



No-Blast update:

Here's what our customers are saying about Madison's No-Blast technology:

"The mill scale came off like you were washing the mud off your car."

Metal Fabricator, Canada

"Looks like new a year later."

Tank Fabricator, Central USA

"Wouldn't have believed it if I hadn't seen it for myself."

Plant Manager

"Awesome."

Regional Manager, Steel Fabricator

"Better than I could have ever hoped for. Amazed at the results."

Tank Fabricator, USA

"Cut our surface prep time by more than half."

Cooling Tower Specialist



See for yourself.
Visit www.MadisonChemical.com.



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Show Your Colors

Give color the green light on your next project. P.2



SeaWorld
ADVENTURE PARKS



www.MadisonChemical.com

Showing Our True Colors

Adding Pizzazz To Protection

When we started protecting the infrastructure back in the 1970's, the markets we served were much more intent on productivity and performance than they were on aesthetics. Like Henry's Model T, our venerable CorroCote II Classic came in any color you wanted, so long as it was black. For underground tanks, why would you want anything else?

My, how times have changed! Today, productivity, efficiency, throughput and longevity are "givens" and great appearance is high on a lot of end user wish lists.

We have kept pace. Of the more than two hundred products we make today, some come in as many as 20 or 25 standard colors. Gloss levels range from matte (like the GemThane Cottage Coat product used by our wood siding division) to high gloss (like the Madison AcrylaThane 5200 used on highly visible infrastructure products).

But, if you know Madison, you know that for us, merely keeping pace is not enough. We asked ourselves "How do we take all this to the next level?" Being problem solvers, we focused on the inventory and logistical challenges created for our customers by color proliferation. What if we could eliminate the dilemma of having too much of one color on hand and not enough of another?

Our investigation revealed that the obvious approach, a tinting wheel at our customer's site, had a variety of drawbacks. But we kept on brainstorming and came up with a simpler, user-friendly, economical solution. It's called our "Pigment-On-Demand" system. We provide our customers with a tintable base product and with separate, pre-mixed, pre-measured containers of pigment blends. The appropriate blend is simply added to the base product to achieve the desired color. You pigment only what you need and only



Colored coatings can do more than beautify: they can be a critical part of corporate branding schemes, where color consistency is key.

when you need it. You never have too much and never run out. The pigment blend is specially formulated to disperse easily and without the need of special equipment.

We have now rolled out our Pigment-On-Demand system for most of our aliphatic (exterior grade, color stable) coatings. For example, we now have pigment pre-mixes for all 20 colors of Cottage Coat (mentioned above) and GemThane OverCote, a long-lasting semi-gloss polymer coating used primarily on building exteriors. These colors can all be viewed at www.GemthaneSiding.com.

In our Infrastructural Division, the various versions of AcrylaThane are now available in tintable bases. The number of available pigment mixes is growing and will soon total about two dozen. These will be posted on Madison's newly-relaunched website (see sidebar article on page three of this issue of CorroNews) in the coming months. In the meantime, we have a color chart of all of the currently-available and proposed 30 colors and we would be delighted to send you a copy. Even better, give us a call and find out more how we can beautify and simplify your life at the same time. ■

Project Spotlight

DIP Linings in Oman

Madison Chemical is internationally known for bring the technology leader in infrastructural coatings. A recent project in Oman exceeded expectations, on the strength of Madison's advanced technology.

One challenge lay in the varying sizes and shapes of pipe. A range of diameters coupled with T, Y, and L-shape pipes, demanded a high-performance coating.

Penderlo Enterprises of Taiwan was in charge of the project. They came to Madison for the protective coating they needed to handle the demanding job.

Penderlo were supplied with CorroPipe II TX-15, Madison's protective coating specially formulated for use as an economical protective lining for pipelines carrying aqueous effluent and non-potable water.



A section of pipe, showing the beautiful glossy finish provided by Madison's CorroPipe II TX-15.

When cured, TX-15 has the appearance of a sheet of plastic fusion bonded to the substrate. Indeed, the finish in Oman was "strikingly glossy" according to John Lo, import manager at Penderlo.

Lo thoroughly endorses Madison's coatings, "whose superior performance has left other competitors far behind." Lo added, "We hope to continue advancing our technology and coating skills [with Madison]. We are honored to have [Madison] partner with us in this business."

The Oman Water Authority expressed its extreme satisfaction with the result, saying that Madison's polyurethane coating rivals fusion bonded epoxy coatings in appearance. Penderlo has used the Oman project to demonstrate the quality of their work. Their international clientele are very impressed with the quality of the coating. ■

Website Launch

In keeping with all the exciting technological innovations taking place at Madison, this month we're proud to announce the launch of the company's new website.

The site, which went "live" on July 1st, is a significant improvement over the previous version. The most obvious changes are cosmetic; a dramatic visual overhaul to all areas gives the site an updated look and feel. Several technical improvements are readily apparent as well. Improved navigation gives visitors quick access to technical data sheets and application instructions.

We're also beginning to incorporate video content to better illustrate our innovative technologies. Many of our products are so advanced that one needs to see them in action to fully appreciate their capabilities.

Explore the new site at www.MadisonChemical.com, and see the improvements for yourself. ■