

elcometer®

Issue 3: 2022-1

the e news

from Elcometer around the World

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DESPITE EVERYTHING, SERVICE IS STILL PARAMOUNT

by **Michael Sellars**, Managing Director

In an earlier edition of the enews I recalled my childhood antics when a new product was brought home.

I cannot remember when I became aware of the coating's industry for the first time. This is not because I am losing my mind, but because it has always been part of my life.

I first started working at Elcometer almost 28 years ago. "Why does your generation always complain about being tired all the time?" My father would ask. "I was never that tired when I was your age!"

Now, as a man in his early twenties, there was often a time when the work-life balance swung too much onto the life side of the equation, but I was not going to admit that to my father.

"When you were my age," I replied, "when you received a letter from a customer, you would dictate a reply, it was then typed and sent to the customer. Then after about a week, you may have received a reply."

"In the time that you and I have been speaking," I continued, "we could have received a request to fix a database crash, we would have fixed it and sent it back to the customer!"

Take a person from the 1400s, when Europeans landed in the Americas, and put them in any year up to the end of the 19th Century, and whilst things would be different, they would still recognise almost everything. Candles were still lighting houses, people still went around on horseback and boats were still powered by the wind.

If you look at any time beyond 1903 - Orville Wright's first flight, however, development has been exponential. Just ask any teenager today if they know what a 35mm roll of film is, or a VHS tape, a floppy disk or even CDs and they would be hard pressed to answer.

"What's a fax number?" "What's a Telex?" "Why did you have thin blue paper airmail?" "You had to book an international phone call?"

At the time, I was trying to be clever with my father, but just look at the speed of business today. Instant emails, social media, research on the web, instant messaging, video calls, and online shopping to name a few.

Some things that were lost, have returned; home delivery, time spent with the family, vinyl records, for example. One thing that has not changed, however, is that people like dealing with people, and customer service remains paramount.

KEEPING IN TOUCH WITH OUR GLOBAL NETWORK

by **Nick Ball**, Sales Director

As COVID restrictions around the world continue to cycle between total lockdowns and various degrees of partial lockdowns, our customers will continue to face a level of uncertainty in the coming months.

These restriction cycles are no longer new for any of us and whilst we adhere to whatever local policies are in place, there are still many opportunities for us to engage with our customers.

Here at Elcometer, we have been working hard to ensure we can still keep in touch with end-users, whatever their challenge.

Over recent months, we have completed a series of product & training webinars.

Have you watched our series of key product webinars on our website or attended one of our Tech Talk sessions recently? To catch up on our previous webinars, visit elcometer.com/en/webinar

Our Tech Talks webinars are interactive workshops aimed at distributors, helping them to provide expert support to their customers, so they can get the most out of their inspection gauges.

We have already covered the Elcometer 456, the Elcometer 130 SSP, the Elcometer 319 and the Elcometer 224.

If you would like to watch one of our webinars, or sign up for the next session, simply scan the QR code or click [here](#).





Not only do we have a more modern, easier to use site – but our bodyshop spray equipment can now be purchased online in the UK.



Update

Marketing

AFTER A SUCCESSFUL 2021, WHAT IS PLANNED FOR MARKETING?

by **Catherine Lund-Barker**, Marketing Manager

2021 was an extremely busy year for Elcometer's marketing team, dedicating the majority of our time and effort to migrating thousands of pages of information to our new website which launched smoothly, across eight languages, in November.

This means that heading into 2022 – not only do we have a more modern, easier to use site – but our bodyshop spray equipment can now be purchased online in the UK.

Global Marketing Communications is critical to our success across all our business divisions - blast, spray, inspect and test. In addition to our two new recruits at Headoffice in the UK - Amy Hayes and Jack Fenlon - we have also welcomed Coline Poussin to the international marketing team in France.

Following the appointment of Amy in November, we have now been able to fully implement our divisional marketing strategy - with specialist marketing personnel for each business division, dedicated to communicating the products and values of Elcometer to our customers around the World, across all the digital platforms.

Join in on the conversation....



