

THE SURFACE TECHNOLOGY INITIATIVE

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Advancing a Sustainable Future

How Surface Finishing Technology is Vital to Manufacturing and You

Have you turned on your lights lately, used the Internet or your portable phone, commuted to work or visited your doctor? You may not realize it, but you've relied on surface finishing. Millions of products we use every day are "finished" with some form of coatings technology, through processes and chemistries that are often not well-understood and appreciated for their vital role in manufacturing.

Surface technology adds value to products by making them last longer, look better or perform in ways that would otherwise be impossible. In this way, we contribute to the nation's productivity, improve our quality of life and enhance our safety and security. Industries that use a range of surface finishing technologies include: electronics, automotive, aerospace and defense, energy, medical, agriculture, construction, tools and dies, shipbuilding, steel, plumbing and household appliances.

A product or component is "finished" by applying one or more layers of metal, paint or plastic. Engineering a surface in this way can reduce wear, enhance corrosion resistance, control friction, impart new physical properties or dimensions, alter the appearance of a product or extend a product's useful life.

To spotlight our impact on millions of products and households, the NASF has expanded its "Surface Technology Initiative" in 2012. Our campaign promotes the industry's contribution to society and our commitment to advance a sustainable future, both economically and environmentally, for surface finishing in North America.

Coming Soon: Updates on our "Bright Design Challenge" with the College of Creative Studies (Detroit) and the Art Center College of Design (Pasadena). [See more at www.nasf.org](http://www.nasf.org).



About NASF

The mission of the National Association for Surface Finishing (NASF) is to promote and advance a sustainable future for the North American surface coatings industry.

We represent the business, technical, and educational interests of the industry and play a leading advocacy role in the surface technology community worldwide. Our education arm, the AESF Foundation, delivers world-class training programs that reflect innovation in the field.

The North American finishing industry has resized in response to the global economic downturn. There are now less than 3,000 independent “job shop” and “captive” finishing operations in the U.S. with estimated employment of 100,000 nationwide. Over 80 percent of U.S. job-shops employ fewer than 75 people, while nearly 40 percent employ fewer than 20 people.

Many “captive” finishing operations, whose processes are typically part of a larger global company, now operate in locations outside the United States. The Department of Defense also maintains significant surface technology capabilities for maintenance and repair within the defense depot system. The North American surface finishing supplier industry – which provides chemicals, metals, equipment, research and advanced technical services to the finishing community – includes very small firms to Fortune 500 companies with a regional and global presence.

Selected NASF Legislative Priorities for 2012

Our message to Congress is simple. Help manufacturing do what it does best – invest, innovate, create jobs and produce wealth for the nation. To achieve this, it is essential to create opportunities based on:

Jobs and Growth:

As job creators in our communities, we urge Congress to enact policies to incentivize and revitalize a viable manufacturing base, including a robust U.S. automotive and aerospace sector.

U.S. Competitiveness:

We urge Congress to address America’s competitiveness challenge, starting with assessing existing barriers and emerging threats to U.S. competitiveness, and developing a better policy framework to improve U.S. economic security for the future.

Metals and Risk Policy:

We support efforts in Congress and the Administration to review the ever-expanding regulatory burdens on manufacturers. We support science-based decision making in EPA’s pending IRIS risk assessments for nickel and chromium compounds.

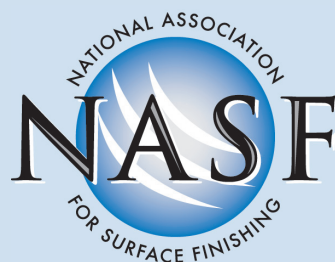
Manageable Health Care Costs:

We support changes in our health care system that make insurance affordable, as many manufacturers, particularly small and mid-size firms, can no longer support health coverage for employees the way

they once did. We call on Congress to provide tax and regulatory certainty and clarify how the health care law will be implemented after the Supreme Court’s decision.

Fixing EPA’s Bad Precedent:

The industry has reduced chromium emissions by nearly 99.9 percent since 1995, yet EPA recently proposed even tighter air standards using air data from hundreds of plants that don’t exist. We ask that Congress urge the agency to base its pending rule on actual data and sound analysis.



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