



SURFACEMATTERS

YOUR INFORMATION SOURCE FOR THE SURFACE ENGINEERING INDUSTRY

SUMMER 2022



CHEMUK 2022

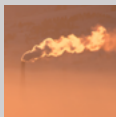
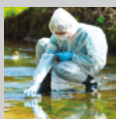
PURCHASING ENERGY

SILVER UPDATE FROM THE
EUROPEAN PRECIOUS
METALS FEDERATION

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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

So summer is finally here, with its promise of long sunny days, BBQs, and holidays let's hope we can all have some of that!

Whilst the news media is providing doom and gloom regarding Ukraine, supply chain and energy problems, the SEA is working hard to provide help on a number of fronts.

A small team has been meeting with our President, Lord Whitby, to access government assistance on energy costs, which I know is of concern to all. We have also brought in energy consultants to help and hope we can have something for our members as soon as possible.

Our REACH re-authorisation consortium will be submitting the first of the re-authorisation applications at the end of June – these will be for Functional Chrome Plating with Decorative Characteristics – and we hope to have more

than thirty companies with authorisations in the coming months. Beyond this, we are working on the other re-authorisations for submittal in 2023-24.

The SEA training committee is close to finalising the data for our first training video, whilst the BSTSA are working to provide some interesting seminars on new technology in the second half of the year, so watch this space.

As always, the SEA will be there for you in difficult times so if you need anything please do not hesitate to contact Dave and the team.

Have a good summer!

Rob Sawyer

SEA Chairman



CHEMUK 2022

RECORDS A 15% INCREASE IN ATTENDANCE AS IT ESTABLISHES ITSELF AS THE NATIONAL TRADE SHOW FOR THE UK'S CHEMICAL INDUSTRIES

CHEMUK 2022 opened its doors over the 11th & 12th May at the NEC in Birmingham. After a tough two years for the events sector, event organiser, UK Industry Events, were delighted to announce that 2811 visitors (excluding exhibitor staff) attended the show over the two days, representing a 15% increase from CHEMUK 2021.

Recognising the huge internal marketplace that is characteristic of the industry, the combined two-day attendance, including exhibitors, was recorded at 4044.



Commenting on this year's hugely successful CHEMUK 2022, Ian Stone, MD of UK Industry Events, stated:

"With attendance numbers significantly up again, and with such an incredibly diverse attendance of industry professionals spanning the broad chemicals, chemical products & chemical user industries, CHEM UK 2022 further reinforced its position as the 'must attend' event for the sector"



“

I really enjoyed this year... I have learned lots and experienced different things which I will take to my workplace.

Process Team Leader Solvay Solutions Ltd (Visitor)

The show was so good that we literally did not have time to come up for air and I was losing my voice by end of day two.

Amazon Filters (Exhibitor)

”



10th & 11th May, NEC in Birmingham
Visitor Registration will open January 2023

Exhibitor stands are selling quickly.

Please contact the team on **0203 829 6060** or visit **www.chemicalukexpo.com** to find out more.

PURCHASING ENERGY

THINK DIFFERENTLY - THINK FLEXIBLE FRAMEWORKS

With energy prices spiralling upwards at an alarming rate of knots, SEA members are desperately searching for ways to minimise the financial burden. Control Energy Costs' Liam Conway explains why the answer could well lie in 'flexible' purchasing power.

There used to be an old adage that there is strength in numbers, and this is certainly what we're seeing in the energy purchasing marketplace, explains Liam Conway of Control Energy Costs, who currently supports 14 SEA members.

I have never seen six months like it and companies are increasingly reluctant to sign a fixed contract that 'locks in and compounds' the metaphoric increases.

Flexible contracts are the alternative and certainly something industry – regardless of size of company – should be considering now. It could literally mean the difference between keeping production going or not.

Purchasing energy in this way has historically been the preserve of large clients, who would tend to consume more than 10,000,000 kWh per annum and thus require a more sophisticated buying strategy. We know some SEA members currently purchase in this way, they should seek to ensure the purchasing strategy is an appropriate one. For those who have no idea what a flexible energy contract/framework is they should reach out as it's such a good option for business in this market.

