

Precious Plate Reflections

Introducing Precious Plate Reflections

Welcome to the inaugural issue of Precious Plate Reflections: the Newsletter. Earlier this year we launched a new website at www.preciousplate.com. We hope you have had a chance to visit and learn more about the capabilities Precious Plate has to offer. Now we welcome you to our latest communication effort and hope you find the information both interesting and useful.

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



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Growing to Meet the Demand

Continuous improvement has been an essential part of Precious Plate's corporate philosophy, and our ownership is committed to keeping it that way. Throughout our 35 year history we have continuously invested in our commitment to quality and growth. We have completed many improvement projects. In recent years, we added an additional 22,750 square feet of space, bringing our total facility



to a whopping 90,000 square feet! This effort was vital to increase our production capacity allowing us to add more plating lines. We currently have four high-speed plating lines in our new area bringing us to a total of 21 strands throughout the entire facility. As the company continues to grow, we plan on adding more plating lines to increase our efficiency and competitiveness. Maintaining our commitment, shortly after our expansion, we celebrated the completion of

fully functioning new quality lab, at more than double our former area. The expanded space



has helped us be more efficient with workstations and segregated workspaces. We also adopted new equipment, including two Seiko XRF units, a motorized Toolmaker's microscope and a new cross-section microscope. These instruments are easier to use, more stable, and have more features that allow us to get data into our network to review and analyze quickly. All of which helps us bring improved quality to our customers.

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





PLATING AROUND

See Us in Action!

On October 30, 2008, Dave Miller, Vice-President of Sales and Marketing, will be presenting to the New York/New Jersey District of the Precision Metalforming Association.

Dave will present:

- Electroplating basics
- Why spot plate?
- Metals commonly spot plated
- Stamped products commonly spot plated
- Why spot plate tin and tin/lead
- Tooling requirements
- Problems with spot plating
- Cost Savings

Other Places You Can Find Us

Solar Power Conference and Expo - San Diego, CA
Booth #2143 with Precision Process
October 13-16, 2008

SAE Convergence - Detroit, MI
Booth #1227
October 20-22, 2008

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.



Get to know William "Bill" Cox III, Quality Director



William J. "Bill" Cox

How long have you been with Precious Plate? 24 years! I started in May 1984 as a Quality Lab Technician. Over my tenure here, I've held many positions, from the Quality Lab, Plating Engineering, and ultimately Quality Engineering and Management. *What do you like best about working here?* I like the evolving challenges our business

brings. Integrating new technologies into the systems we have and insuring we have what we need to remain world class. *What are some of the challenges you face in Quality?* Many parts we plate continue to get smaller and more complex. Standards and customer requirements are getting stricter every year, we continually challenge our team to meet or exceed our customer's expectations. Our competitive advantage is using new technologies and innovative ideas to do just that. *Tell us a little about your family.* I've been married 18 years to Sharon, whom many of our customers know due to her 20 years with Precious Plate before an accidental fall took her out of the workforce. She is doing well and her spirits are always up. We have six chil-

dren altogether and added our seventh grandchild this past February. Time flies! Three daughters are married and my oldest son attends Grace Baptist College in Gaylord, MI. He is studying to be a Pastoral Missionary. *What are some of your favorite hobbies outside of Precious Plate?* You mean there's life outside of work?! Truthfully, I enjoy golfing, gardening, and landscaping. I am your typical handyman; jack of all trades, master of none. We own a 100 year old Victorian home with a wrap around porch which is never finished. I am active in our local Baptist church, and surprisingly am the song leader. We're small so the pickin's are slim, as you can imagine if you've ever heard me sing!

Trivia

Win a \$25 Gift Certificate!

All respondents who correctly answer the trivia question will be entered into a drawing for a \$25 gift certificate. Good anywhere! The answer to the question can be found on the Precious Plate website. Good Luck!

Q: What year did Precious Plate go into business?

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



Precious Plate, Inc.
2124 Liberty Drive
Niagara Falls, NY 14304
Toll Free (800) 684.4774
Fax (716) 283.9185
Sales@preciousplate.com
www.preciousplate.com

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