



SURFACEMATTERS

YOUR INFORMATION SOURCE FOR THE SURFACE ENGINEERING INDUSTRY

AUTUMN 2022



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aspects of the surface
engineering industry.

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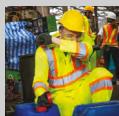
SAFE

be responsible

ADAPTING TO CLIMATE
CHANGE

SEA LETTER TO THE
CHANCELLOR OF THE
EXCHEQUER

EXHIBIT AT ADVANCED
ENGINEERING 2022



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The details contained within this newsletter were accurate at time of going to press. The Surface Engineering Association cannot be held responsible for any errors or omissions.

CONTENTS

- 03. CHAIRMAN'S COLUMN
- 04. ADAPTING TO CLIMATE CHANGE OUR REVISED APPROACH WITHIN EPR PERMITTING
- 06. SEA LETTER TO THE CHANCELLOR OF THE EXCHEQUER
- 07. NEW MEMBER - CONTROL ENERGY COSTS
- 08. EXHIBIT AT ADVANCED ENGINEERING 2022
- 10. SPONSORSHIP PACKAGES AT THE AWARDS
- 11. HOW YOU SHOULD CHOOSE THE RIGHT CLEANING MEDIUM - SAFECEM
- 13. UK REACH
- 14. CITATION - YOUR HR ADVICE LINE
- 15. CITATION - YOUR HEALTH & SAFETY CONSIDERATIONS
- 16. CHANGES TO THE TRANSPORT OF DANGEROUS GOODS REGULATIONS
- 17. WORKPLACE FATALITY
- 18. DATES FOR YOUR DIARY
- 19. SURFACE TECHNOLOGY INNOVATIONS FOR NET ZERO BY 2050
- 20. NEW MEMBER - LIGHT COATINGS LTD
- 21. THE BENEVOLENT SOCIETY
- 22. ADVERTISE WITH THE SEA

You will now find the Business Trends / Pricewatch survey results and the British Standards updates in the Members' area of the SEA website:

www.sea.org.uk



CHAIRMAN'S COLUMN

Energy, a word on everyone's lips and a topic occupying a lot of our thoughts and time. As an industry we use copious amounts of power and so the recent increases in power prices continue to greatly impact our day-to-day operations and the viability of the sector as a whole.

Whilst I cannot offer an easy solution, I would recommend that you all contact your local MP to highlight what these increases mean to you and your employees and demand that they offer you help, and if you need advice on what to say please contact our team and we can help you draft a letter.

We can offer the help of the SEA and our partners in addressing costs. In the last SEA newsletter, we highlighted our member 'Control Energy Costs' and their approach to flexible purchasing power which has been of great interest, whilst other members of the BSTSA (British Surface Treatment Suppliers Association) who supply equipment are able to help you with technologies that will reduce your energy consumption.

It is not all bad news for the Surface Engineering sector with many companies that I speak to reporting high activity levels and new contracts being awarded, with companies looking forward to increased order levels through to the end of the year.

Elsewhere the SEA has received positive initial feed on our Chrome consortium authorisation submittals, with a great deal of work now going into the next stages for Hard Chrome, Chrome passivation and other uses and will keep you all updated on any legislative issues that we are working on.

Rob Sawyer

SEA Chairman



ADAPTING TO CLIMATE CHANGE OUR REVISED APPROACH WITHIN EPR PERMITTING

Adapting to climate change is a priority and we want to support regulated businesses to maintain compliance, and so that they can cope with:

- an increased frequency and severity of extreme weather events as well as gradual changes to weather patterns causing unforeseen challenges
- disruption and failure of supply chains locally and globally because of climate change
- increased risks from mean global temperature rises of 2°C by 2050 and 4°C by 2100