Energy suppliers will simply not entertain the idea of offering a flexible contract to a standalone client using less than that 10million threshold meaning a different approach is required to take advantage of this method.

A way around this is to group lots of firms together under one framework so, in essence, we create one super user. We can then make lots of smaller purchases over time when the market looks the most attractive to do so. It also means customers don't have to fix their energy prices on any one given day.

In our opinion, the flexible contract will give management teams the ability to ride out the current situation and give them the breathing space to find a far better and more cost-effective longer-term plan.

When we are helping new clients coming to us in a blind panic we talk them through their purchasing options and one of those is to sign a flexible framework and let the price be set by the day ahead market which over the past 6 months has proven 'cheaper' than at any point before delivery where you could fix.

To put some context to this, we've seen monthly day ahead price v's last fixed dates reductions of 4.13p p/kWh on average for power over a 6 month period.



This approach is not new, in fact Control Energy Costs launched the 'Wholesale Market Access' basket in 2018 to offer this very method within a collective agreement.

It's easy to take part, I will liaise with the business to gain a thorough understanding of your current issues, desired strategy, budget, value at risk and future objectives.

This consultation process helps determine what the firm needs now and what they may need in the future across both fixed and flexible purchasing options.

Even for businesses who might not have renewals due for a few years, they should still explore the flexible contract now, given it should be part of a long-term strategy.

A word of caution, however. It is important that management teams understand the product and

how it works, as they will see variations month-to-month, and this can be unsettling if they have not been told to expect it.

Discussions around the rise in energy prices being just short-term pain is way off the mark.

The UK was seeing all-time high wholesale costs before the Ukraine Russia conflict began and that the market will continue to be volatile in the coming years, with an even closer reliance on geopolitical influence than ever before.

For SEA members who would like to understand how a flexible framework could work for them please contact the SEA directly or contact:
Liam.Conway@cec.uk.com
07501 221728

WEBINARS

Our partners, Control Energy Costs, will be giving a series of webinars to help you understand the implications of the current energy price hikes and what you can do to mitigate them.

The webinars will start at 09:00am on
7th July, 21st July, 4th August and 18th August
and will cover a range of topics including:

Understand your energy contract options

Explore a flexible purchasing framework – The strategic way to manage your costs

If your contracts are due in 2022 and you haven't contracted –

What are you going to do? What's the plan?

Points to be aware of in the murky world of energy brokerage!

Please get in touch if you wish to register. **T :0121 237 1123 E: info@sea.org.uk**

METALS FOR CLEAN ENERGY:

PATHWAYS TO SOLVING EUROPE'S RAW MATERIAL CHALLENGE

This report has been produced by KU Leuven and commissioned by Eurometaux, Europe's metals association.

Metals will play a central role in successfully building Europe's clean technology value chains and meeting the EU's 2050 climate-neutrality goal. In the wake of supply disruptions from the COVID-19 pandemic and Russia's invasion of Ukraine, Europe's lack of resilience for its growing metals needs has become a strategic concern.

This study evaluates how Europe can fulfil its goal of "achieving resource security" and "reducing strategic dependencies" for its energy transition metals, through a demand, supply, and sustainability assessment of the EU Green Deal and its resource needs.

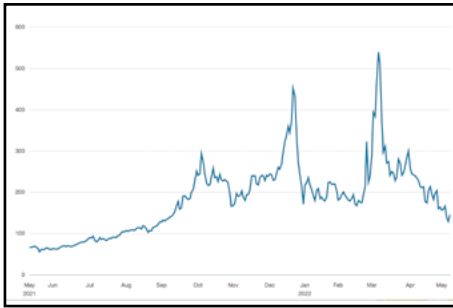
It concludes that Europe has a window of opportunity to lay the foundation for a higher level of strategic autonomy and sustainability for its strategic metals through optimised recycling, domestic value chain investment, and more active global sourcing. But firm action is needed soon to avoid bottlenecks for several materials that risk being in global short supply at the end of this decade.



