without obstruction. This means that we can simultaneously get several processes analyzed quickly. Our operators and set-up team no longer wait for analytical work to be completed. The increased space enables us to verify all process variables quickly and get customers orders up and running faster.

As our customers become more involved, they

are not only looking at how we inspect their finished product but want to know how we inspect



and control our processes. Recognizing this we have gone the extra

mile to give them the best possible solution. With the increased space and capacity we are now setting up test programs internally which in the past, had to be sent to an outside lab. Our new lab enables us not only to get more done but get it done in less time.

Another exciting benefit of our new lab is that we now have space to do research and development; allowing us to test new process ideas with our customers. With the new available space we are also looking at doing some additional high-



tech testing such as environmental tin whisker testing.

Learn more about our capabilities by visiting our website at www.preciousplate.com or better yet, plan a visit to tour the plant!



Outlook for 2009

Despite the current economic downturn, 2008 has been an excellent year for Precious Plate.

We've welcomed several new customers and added several new plating lines to our existing floor capacity. Our cost-effective Precious Metal Spot Plating Technology is being utilized by more and more customers. We have also ventured into new markets such as alternative energy.

In an effort to promote our services, 2008 also brought us to sev-

eral industry events including SAE Congress and MetalForm, just to name a couple. We plan to do even more in 2009, be sure to come see us if you can.

We have also added several new key employees to the Precious Plate team. Scott Law as Vice President of Operations and Jeremiah Britt as our newest Customer Service Representative are two exceptional examples.

Although 2009 will be a challenging year for all businesses, we feel

confident that we have positioned ourselves with the right technology and enough market diversity to sustain our growth and success.

As always we invite you to visit the plant at any time.



Customer Service is Paramount; Get to Know the Team

One of the most important aspects of customer service is providing customers with a high level of professionalism, responsiveness, and accuracy. This is the philosophy of Precious Plate on the whole, but nowhere is it more important than in our Customer Service department.

We understand that in today's global economy, competitive pricing, service level and high quality are of great importance. If customers' expectations are not being met, they will search to find someone who can meet them. With our extensive internal technical expertise and industry knowledge we strive to make cost-savings suggestions to our customers that either they, or their customer, may have not considered. Many times these sugges-

tions help us, and our customer, to win the business. Companies today are operating extremely lean with J.I.T. (just-in-time) inventory deliveries. We have adapted internally to this type of turnaround expectation to ensure we are able to meet our customers' needs. Providing exceptional quality, competitive pricing and timely service is paramount in any business relationship and Precious Plate prides itself on being able to offer these to our customers.

Precious Plate fosters a professional, friendly and family oriented atmosphere with a staff possessing an extensive knowledge base ready to put to use. We'd like to take this opportunity to share a more personal side of the folks who represent the voice-of-the-customer on a daily basis.



Jonathan Taylor (JT)
Inside Sales Manager

JT has been with Precious Plate nearly five years. JT's background includes purchasing, application engineering, and sales. "I believe that Precious Plate is a leader in plating technology and our knowledgeable staff can craft solutions to difficult and challenging customer plating requirements," says JT about meeting the technical challenges of today's customer needs.

PLATING AROUND

See Us in Action!

We'll be adding new shows throughout the year. Check the Precious Plate website for our most current calendar of events.

Currently, we are scheduled to participate in the FABTECH International, AWS Welding Show, and METALFORM 2009 event. A Multi-functional event, merging all three entities next fall to address various aspects of many industry needs.

McCormick Place
Chicago, IL.
November 15-18 2009.

TRACKING THE PRICE OF GOLD

The price of precious metals, especially gold, is critical to Precious Plate and our customers; therefore we track the daily price of gold and other precious metals and make this information available to you on our website's home page. For your convenience, this information is updated daily.

Visit
www.preciousplate.com
for the current prices.



New Year Resolutions

Annual checklists for continuous improvement

What were my successes over the past year?

What didn't work?

What were my missed opportunities?

Did You Know

Interesting questions to work into your conversations

Q: Who was the first American to make \$100 million a year?

A: Al Capone

Q: What was the slowest trading day in New York Stock Exchange history?

A: March 31st, 1830 --only 31 shares traded for the day

Q: Who devised and used the first electric stock quotation board?

A: Sutro & Co. made it in 1929

Q: Who tried and failed to corner the silver market in the late 1970s?

A: The Hunt Brothers and their associates.

In his spare time, JT enjoys spending time with his family: Tina, his wife and their two beautiful daughters Cassandra 5, and Melaina 18 months. Daughter Cassandra started school this year "after a few days of away-from-home jitters, she now looks forward to it every day" says the proud father. He also enjoys golf, baseball, hockey and automotive restoration.

Craig Ryan – Project Manager



Recently promoted to Project Manager from Quotations Engineer, Craig still spends a significant amount of time working on customer quotes. "In an extremely competitive industry, customer service can be the deciding factor if price

and delivery are comparable. We pride ourselves on doing whatever it takes to please our customers" indicates Craig as he reflects on the challenges of his role. Craig also spearheads the annual customer satisfaction survey. "We review each response very closely to know what adjustments our customers need." Married in 2007, Craig and his wife Katrina, along with their 160 lb Saint Bernard named Hector, welcomed new daughter Isabella this last November. In addition to newfound fatherhood, you can also find Craig faithfully supporting his favorite sporting teams. Go Yankees, Sabres, and Bills!

Jeremiah Britt – Customer Service Specialist

As the newest member of the team Jeremiah appreciates the opportunities and challenges Precious Plate offers. With prior experience in both inside and outside sales, Jeremiah says "Customer Service is the lifeline depart-

ment between a company and their customers. It is vital to approach that relationship with flexibility and teamwork. Working together enables us to meet that need." Jeremiah spends most of his Sundays teaching a class of young people at his Church,



where his father is the pastor. His mom, a now retired teacher and an older sister, also a teacher, are enjoying his sister's two young children. An additional sister works with special needs children, and a third sister works as a nurse at Roswell Cancer Institute. Jeremiah enjoys watching the Pittsburgh Steelers and Pirates. You can also find him spending time playing hockey and football along with weight lifting and golf.

We hope you have enjoyed getting to know our motley crew. "We work in a relaxed fun atmosphere. I'm sure you can imagine a department of three guys can get brutal



sometimes, but we try and make the best of every day and every challenge," adds Craig.

Trivia

Win a \$50 Gift Certificate!

All respondents who correctly answer the trivia question will be entered into a drawing for a \$50 gift certificate. Good anywhere! The answer can be found on the Precious Plate website. Good Luck!

Q: Who is the Technical Director at Precious Plate?

E-mail your answer to news@preciousplate.com by Jan 30!



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