Background

In 2019 we introduced a screening process for new bespoke waste and installations permit applications. Applicants whose activities exceed the screening criteria were required to complete a risk assessment, and a specific condition to review the risk assessment every four years may be added to their permit. This has been well received but to date impacts only a small proportion of our permitted sites. Within our third adaptation report: - Living better with a changing climate (publishing.service.gov.uk), we committed to “all regulatory permissions and activities [within RI] to support & deliver embedding of climate change adaptation based on a mean global temperature rise of +4°C by 2100 including a corresponding rise by 2050”. This means we need to move away from the current permitting approach and move to a much broader approach. We are doing this by refocussing on an existing requirement to consider climate change adaptation within sites management systems. Whilst we will stop the current approach on the 31st August 2022, we will support business to update their management systems over time, prioritising highest hazard activities first. By 2026 we will expect all permitted activities to have robust

climate change adaptation planning embedded into their management systems. When we assess management systems (through routine compliance activity), we will offer advice and guidance initially but by applying increasing scrutiny of management systems over time, we will expect to see all sites fully incorporating climate change adaptation planning by 2026. We are working with sector leads to determine the best way and timescale for this.

Applications for new bespoke permits

New applications as well as all existing permit holders will need to include an assessment of risks and proposed mitigations resulting from climate change to and from their businesses via their management systems. The overarching MS guidance explains the need to consider extreme weather events in contingency plans and in accident prevention management plans. There is also an existing section ‘a changing climate’ which says ‘It is important you consider whether your operations could be affected by a changing climate and that you plan for this’. This has been the case since 2019. To support operators we have clarified how to comply with the existing requirement within our overarching MS system guidance: [Develop a management system: environmental permits - GOV.UK \(www.gov.uk\)](https://www.gov.uk)



Sector specific risk assessment examples on Gov.uk will remain

There are also sector specific examples of climate related risks to regulated activities and possible mitigations to support the existing requirement which provide a helpful steer on some of the commonly encountered issues. These are published here: Adapting to climate change: industry sector examples for your risk assessment - GOV.UK (www.gov.uk) and will remain to help support businesses undertake their own climate change risk assessments. We will look to revise these risk assessments

with input from sectors over time. Applications already submitted Applications currently in the permitting queue and those in determination will, from the 31st of August not be scrutinised for their specific climate change risk assessment, whether submitted with the application or subsequently. What next? We need to act faster than the climate is changing. We need to move at pace. We need to embed climate adaptation into all that we do to ensure and maintain resilience. If you can offer help or would like to discuss any of the above with us, then please get in touch via your usual contacts or sector leads



THE SEA PROVIDES THE 'FOCUS' FOR ALL ASPECTS OF THE SURFACE ENGINEERING INDUSTRY.



The Chancellor of the Exchequer
11 Downing Street
London
SW1A 2AB

4th August 2022

Dear Chancellor,

The surface engineering sector plays a vital role in the UK Manufacturing Sector with virtually every manufactured product requiring some form of surface engineering to allow it to function and perform as intended. Also, achieving net-zero will be impossible without the use of surface engineering. Unfortunately, the sector is very energy intensive and the astronomical energy prices we are currently seeing is threatening the survival of many companies. A recent survey of our members showed that almost 75% reported that they would no longer be financially viable if they had to pay the restrictive prices at present.

To give you an example, one of our members is currently paying around £250,000 per annum for energy and this will rise to anywhere between £550,000 to £650,000 and this with a turnover of just over £3 million. Overnight, they will go from being profitable to loss making unless they take drastic action, such as passing on the costs which will make UK manufacturing even less competitive in the global market.

The sector needs immediate Government support to avoid factory closures and significant job losses and there are a number of ways that the Government can help:

- 1 - funding should be made available, via our Trade Association, to assist these companies in the immediate future and help towards the transition to net zero.
- 2 - a temporary suspension of the collection of the non-commodity policy costs on energy bills, particularly electricity.
- 3 - the inclusion of our sector's SIC Code 25610 - surface coating / treatment in the Energy Intensive Industries compensation scheme.

We are more than happy to meet with you to discuss this matter further and any assistance you can give in this matter would be greatly appreciated.

With very best regards

A handwritten signature in black ink, appearing to read 'Dave Elliott', with a horizontal line underneath.