Full details are available at
<https://eurometaux.eu/metals-clean-energy/>

ENERGY PRICES APPLY A SURCHARGE NOW

The astronomical increases in energy prices will have a serious impact on our sector and this can clearly be seen in the graph below which shows prices in p/therm for wholesale gas:



Even though prices have fallen, they are still extremely high. We have been lobbying the UK Government for support for the sector but with no success as of yet. With the lack of Government support, members should look at applying an energy surcharge, and although this will not be welcomed by your customers, it is absolutely necessary if you wish to remain in business.

The size of the energy surcharge will rely on the energy intensity of your particular business, when you last negotiated your energy contract and what could potentially happen with future prices. So far, I've seen surcharges ranging between 8% and 15%, but it really depends on your own particular energy intensity.

We will continue with our lobbying activities and our President, Lord Whitby, is assisting with our efforts.

SERFILCO APPOINT NEW BUSINESS DEVELOPMENT MANAGER

SERFILCO are delighted to welcome Paul C Wynn FCMI, FIMF to our International team based out of Manchester, UK. Paul joins us as UK Business Development Manager and brings a wealth of expertise, enthusiasm and passion to our team.

Paul has served the metal finishing industry for over thirty years, with an extensive background as a treatment applicator and chemical products supplier. He has worked globally promoting critically enabling surface treatment technologies that underpin manufacturing supply chains.

A zinc-nickel patent holder and conference speaker, he has authored a number of published papers, is a Fellow of the Chartered Management Institute and the Institute of Materials Finishing.



PAUL WYNN, FCMI, FIMF

PROVIDING PROTECTIVE TREATMENT SERVICES TO THE AEROSPACE INDUSTRY

East Lancashire Platers Limited was established in 1946 as an electroplating company. Since then, the company has built up a workforce with a wealth of experience in a vast range of aspects of metal finishing. A workforce which includes employees with over 30 years experience in this industry – some of whom have been with the company since 1985 – providing the expertise and knowledge upon which we have built up our reputation.

We have worked closely with various industries, in particular the aerospace sector and are recognised as suppliers of the highest standard and quality with a reputation for providing a fast turnaround. As we are often the last in the line of processes, we understand the need to meet deadlines and schedules.

We have an in-house laboratory and are equipped to carry out stress relieving and de-embrittlement.



In addition to our various electroplating processes, we have a Non-Destructive Testing facility with the expertise and equipment to carry out Fluorescent Magnetic Particle and Fluorescent Dye Penetrant Flaw Detection plus Acid Etch Inspection

Aircraft on Ground

We have developed a reputation that we are proud of for our rapid response to AOG enquiries and the turnaround times that we offer to deal with these emergencies.



www.eastlancashireplaters.co.uk

Email: mail@eastlancashireplaters.co.uk

Tel 01282 425621

EU REVIEW OF THE REACH REGULATIONS

The European Commission is currently revising the REACH Regulation ((EC) No 1907/2006). The overall objective of the revision is to ensure that the provisions of the REACH Regulation reflect the ambitions of the Commission on innovation for safe and sustainable chemicals and a high level of protection of health and the environment, while preserving the internal market, as provided for in the Chemicals Strategy for Sustainability.

The review has 5 main aims:

- Reduce the administrative burden on companies and authorities;
- Free authority resources to tackle a wider range of chemical risks;
- Make the authorisation processes more efficient and effective;
- Achieve a higher level of protection of human health and the environment from the risks of the most harmful substances;
- Give clearer market signals and greater planning security for companies.

The SEA has participated in this review via our European Association, CETS. Whilst we support the aims and objectives of REACH, the way in which it has been implemented is having a serious impact on the competitiveness of European businesses in the global marketplace.

UK Review of the REACH Regulations

Defra has commissioned a study to evaluate the early transition from EU REACH to UK REACH. The study is being undertaken by Risk & Policy Analysts Ltd (RPA) and Logika Consultants. In-depth interviews of UK REACH stakeholders form an integral part of the study.

The study team has a long history of working in the field of chemicals policy both for UK, EU and other national authorities, and will be known to many of the relevant UK stakeholders.

The aim of these interviews is to capture early lessons on the delivery of the service and emerging potential impacts of the transition to UK REACH.

The SEA has participated in this review and expressed concern regarding the disproportionate impact on SMEs and the potential loss of low volume chemicals from the UK market. The SEA also stressed the astronomical costs of authorisation for downstream users and overly-bureaucratic nature of the process.



