Thintri Inc. announces the release of Chrome Plating Alternatives, a new study on alternatives to traditional chrome plating and their markets. This comprehensive examination of the subject discusses the various technologies, the industries in which they will—and won’t—be used, and forecasts to 2011.

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- Effects of pollution control laws
- The industry today
- Drawbacks in hard chrome
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- Industrial
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**Chrome Plating Alternatives**
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**Thintri Inc.**

Thintri Inc. provides business and market intelligence for a wide range of technologies through custom consulting, technology assessments, and published market studies.

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- Electronics
- Photonics
- Telecommunications
- Materials engineering

**North America Contact:**
J. Scott Moore, Ph.D., President
Thintri, Inc., 25-107 Barker St.
Mount Kisco, NY 10549
Phone: 914/242-4615
Fax: 914/666-4114
E-mail: smoore@thintri.com

**European Contact:**
Peter Chandler, Ph.D.
CA Technology Ltd, School Road,
West Wellow, Hampshire, SO51 6AR,
UK, Phone: +44 1794 323126
Fax: +44 1794 323744
E-mail: peterchandler@btinternet.com
www.surfaceweb.com
Background on Chrome Plating Alternatives

Used in a wide range of industries—aerospace, heavy equipment, automotive, papermaking, and others—chrome plating has become increasingly difficult in recent years. Regulations designed to protect against the safety and environmental hazards of hexavalent chrome have increased the cost of chrome plating and burdened facilities performing plating services.

Several alternatives to chrome plating are available. High-velocity oxy-fuel (HVOF) is often favored due to its high performance, relatively low cost, and fast turnaround time. In fact, HVOF will dominate most chrome substitutions. However, several interesting new technologies may establish their own markets within a few years. These include electroless nickel composite plating, which can deposit diamond composite coatings and is not restricted to line-of-sight geometries. Other emerging techniques include explosive bonding, which allows stainless-steel coatings, and electrodeposited nanocrystalline cobalt-phosphorus alloys specifically targeted at inner diameters.

Although many predicted that industry would make a sudden changeover from chrome plating to one of these new technologies, that has failed to happen. Yet some market sectors have made—or are beginning to make—the switch.

And while industry downsizing and consolidation has led to the closure or offshore relocation of as many as half of the chrome plating shops in North America, the chrome plating market today is fairly stable:

- Many chrome plating shops are now thriving
- Many customers have little or no interest in giving up on chrome
- Pending legislative initiatives in North America (such as OSHA’s new PELs) are unlikely to dissuade most hard chrome users
- Legislative initiatives have stabilized in Europe
- Asia is largely unconcerned with regulating chrome plating

Suppliers of alternative coating/plating technologies are facing large but highly segmented markets where chrome plating users are resistant to making large capital investments.

Understand the Markets

Success for chrome plating alternatives will depend almost completely on economic competitiveness. At a time of tremendous flux and instability—within the supplier and user communities and the economy at large—the course of chrome alternatives in this decade is by no means clear. The success of chrome alternatives will depend on many factors and ultimately will come down to individual decisions based on economics. Thintri’s market study *Chrome Plating Alternatives* examines each alternative technology in detail: its capabilities, its limitations, and its applications. It also explores the potential in each industry and forecasts market growth to 2011.

*Order your copy today*

**Chrome Plating Alternatives**

**North America Contact:**
J. Scott Moore, Ph.D., President
Thintri, Inc., 25-107 Barker St.
Mount Kisco, NY 10549
Phone: 914/242-4615
Fax: 914/666-4114
E-mail: smoore@thintri.com
www.thintri.com

**Europe Contact:**
Peter Chandler, Ph.D.
CA Technology Ltd, School Road
West Wellow, Hampshire, S051 6AR, UK
Phone: +44 1794 323126
Fax: +44 1794 323744
E-mail: peterchandler@btinternet.com
www.surfaceweb.com

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