Dave Elliott
Chief Executive

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Finding the right business energy contract, at the right price, can be a minefield.

As energy and water consultants, Control Energy Costs provides tailor made utility management and support services.

We help you compare the different options, so you can choose the best fit for your business. Transparency is a fundamental part of the way we work - we are open about every aspect of what we do for you, including what and how we are paid. Our focus is on building long-term relationships founded on trust and mutual confidence, keeping promises, taking ownership of problems and giving good advice and long-term energy cost management solutions.

With an eye always on the future, we are progressive in developing new services and helping your business prepare for changes to technology and legislation, especially during uncertainty.



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EXHIBIT IN THE SEA PAVILION AT ADVANCED ENGINEERING 2022

Advanced Engineering 2022 will take place on Wednesday 2nd and Thursday 3rd November, at NEC, Birmingham.

The SEA pavilion will be located at **Stand L120** in the **advanced metals engineering section**, between aero and automotive.

SEA have agreed to subsidise some of the cost, and as a result we are offering:

Members pods at a cost of £1500 excl Vat

Corner pods priced at £2000 excl Vat

All companies within the pavilion will **receive the GOPLUS package worth £1,250 at no extra cost** (access to full marketing campaign and onsite lead capturing devices), which includes:

- Get access to My Easyfairs
- Display your company profile online
- Display your products/services online
- Distribute digitally your literature at the event*
- Invite your customers and prospects
- Get contacted by visitors
- Display your logo online on the exhibitor list
- Highlight a product online
- Get visibility in Easyfairs emails
- Increase your press and community visibility
- Post jobs
- Get a list of visitors who asked for your literature*
- Capture visitor contact details onsite
- Get real-time alerts when your visitors arrive
- Participate in the "Ask the Expert" online forum
- Display your company logo onsite



* Visitors can collect information by simply touching the reader(s) placed on your stand with their smart badge. They will receive all the company and product information that you uploaded to My Easyfairs via email at the end of the day.

Last
few pods
remaining



Click the link to view video testimonial from members who exhibited with us at the last event **Advanced Engineering 2021 videos**.

If you wish to join us and exhibit in the SEA pavilion at Advanced Engineering 2022, contact us at info@sea.org.uk or on 0121 237 1123.

Take full advantage of the pre-show marketing which will include a dedicated email sent from the event organisers to selected pre-registrants highlighting the SEA Pavilion and members exhibiting at the show. The SEA pavilion will also be prominently displayed on the show floor plans.

If you are not a member and would like access this webinar and other exclusive benefits, please visit <https://www.sea.org.uk/membership/10-good-reasons-to-join/>



SPONSORSHIP PACKAGES



Friday 20th October 2023

The Grand Hotel Birmingham

This biennial event is the premier social function in the surface engineering calendar and recognises the fantastic achievements made by the surface engineering and heat treatment sectors.

The Surface Engineering Awards is a high profile flagship event, not only for the industry itself, but also for its customers and suppliers. It is a showcase event which is an opportunity for all those connected with the industry to inform the world about the vital role surface engineering plays in UK manufacturing.

This year we will also be celebrating the Contract Heat Treatment Association's 50th anniversary to mark the positive contribution and outstanding levels of service that the CHTA has provided to its members and the sector as a whole.

HEADLINE SPONSOR



AWARD SPONSOR

There are 8 award categories:

Marketing
Quality
Environmental
Process innovation
Outstanding Company Achievement
Ray Alford Individual Achievement
Outstanding International Contribution
Meritorious Service to the Heat Treatment Industry

(First come first serve basis)

Investment: £4,000

- Corporate branding and web link carried on <https://www.sea.org.uk/2023-awards>
- Senior representative of your organisation to present your award category to the recipient
- 50-word profile carried on the event web page
- Corporate branding carried on all pre-event promotional material
- Company name and branding to appear on the award materials including trophies and certificates
- On-site visibility of your corporate branding
- Post-event branding in all communications relating to your category
- Free rolling banner on SEA website for 3 months
- Premium table for 10 at the Surface Engineering Gala Dinner & Awards ceremony