How should you choose the right cleaning medium?

An effective metal cleaning process begins with the right choice of the cleaning medium. The question is: how do you make the right decision? In the June edition of Surface Matters, we've highlighted two key questions you should ask.

KEY QUESTION NUMBER 1:

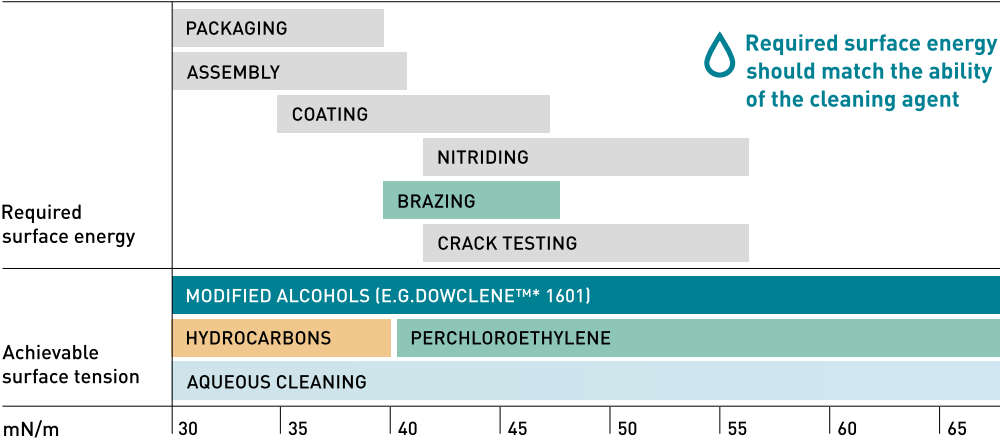
WHAT ARE YOUR CLEANING QUALITY REQUIREMENTS?

Knowing your required cleaning quality requirements is fundamental to choosing the right cleaning agent. In order to achieve optimal cleaning results, you need to consider two different kinds of soils:

- 1. particle contaminations, including their size, numbers and types and
- 2. the sort of filmy contaminations.

Aqueous cleaning agents have a density of approx. 1g/ml. Solvents, in comparison, may have a higher or lower density. "Heavier" cleaning agents are effective in removing particulates that cannot be readily dissolved.

They can literally "push" or "float away" particulates and lift them off the surface. At the same time, different industrial applications require varying degrees of surface energy of the metal surface, which is influenced by filmy contaminations. With nitriding, for example, a higher surface energy is required than with standard coating or assembling. The required surface energy should therefore match the ability of the cleaning agent. For precision cleaning where required surface energy can range anywhere from 38 mN/m to approx. 60 mN/m, both aqueous-based cleaning and solvents are capable of fulfilling the requirement.



KEY QUESTION NUMBER 2:

WHAT IS THE AFFINITY OF THE CLEANING AGENT TO THE SOILS?

Effective cleaning is based on the principle “Equal dissolves equal”. To achieve optimal cleaning results, the cleaning agent should be chemically similar to the contaminant.

There are polar (inorganic) and non-polar (organic) contaminations. For water-based (polar) types of contaminations such as coolant and lubricant emulsions as well as solids like chips, salt, residues of polishing pastes and particles, aqueous cleaning agents are typically the first choice.

When removing mineral oil based, non-polar contaminations, such as machining oils, greases and waxes, solvent will commonly be the preferred cleaning agent.

Nowadays modified alcohols are also available; due to their both non-polar and polar properties, they are able to clean non-polar contaminations as well as certain polar contaminations.

NON POLAR / WATER INSOLUBLE				POLAR / WATER SOLUBLE			
HYDROCARBONS				WATER			
HALOGENATED SOLVENTS (DOWPER™ MC/MECTHENE™ MC)							
MODIFIED ALCOHOLS (DOWCLENETM* 1601)							
MODIFIED ALCOHOLS (DUALENETM 1601 S)							
MODIFIED ALCOHOLS (DOWCLENETM* 1611)							
DOWCLENETM* 1621							
MODIFIED ALCOHOLS/HYDROCARBONS IN A HYBRID PROCESS (DOWCLENETM* 1601 OR 1621/WATER)							
OILS				SALTS			
WAXES				EMULSIONS			
PETROLEUM				EMULSION RESIDUES			
FATS				EP ADDITIVES			
RESINS				AW ADDITIVES			
STEARATES				SURFACTANTS			



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.



