



## Net Gain

Madison is set to use the power of the Internet to illustrate its products and technologies.

Madison Chemical is proud to be the Technology Leader for Infrastructural Coatings. We'll soon be reflecting that leadership in the online world as well. Madison's website is being overhauled, significantly upgrading it from the current version.

An array of improvements, both cosmetic and technical, will make Madison's site the most advanced in its industry. A complete reorganization, coupled with an ingenious navigation system, will give users quick access to Technical Data Sheets, Application Instruction Bulletins and more. You can search by market, product or substrate to find the coating solution best suited to your needs.

There is a whole section discussing Madison technologies. Learn more about MicroSpear, NanoShield, AP-50 Adhesion Promoter, and our next-generation Zinc Rich Primers. Some advancements – such as our No-Blast – are so revolutionary that one needs to see them in action to fully appreciate their uniqueness. As such, we're designing our new website with online video capabilities in mind.

The revamped Manufacturer Rep section of the site will include an online learning area, where our reps can learn about our technologies at their own pace.

The website will re-launch on July 1, 2010. Be sure to visit [MadisonChemical.com](http://MadisonChemical.com) to explore the new site and experience the improvements! ■

## Raising the (Pipe) Bar

Building on Madison's pipe coatings track record.

Polyurethane pipe coatings have come a long way since we coated our first small project, some oil and gas pipe, in Calgary, Alberta, back in 1981.

For many years, pipe coatings were applied under conditions that were, at best, adequate. Even so, the technology worked so well that we at Madison have had almost no in-service issues over the years. In the past decade, the advances in surface preparation, application equipment and quality control practices have leaped forward in giant steps.



Three years ago, we embarked on a research program to raise the bar with regard to the coating itself. The gains, we realized, would not be huge, since polyurethanes already had a great track record. The big questions were "where", "by how much" and "what's achievable"?

In the end, we succeeded in upgrading several CorroPipe products, making them both tougher and easier to apply. What's more, we developed CorroPipe 3000, which exceeds every pipe coating standard that we have encountered on the four continents in which we do business.

Interested in pipe coatings? Want to raise the bar? Give us a call and we'll be happy to provide the details. ■



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# CorroNews



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[www.MadisonChemical.com](http://www.MadisonChemical.com)

## Inherit the Wind

### Wind turbine coatings – a progress report

In the last issue of CorroNews, we introduced our ongoing initiative to develop value-added coatings for wind tower manufacturers. Let's explore this important development further.

Here at Madison, our Marketing Department, under the watchful eye of Richard Schertzer, monitors industry trends. In our discussions with tower and turbine OEM's, a significant shift has occurred from a coatings perspective. As recently as five years ago, technical requirements were often lax. This meant that, while there was a wide range of cost-effective and easy-to-use products from which to choose, long-term results were questionable. Today, it is very different; tower coatings must, at a minimum, meet rigorous ISO 12944 performance standards. However, the desire to reduce costs and speed up throughput times is as important as ever. As one tower company's coating specialist put it, the OEM's always ask "Can you save us money?"



Well, we already know we can save the tower manufacturers on their applied costs. Fewer coats is a big Madison advantage. Our estimates – which we've validated many times in the past on large infrastructure and in-line applications – show applied cost savings from 7% to 25%, simply on reduced application cost. When the saving in terms of shorter shop times for curing is considered, it's even more. Right now many coating systems require as many as 12 or more hours cure to handle, whereas our systems cure much more quickly – some in a matter of minutes. And, not to be forgotten, they don't require heated booths that are very energy intensive.

But, do they pass the specifications? We are pleased to report that independent 3rd party tests confirm that we meet ISO 12944 Category 3 and Category 4 standards for moderate and heavy service use. In all, seven Madison products conform to ISO requirements for onshore applications around the world, from sparsely populated or rural areas (C3) to typical industrial and/or highly populated centers (C4). By meeting ISO C4 standards, our coatings will, generally speaking, last a minimum

of 15 years before maintenance painting. Some of our products, thanks to ceramic nano-technology and automotive grade additives, are designed to last for much longer. We want your coating system to endure for the design life of the tower itself.

Tests under the most demanding ISO Category, C5M (offshore marine), are ongoing. Our goal is to develop a product that exceeds C5M in a single, instant-setting coat. It won't be easy. We'll keep you posted.

For more information on wind tower coatings, call Richard Schertzer at our Head Office and ask for InfoTech Bulletin No. 31. ■

## Re-thinking Maintenance

Madison's GemThane Division focuses on "Mission Critical" maintenance and refurbishing applications. Recently developed technologies such as "No-Blast" are helping us to provide coating solutions in some new and exciting applications.

### The Surface-Prep Revolution

Maintenance coating, almost by definition, takes place "in the field." Usually, the requirement for surface preparation implies abrasive blasting and this, in turn, implies a host of negative factors: mobilization costs, logistical problems, heavy equipment, noise, containment, cleanup and disposal costs... the list goes on. On some projects, contractors turn to power tool cleaning, which requires less equipment but is slow and laborious.

Enter No-Blast. GemBond Surface Conditioner eliminates the need for abrasive blasting on a variety of substrates from steel to galvanizing to concrete. GemBond looks and applies like car wash foam and is quite safe to use. It's surprising, then, to realize that it has the unique ability on metal to dissolve rust,

oxidation and mill scale within 15 to 45 minutes, revealing a pristine, ready-to-coat substrate. On concrete, it uniquely degreases and etches in one easy step.

### The Coating Application Revolution

Many GemThane coatings now contain the same AP-50 Adhesion Promoter that is present in GemBond. This ensures a tenacious bond when those coatings are applied. By way of example, a key product in your maintenance arsenal is GemThane UltraPrime, a high performance corrosion-busting primer/coating that is easy to apply, builds quickly and performs superbly. Use by itself or topcoat with a variety of GemThane coatings such as GemThane 1:4 Aliphatic.

### The End Use Revolution

The potential applications are endless. Let's look at two: cooling towers and tubular structures. Cooling towers are everywhere; the rooftop of any large building has at least one, as part of the HVAC complex. The walls, floors, and ceilings of these structures take a beating. Thanks to GemBond, UltraPrime, and other GemThane coatings, the time to clean up and coat a cooling tower has, quite literally, been cut in half. Virtually every one of the negative factors we discussed above are avoided. Several cooling tower rehab specialists have adopted GemBond technology, and the list is growing.

Another application involves the refurbishing of tubular structures, from lighting standards to large transmission towers. Our parent company, Madison Chemical, has been working with power pole and tubular structure manufacturers for over 20 years, so it makes sense for GemThane to help out wherever an owner of such structures is looking for a reasonable and effective way of refurbishing them. In a recent pilot project for a major Canadian city, a number of poles adjacent to a busy highway were refurbished with virtually no inconvenience to the motoring public and without the need for heavy, cumbersome, costly equipment. "It's working beyond our customer's expectations" is the applicator's enthusiastic assessment. ■

### Join our team!

Looking for a unique career opportunity? Become a GemThane Distributor. We are seeking entrepreneurial business professionals to represent the line of GemThane Industrial Maintenance products across North America.

The benefits for our Distributors are compelling:

- unique leading edge technologies
- exclusive territories
- no franchise fees
- attractive markups
- broad range of products and applications
- true value added products that make life easier for your customers
- sales, technical and administrative support

For more information, contact Madison and ask to speak to a GemThane rep.



To learn more about Madison's new products, visit [www.MadisonChemical.com](http://www.MadisonChemical.com)