OFFICIAL TICKET SPONSOR

Investment: £3150

- Corporate branding carried on all pre-event promotional material
- Corporate branding and web link carried on <https://www.sea.org.uk/2023-awards>
- 50-word profile carried on the event web page
- Corporate branding carried on personalised tickets which will be sent out to all pre-registered delegates to the event
- Corporate branding on the official ticket
- On-site visibility of your corporate branding
- 4 complimentary tickets

PRE-DINNER DRINKS RECEPTION SPONSOR

Investment: £2,500

- Corporate branding displayed predominantly in the official Pre-Dinner Reception area
- Opportunity to display promotional literature and corporate branding in the official Pre-Dinner Reception area
- Corporate branding and web link carried on <https://www.sea.org.uk/2023-awards>
- Corporate branding carried on personalised tickets, which will be sent out to all pre-registered delegates to the event
- On-site visibility of your corporate branding
- 2 complimentary tickets

POST EVENT BROCHURE SPONSOR

Investment: £2,000

- Corporate branding carried on post event brochure announcing your organisation as the publication sponsor
- Corporate branding and web link carried on <https://www.sea.org.uk/2023-awards>
- Corporate branding carried on personalised tickets, which will be sent out to all pre-registered delegates to the event
- On-site visibility of your corporate branding
- 2 complimentary tickets

OFFICIAL INVITATION SPONSOR

Investment: £1,150

- Corporate branding carried on all pre-event promotional material
- Corporate branding and web link carried on <https://www.sea.org.uk/2023-awards>
- Corporate branding carried on official invitations which will be sent out to approx. 2000 companies promoting the event
- On-site visibility of your corporate branding
- 2 complimentary tickets

MENU SPONSOR

Investment: £950

- Prominent promotion as a sponsor on the front cover of the prestigious Awards Dinner Menu, a copy of which is on every table place setting.
- 50 word description of the Sponsor's organisation within the menu itself.
- Sponsor's logo will be promoted on the Awards section on the SEA's website
- 2 complimentary tickets



How should you choose the right cleaning medium?

In the June issue of Surface Matters, we highlighted two important questions you should ask when choosing the right cleaning agent for your metal cleaning process:

KEY QUESTION NUMBER 1:

What are your cleaning quality requirements?

KEY QUESTION NUMBER 2:

What is the affinity of the cleaning agent to the soils?

This time, we will examine another important question:

KEY QUESTION NUMBER 3:

WHAT METAL TYPES ARE YOU CLEANING AND HOW ARE THEY CONFIGURED?

Are you cleaning just one metal type or different kinds (e.g. iron, brass, copper, aluminium etc)? Are your parts bulky with simple geometry or are they tiny with complex shapes, threaded/blind holes or undercuts?

In water-based cleaning, cleaning agents which can be acidic, neutral or alkaline, is usually matched to specific metal types. Simultaneous cleaning of different metals can therefore be problematic and this can result in compatibility issues and in worst case: corrosion.

Solvents generally have broad material compatibility, which means they are

compatible with all kinds of metal, when used properly, making it a suitable option for universal cleaning.

If the component parts are tiny or have complex geometry or small crevices, solvent is often recommended due to its lower surface tension and viscosity which makes it easy to wet into and evaporate out of tight spaces.

With water-based cleaning, even tiny traces of residue moisture could give rise to issues such as challenges in subsequent production processes, corrosion, or growth of bacteria and related bioburden issues.



An informed parts cleaning decision should balance the technical, economic and environmental requirements.

Download our free guide paper to find out the 10 questions you should ask to ensure parts cleaning success.