SILVER UPDATE FROM THE EUROPEAN PRECIOUS METALS FEDERATION

On the 25 April 2022, the CLH proposal for Ag metal was on the agenda of the RAC-6I CLH Working group.

So far, the following agreement and recommendation were reached during the previous RAC discussion (RAC-59 and RAC-60).

- Physical-chemical properties: no classification for all physico-chemical endpoints
- Environmental classification:
 - Silver massive (particle diameter ≥ 1 mm) : No classification
 - Silver powder (particle diameters > 100 nm < 1 mm): Aquatic Acute I (H 400), M = 10; Aquatic Chronic I (H 410), M = 10
 - Silver nano (particle diameter > 1 nm ≤ 100 nm): Aquatic Acute I (H 400) M = 1000; Aquatic Chronic I (H 410), M = 1000
- Human health classification: no classification for acute toxicity via oral, dermal and inhalation exposure, STOT-SE (Specific Target Organ Toxicity via Single Exposure), skin and eye irritation/corrosion, skin and respiratory sensitisation and mutagenicity

During this RAC-6I CLH Working group (25/04/2022) STOT RE and Carcinogenicity were on the agenda, but unexpectedly Reproductive classification was not yet included for discussion!!

- **For STOT RE:**

- Following the request for further investigation addressed during the RAC-60 plenary, the Rapporteur gathered additional studies and evidence to support his proposal for STOT RE 2 classification (neurotoxicity concern)
- In addition to the Charehsaz, M. et al. (2016) study, the Rapporteur wrongly interpreted the outcome of the EOGRTS (Extended One Generation Reproductive Toxicity Study). Other additional studies performed on silver compounds or on nanosilver were taken as additional evidence for STOT RE 2 classification (for brain as target organ).

N.B.: the rapporteur acknowledged difficulties with the read-across between silver compounds/ nanosilver and silver metal (massive and powder) but decided to choose the easiest way not considering the TK data at this point.



European Precious Metals
Federation

- The industry comments on procedural points:
 - several documents including the EPMF TK study and the Copper-deficiency mode of action document were provided to ECHA, but these documents have not been addressed yet by the Rapporteur in the draft opinion, neither in the RAC meetings.
 - in addition, it was pointed that the Copper-deficiency mode of action shall be addressed for the sake of consistency and coherence with previous assessment on the Silver Zinc Zeolite case (RAC 35, 2015).
- The RAC acknowledge that TK data must be addressed and included in their opinion and that the Cu-depletion must be handled and discussed during the next meeting (RAC-6I plenary).
- RAC “provisionally” recommended to classify silver as STOT RE 2 (H-373) (brain) based on several studies conducted on silver compounds and nanosilver showing effect on the hippocampus and on spatial learning and memory.



• For Carcinogenicity:

- RAC recommended no classification for carcinogenicity due to inconclusive data.

Next steps:

- RAC-6I Plenary (1 June 2022): will discuss Reprotoxicity and STOT RE (brief discussion) and we expect that the recommendation of no classification for Carcinogenicity will be confirmed.
- Regarding the timing, the chair indicated that they would like to close the discussion during RAC-6I plenary in June, however, this will highly depend on the repro discussions. The door remains open for an extension of the discussions.



IMPORTING AND EXPORTING

BJGI are working with Hooper & Co International Trade Consultants, to provide a series of certified training courses for individuals wanting to learn the basics of importing and exporting or expand on their knowledge of international trade. Three levels of industry specific courses will be available, exclusively written and delivered by Hooper & Co International Trade Consultants for BJGI industry members.

It is anticipated that each course duration will be 1 day and will be held in person, with the option to attend remotely if preferred. Certification will be awarded on course completion.

Because the courses are bespoke to BJGI, we have the opportunity to ask members of our industries what areas of international trade they would most like to expand their knowledge on. Your feedback will enable us to tailor the courses to ensure participants gain as much as they can from the courses in

order to help expand and carry their business forward internationally.

If you are interested in potentially undertaking a training course, we'd be grateful if you could spare a couple of minutes to complete the following feedback form:

<https://forms.office.com/r/fCCHP2fdmW>

If you have any questions or require support in other areas, please don't hesitate to contact us.

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THE EUROPEAN COMMITTEE FOR SURFACE ENGINEERING

At the CETS General Assembly on 24th June, SEA CEO David Elliott will stand down as President having completed the maximum term allowed of 3 x 3 years, so 9 years in total.



During his term as President, David has held many meetings with the European Commission, European Parliament, European Chemicals Agency and many other EU based organisations and trade bodies. The SEA will remain members of CETS as legislation has a habit of being replicated around the world, irrespective of whether it is good or bad, as is the case with the REACH Regulations.

CETS was established in 1981 with the objective of providing a means for European manufacturers and suppliers of surface treatment plant; equipment and chemicals to exchange information on a wide range of topics of interest. The organisation gradually developed and began to encompass the applicators of coatings and one of its main achievements was the assistance that it provided to the European IPPC Bureau in the development of the Best Available Techniques Reference (BREF) document for the Surface Treatment of Metals (STM) and plastics.

CETS is an EU Accredited Stakeholder Organisation (ASO), working in co-operation with the European Chemicals Agency (ECHA) and a number of umbrella organisations from different fields and sectors. As an ASO, CETS works at an EU level and contributes with its vast knowledge to help ECHA reach out to wider audiences.

CETS currently has members and/or contacts from all the major European surface treatment countries including Germany, France, Spain, Italy, Belgium, Netherlands, Sweden, Norway, Finland to name just a few. The CETS website is <https://cets-eu.be/>





HOW TO AVOID HSE ENFORCEMENTS

Almost 3,000 enforcement notices were issued by Health & Safety Executive (HSE) inspectors last year – and it's already clear that they're only going to be upping their inspection activity this year.

They're now charging £163 per hour for any intervention they have to take for breaches of Health & Safety law – and that's on top of any potential fines, fees, and prosecutions that could come later on.

So, to help you get on top of the hottest inspection areas this year and avoid costly fines, the Health & Safety experts of SEA Member Benefit, Citation, have completed a deep-dive analysis of inspection activity so far in 2022.

DOWNLOAD: <https://tinyurl.com/ynkd8tsk>

In this free guide, they set out the areas inspectors are cracking down hardest on – including a quick and easy checklist to make sure you know how to meet your legal obligations in those areas.

YOUR SEA MEMBER BENEFIT

If you'd like to chat about how **Citation** can help with the HR and Health & Safety side of your business, just give them a call on **0345 844 1111**, or fill in their call-back form and they'll get right back to you.

Quote '**Surface Engineering Association**' when enquiring to access your member benefit.

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



YOUR LEGAL DUTIES TO PROTECT EMPLOYEES FROM STRESS

In 2020/21, 822,000 employees reported suffering from stress, anxiety and depression, with over half of these reporting that this was made worse by the effects of the Coronavirus pandemic.

As an employer, you have a legal responsibility to tackle workplace stress by completing stress risk assessments. It's one of the most effective ways to address workplace stress, keep your employees happy and safe, and reduce absences!

Not sure where to start? The HR and Health & Safety experts of Surface Engineering Association Member Benefit, Citation, have put together a **FREE beginner's guide**.

DOWNLOAD: https://www.citation.co.uk/resources/health-and-safety/a-beginners-guide-to-stress-risk-assessments/?utm_source=partner&utm_medium=sea&utm_campaign=partner_stressriskassessments_june22k

The guide will walk you through the essentials, including what stress risk assessments are, your legal responsibilities, the HSE's six Management Standards, practical tips on how to help employees, and more.

YOUR SEA MEMBER BENEFIT

If you'd like to chat about how **Citation** can help with the HR and Health & Safety side of your business, just give them a call on **0345 844 1111**, or fill in their call-back form and they'll get right back to you.

Quote '**Surface Engineering Association**' when enquiring to access your member benefit.