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www.safechem.com

UK REACH

DEFRA consults on extending submission deadline for transitional registrations. UK REACH will require substances that are manufactured in, or imported into, Great Britain to be registered with the Agency for UK REACH (the HSE). UK REACH contains transitional provisions to minimise disruptions to industry moving from EU REACH, which applied in the UK before Brexit. The current deadlines for completing the transitional registration process are either October 2023, 2025 or 2027 depending on tonnage and hazard profile of the substance. The government is consulting on extending the first data submission deadline by three years to 2026, with two options for the spacing of the two subsequent submission deadlines, which would continue to be based on production tonnage and hazard profile. In response to concerns from stakeholders on the feasibility and costs of completing registrations in time, DEFRA is also considering alternative transitional arrangements as well as extending the deadlines. The public consultation invites views on options to extend those current deadlines for registration and on extending the dates for the HSE to carry out compliance checks on 20% of registration dossiers. The consultation will close on 1 September 2022.

For more information, please see the UK REACH Article 1 consistency statement also published on 5 July 2022 **UK REACH: Article 1 consistency statement - GOV.UK** (www.gov.uk)



Your **FREE** **HR advice line** powered by **Citation**

Feel like you have dozens of questions and don't know where to turn?

Why not get advice from the experts. As an exclusive SEA member benefit, we've teamed up with Citation to give you access to their HR & Employment Law advice line for a limited time.

Whether you're in a crisis or have a question about an everyday issue, call Citation's team of HR consultants to get advice 9am to 5pm, Monday to Friday.

Citation has over 25 years' experience helping businesses just like yours, meaning you're in the best hands should you need them.

Here's just a few examples of issues they can support with:



Disciplinary and grievances



Conflict at work



Sickness and absences



Supporting employee wellbeing and mental health

SPECIAL
SEA member
BENEFIT

Call Citation's experts now on **0161 504 0843** and quote 'Surface Engineering Association' to access your member benefit.



YOUR HEALTH & SAFETY CONSIDERATIONS

Employment status affects everything. It is not just the rights your employees are entitled to – it extends to your Health & Safety obligations towards them, too!

Do you know the difference between employees and workers? And how that dictates your responsibilities from a Health & Safety standpoint? To help support you our Member Benefit, Citation's, team of experts have created a free guide, covering everything you need to keep in mind.

What's included:

- How employment status is defined in Health & Safety legislation
- How to define the employment status of contractors and subcontractors
- A checklist of Health & Safety obligations for employees, workers and the self-employed
- Case studies where employers have been tripped up before

Download now! <https://tinyurl.com/2p93ecta>

Want to pass your HR & Employment Law headaches to someone else? That's what Citation is here for.

With our 24/7 advice line you can get bespoke support on any of topics above and much more. We'll also review or create all your key documentation -like contracts and policies - to help you conquer compliance and unlock business growth.

YOUR SEA MEMBER BENEFIT

Simply give Citation a call on **0345 844 1111** to get one step ahead and stay compliant.

Please quote **'Surface Engineering Association'** and your **membership number** when enquiring to access your member benefit and preferential rates.

DOWNLOAD

To access all the latest guides and resources available to SEA members, please visit <https://www.sea.org.uk/blog/citation-resources-2022/>

Citation

CHANGES TO THE TRANSPORT OF DANGEROUS GOODS REGULATIONS - CONSIGNOR ONLY COMPANIES

The Dangerous Goods team at the Department for Transport have created a video to explain:

- the requirement for consignor only companies involved in the carriage of dangerous goods to appoint a Dangerous Goods Safety Advisor (DGSA) no later than 31 December 2022

The video applies to the transport of dangerous goods by road and/or rail.

Background

Consignor only companies, unlike those involved in the packing, filling, loading, unloading and transport, had previously been exempt from this requirement. However, in 2019, amendments were made to the International Carriage of Dangerous Goods Regulations for road (ADR) and rail (RID) requiring consignors to appoint a DGSA.

This is a legal requirement within GB through the Carriage of Dangerous Goods and Use of Transportable Pressure Equipment Regulations (as amended).

Given this regulatory change was first written within the 2019 versions of ADR and RID, there has been a 4-year transitional period to adapt to this requirement. Therefore, this video serves as a reminder that this transitional period is nearing its end, and those organisations still needing to appoint a DGSA shall do so no later than 31 December 2022.