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Citation

BREF UPDATE FROM EUROPE

The Joint Research Council European IPPC Bureau in Seville is currently working on 8 BREF Documents at present, including the Surface Treatment of Metals (STM) BREF. The JRC currently has 18 people working on the 8 BREF Documents – 5 are seconded National Experts, 5 are contracted agents (consultants), 3 are EU Commission officials and 5 are support staff. They are looking to recruit a further 2 to 4 contract agents to help deal with the workload.

The Technical Working Group (TWG) for the STM BREF was reactivated in second quarter of 2021 and the current BREF Document was examined and new best available techniques (BAT) were proposed. The kick off meeting of the TWG took place at the end of May / beginning of June and a first draft BREF will be produced. This will then be consulted on before a second draft is produced before final publication of the new BREF Document and the BAT conclusions. This is expected in early 2024 and EU based companies will then have 4 years in which to comply with the new BREF Document. It is likely that the UK will wait for the publication of the EU BREF and BAT conclusions before making its final decisions.



JRC

EUROPEAN COMMISSION

OBITUARY TREVOR SMITH

1949 – 2022

It is with great sadness we report the death of Northern Finishers stalwart member Trevor Smith.

Trevor born 1949 in Sheffield lived a very full life, he never showed anything other than pure professionalism in any aspect of his working life.

He was a man who loved his sport and was able to spend many happy hours with his Crown Green Bowling chums.



TREVOR SMITH

He was engaged with a large variety of career positions during his working life starting in engineering and later into Metal finishing. Trevor spent a lot of time in moving Stainless Plating to new premisses, laying out several lines of processes.

He became MD of Firmachrome and implemented a variety of processes his most challenging being large volume Electro-polishing, then developing the core increase in sales.

Trevor never saw the negative side of anything or anybody, he was always up for a good natter and with a sense of humour second to none.

He will be sorely missed by the members of the Northern Finishers group, but he will not be forgotten.

He leaves his wife Sue and children James and Helen.

OBITUARY

DR ANTHONY (TONY) HART

21ST MARCH 1942 – 12TH APRIL 2022

The surface engineering sector lost another of its greats with the sudden death of Dr Tony Hart on 12th April 2022.

Tony started work when he was 15 years old as a Laboratory Assistant at Manders Paint company in Wolverhampton.

He studied A Levels in Chemistry, Physics and Maths at Wolverhampton Technical College before it became Wolverhampton Polytechnic and then the University of Wolverhampton.

He went on to enrol on a Diploma of Technology in Applied Chemistry at Birmingham College of Advanced Technology, working as a trainee chemist at Joseph Lucas Electrical based in Birmingham. A post as a research investigator in the corrosion section at the International Nickel Research Laboratory saw him develop an innovative technique for colouring the surface of stainless steel using chromium, which, after a six-month trial period working on the hardening effect of treatment, was ready for patenting.

Tony then set up Hart Materials over 35 years ago, and developed it into a thriving Technology Centre, which was bought by PI-KEM Ltd on Tony's retirement

As an industry expert, he advised businesses and other organisations on high-level solutions relating to chemistry and metallurgy across a broad range of sectors. Major initiatives under his direction include setting up and chairing the Nickel Working



DR TONY HART

Group for CETS, the European Committee for Surface Treatments and, as a world expert in nickel electroforming, pushing the boundaries of development, for which he has won several awards. RSCAs author of over fifty technical publications and owner of six patents, Tony's motivation was always centred on sharing knowledge in a digestible format and driving innovation forward.

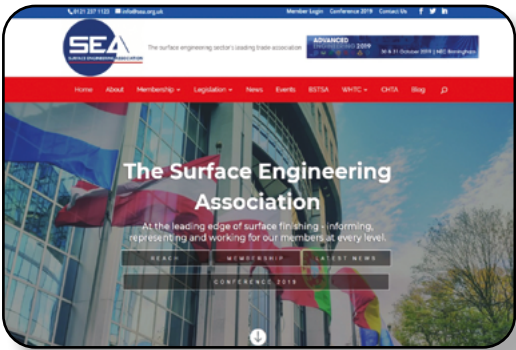
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- Surface Matters Newsletter Adverts
- Sponsorship Opportunities



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.

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 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.

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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