Exemptions

There are several exemptions to appointing a DGSA. However, if you are unable to ascertain whether these exemptions are applicable to your business, it can be useful to consult with a DGSA (as a one-off service) to bottom out whether you fall within scope of this requirement.

Alongside companies or individuals offering DGSA consultancy services, there are also qualified DGSA's within the Dangerous Goods team. It is advisable that organisations can confidently explain how they are exempt.

Further information

Please consult the relevant websites linked within the video for further information.

However, if neither the video nor the links to further information answer your query, then please contact the team by email at DGSAconsignors@dft.gov.uk.



WORKPLACE FATALITY

FIGURES FOR APRIL 2021 TO MARCH 2022 PUBLISHED

The Health and Safety Executive (HSE) has published the workplace fatality figures, which show that 123 workers died in work-related accidents in Great Britain between April 2021 and March 2022. According to the HSE, the industries with the most deaths were construction (30), agriculture, forestry, and fishing (22), and manufacturing (22) and the most common causes were falling from height and being struck by either a moving vehicle or a moving object. For business operators, therefore, this is perhaps a reminder of the importance of safe systems of work to address these specific risks, particularly in the industries where work related deaths are relatively common. The HSE says that there has been a long-term downward trend in fatal accidents and that Great Britain is one of the safest places in the world to work.

Full details at Statistics - [Work-related fatal injuries in Great Britain \(hse.gov.uk\)](https://www.hse.gov.uk/statistics/work-related-fatal-injuries-in-great-britain)



DATES FOR YOUR DIARY

September 2022

Technical Interest Committee meeting	6th September 2022	Via Microsoft Teams
Northern Finishers meeting	13th September 2022	Healds Hall, Liversedge, WF15 6JA
National Committee meeting	20th September 2022	Via Microsoft Teams

October 2022

Materials Research Exchange conference	3rd - 5th October 2022	Business Design Centre
Northern Finishers meeting	11th October 2022	Healds Hall, Liversedge, WF15 6JA
Surface Technology Innovations for NET Zero by 2050 Conference	12th - 13th October 2022	Henry Royce Institute, Manchester
CHTA Subcommittee meeting	27th October 2022	10 Vyse Street, Birmingham B18 6LT

November 2022

Advanced Engineering UK	2nd - 3rd November 2022	NEC, Birmingham
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HEALDS HALL - THE VENUE FOR THE NORTHERN FINISHERS MEETINGS

Surface Technology Innovations for Net Zero by 2050

I-M3 Events

Surface
Technologies
Group
I-M3

12 - 13 OCTOBER 2022

**HENRY ROYCE INSTITUTE,
MANCHESTER**

Surface engineering and manufacturing sector leaders from Government, industry and academia within the UK will come together to address the importance and contribution of the sector in achieving net-zero by 2050.

Join us in Manchester to network with peers and contribute to discussing solutions to the most important global issue of climate change.

As organisers we strongly support EDI and welcome everyone working in this sector or is interested to know more. We specifically encourage early career researchers (including Masters and PhD students) to attend and actively participate.

The programme is split across three key topic areas:

- Material degradation and hot corrosion
- Innovation in surface technology and digitalisation in advanced manufacture
- Digitalisation in surface engineering

Who should attend

The event welcomes everybody who is working in the sector or is interested to discover more, it would also be of specific interest to early career researchers (including Masters and PhD students) to attend.

Benefits of attending

The conference will provide an unique opportunity to listen to industry leaders, network with peers and provide a platform to consolidate the latest advances within the surface engineering discipline.

Prospective authors are invited to submit abstracts of up to 200 words for presentation of a poster at the conference. Successful authors will have the opportunity to pitch their poster at the conference. The abstracts are expected to provide sufficient information on the objective of the poster, the methodology used and the conclusions or results of the work. The abstract must be written in English. Abstracts may be submitted on all aspects of the science and technology of surface engineering. Some abstracts may be selected to give brief talks at the conference.

**The deadline for submission of abstracts is
14 September 2022**

Sponsorship Opportunities

- Event Sponsor
- 1 x delegate place
- Exhibition space in the refreshment area for 2 x pull up banners (sponsor to supply)
- Logo and seminar sponsor attribution on all promotional material
- Logo and seminar sponsor attribution on the event website with link to sponsor's site
- Sponsor logo displayed on welcome slide

Cost of sponsorship £500 + VAT

To discuss sponsorship please contact Julie Fitt:
julie.fitt@iom3.org or Sue Harris: sue.harris@iom3.org

LIGHT COATINGS LTD



With decades of experience in developing, installing and optimising Thin film coatings, particularly PVD coatings in sectors from Automotive and Aerospace to Space and Defence Light Coatings Ltd has now expanded its operations to include manufacturing capabilities for small, precision optical, functional or decorative surfaces for evolving markets, NPD and small batch production. To develop increased visibility within surface finishing sectors which have become key technical areas for our consulting and manufacturing services Light Coatings have decided to join the SEA to become part of this exciting network.

Based at Daresbury Labs in Warrington Light Coatings has set up Magnetron Sputtering facilities for industrial level coatings and production capabilities but aimed at the low temperature, low volume sectors such as polymer AM, light weight materials and NPD, specifically with optical, durable or electro-optic properties. This is combined with ultra portable cleanroom capabilities, cleaning regimes and characterisation capabilities including SEM, EDX, FTIR and visible Spectroscopy. These facilities compliment our consultancy to the coatings industry providing in house prototyping, demonstration and analysis whilst allowing Light Coatings to develop further internal IP and capability for developing markets.



LIGHT COATINGS

Light Coatings Ltd

T: 0845 154 9796

E: sales@lightcoatings.co.uk

W: www.lightcoatings.co.uk



HELPING THOSE IN NEED

The Benevolent Society, charitable society of the British Allied Trades Federation financially assists individuals that have worked within the giftware, jewellery, surface engineering, travel goods and fashion accessories industries. The society also helps individuals starting or progressing their career journeys in these industries through bursaries to help with their studies.

The Benevolent Society helps those in need in a number of ways:

- By giving regular grants.
- Providing essential items such as cookers, fridge freezers, bed linen and television licence fees.
- In some cases, interest free loans are granted.
- Providing bursaries for students.
- Each year all beneficiaries are invited to on a day trip funded by the Society. This has proven to be a fun day out, greatly enjoyed by all attendees. For some of the beneficiaries this excursion may be the only outing they have all year.
- The annual Benevolent Society Ball is held to raise money for The Benevolent Society. This popular event is always a great night out - featuring live bands, DJ's and auctions, **it's an event not to be missed!**

The Benevolent Society is a registered charity (no. 208722) and is therefore reliant on fundraising and donations to be able to keep running. For further information or to make a donation please contact Laura Banner on **0121 236 2657** or **Laura.b.banner@gmail.com**.



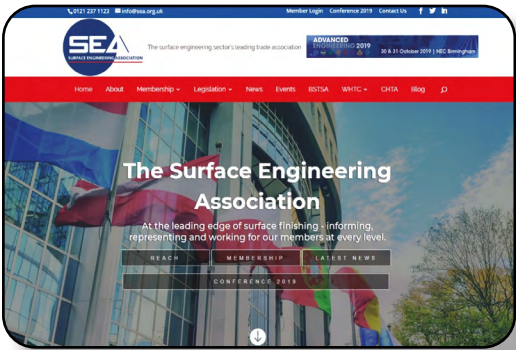
ADVERTISE ON THE SEA WEBSITE

Advertise your ...

- Products and Services
- Product / Website Launches
- Events
- Accreditations / Achievements

Including ...

- Web Advertising
- E Newsletter Button Adverts
- Surface Matters Newsletter Adverts
- Sponsorship Opportunities



Advantages of Advertising with the SEA:

- Over 3,500 unique website visits per month from prospective buyers, specifiers and designers
- Affiliate yourself with the most proactive industry association in our sector
- Our comprehensive sourcing facility attracts both UK and international buyers – you can benefit from this traffic now
- Update your online advertising at any time FREE of charge
- Reach out to members of the Surface Engineering Association through advertising in our E Newsletter
- Support the industry by sponsoring various publications, events and our prestigious Surface Engineering Gala Dinner & Awards

Web Advertising Options

Banner adverts offer maximum coverage as they appear at the top of every SEA web page. All adverts rotate on a random cycle (maximum of 6 banners at any one time). The artwork must measure 525 x 110 pixels and be provided in Jpeg format. Moving Gif adverts with up to 3 slides can be displayed at an extra £75 + VAT per banner.

Central Homepage Banner Advert

Our homepage receives the majority of our unique page views. All adverts rotate on a random cycle (maximum of 4 adverts at any one time). The artwork must measure 760 x 110 pixels and be provided in Jpeg format. Moving Gif adverts with up to 3 slides can be displayed at an extra £50 + VAT per button.

Top Banner Advert	
Members	£1000 + VAT per year
Non-Members	£2000 + VAT per year

Central Homepage Banner Advert	
Members	£500 + VAT per year
Non-Members	£1000 + VAT per year

Most Visited Pages Advert

One year’s coverage on 4 of the 10 most popular SEA web pages, including Find a supplier search/Find a Member, Membership, Member Services and about the SEA. All adverts rotate on a random cycle (maximum of 4 banners at any one time). The artwork must measure 218 x 100 pixels and be provided in Jpeg format. Moving Gif adverts with up to 3 slides can be displayed at an extra £40 + VAT.

Most Visited Pages Advert	
Members	£450 + VAT per year
Non-Members	£700 + VAT per year

E Newsletter Button Advert

In addition to the Banner and Button advertising, your advert can be placed in the monthly issues of our E Newsletter, for an additional £50+VAT (members only).
A stand alone advert in the E Newsletter is £100 + VAT (members only).
Our E Newsletter is sent to our membership 8 times a year.



PROMOTE YOUR BUSINESS WITH THE SEA MOBILE APP

The audience you want to reach is among the nearly two billion people using Apple and Google products every day.
With a dedicated mobile app, the SEA will enable your brand to reach your target market conveniently, wherever and at any time via mobile technologies.



SEA App Banner Advertisement rates	
Members	£50.00 + VAT per month £500 + VAT per year
Non-members	£80.00 + VAT per month £860 per year + VAT

Dimensions: 640 x 150pxl landscape
Please supply as JPEG
For further information, please contact
Michaella Mais at michaella.mais@sea.org.uk
or call 0121 237 1161.

ADVERTISE WITH THE SEA

Surface Matters welcomes advertising from SEA members and suppliers to the trade.

2022 Rates

Single-insertion charges for full colour ads

Size	Dimensions	Cost
Quarter Page	62wide x 95mm deep	£190 +VAT
Half Page	128wide x 95mm deep	£335 +VAT
Full Page	128wide x 190mm deep	£600 +VAT

Advertisers in four consecutive quarterly editions of Surface Matters are entitled to a series rate where all of the above prices are discounted by 20% per insertion.

If you are interested in advertising with the SEA through one of our mediums, please visit:

<https://www.sea.org.uk/advertise-on-sea-org-uk/>, or contact Michaela Mais at michaela.mais@sea.org.uk or call 0121 237 1161.



Deadlines for booking ads

14 March	Spring edition
6 June	Summer edition
22 August	Autumn edition
28 November	Winter edition

Advertisers are also welcome to sponsor Surface Matters, which entitles the sponsor to the company name featured on the front of the publication as 'sponsored by' and a full colour, full page feature in each edition at the cost of £1500+VAT per annum.

If you have news and would like to feature in the next issue, please send details to David Elliott at: dave.elliott@sea.org.uk

The SEA provides the 'focus' for all aspects of the surface engineering industry.



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