Elcometer • Elcometer Blast Equipment
Elcometer NDT Equipment • Sagola by Elcometer
Elcometer Sarl



Elcometer Inspection Equipment
Elcometer Blast Equipment • Elcometer NDT Equipment



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Elcometer
Sagola by Elcometer

Aside from our digital efforts, traditional marketing activities are an essential component of our marketing efforts. Each business division has its own unique product catalogue and in 2021 we completed four new catalogues – Protective Coatings Inspection Equipment, Industrial and Laboratory Coatings Inspection Equipment, Bodyshop Spray Equipment and Non-Destructive Test Equipment (NDT).

With a new, cleaner layout to help our customers find the most relevant product for their precise application and totalling approximately 1.7 million words across eight languages, these new catalogues will soon be sent to print and shipped to our offices and distributors around the world.

With over 10 brand new Elcometer product ranges being introduced in 2022, the Elcometer marketing team have a lot to keep us busy, but with the enlarged, global team in place, we are up for the challenge.

Follow Elcometer on LinkedIn, Facebook, Instagram and YouTube to stay informed on the latest developments.



Visit the new

elcometer.com

everything you need to
blast it, paint it, inspect it
& test it - in one place





GLOBAL NEWS

Wherever you need to be,
we are just around the corner.

MASTERCLASSES GO GLOBAL

by **Neil Beswick**, Sales Manager - Elcometer UK

It's now been three years since we started to invite UK customers to the Elcometer 456 Masterclass events. These UK events, organised and coordinated by Mel Hayward, are designed to help our customers to use perhaps the world's most advanced DFT gauge to its maximum effect.

As time has gone on, "word of mouth" has spread, and we are now conducting one class in the UK every two weeks. The idea has also spread across the world, with many other Elcometer offices giving specific and detailed masterclasses to our Global customers.

During these courses, we train delegates on how to calibrate the gauge effectively, bearing in mind the substrate and application. We teach the principles of Dry Film Thickness measurement and how to get the most accurate reading in every instance.

We also explain how to use the free ElcoMaster software to record and report data accurately and effortlessly.

Feedback on Masterclasses has been amazing. Customers from different industries have attended and many of these customers have sent additional colleagues to subsequent events after receiving feedback from delegates.

We're always delighted to see our customers using Elcometer equipment expertly.

If you are interested in joining one of our Elcometer 456 Masterclasses in the UK, email melissa.hayward@elcometer.com for more information.



We now conduct an Elcometer Masterclass every two weeks across the UK



After 30 years Elcometer Asia finally made its big move to its new home at 321 Braddell Road

ELCOMETER ASIA'S BIG MOVE

by JJ Fong, Technical Support Engineer - Elcometer Asia, Singapore

Elcometer Asian Headquarters, based in Singapore, started out with Andy Foo, and 1 member of staff in 1988 under the name of Sellars Electronics before finally becoming Elcometer (Asia) Pte Ltd in 1989.

After more than 30 years, on 1st November 2021, Elcometer Asia made its big move to its new location at 321 Braddell Road, Singapore.

The new purpose-designed office is situated in a newly built industrial-classified building, located almost right in the middle of the island. Within close proximity to our customers and a mere 15-minute drive to Changi International Airport, the office is surrounded by great food and leisure facilities. It has everything needed to be the modern regional headquarters for Elcometer in Asia.

Spanning a total usable space of 5,273sqft, and with the help from an up-and-coming interior designer firm, it has taken us four months to conceptualise, design and build the new office from the ground up - not bad during COVID.

The design concept calls for the area to be categorised into five main areas: front of office (reception, demonstration, meeting room), back of office (general office, managers' rooms, boardroom), kitchen & pantry, warehouse and service & repair. Surrounded by large picture windows (natural daylight finally!), one of the key design criteria was the creation of a dedicated front reception and demonstration area.





Customers and visitors have the opportunity to experience and learn about the company and its products – prominently displayed and showcased throughout the demonstration area. Real estate in Singapore is of a premium and the design challenge was to use the space wisely – allowing us to easily transform the demonstration area into a comprehensive training facility.

We have already begun to reach out to the corrosion and protective coating communities across the region, with the aim of driving a 'collaboration through training' initiative across the industry.



Like in many modern offices, we wanted this office to be as 'open and transparent' as possible, thereby creating a conducive working space amongst staff, visitors and customers. With the clever use of colours and patterns, not one room or space is identical to each other, each has its individual style and design - providing harmony across the whole.

One great example is our well-equipped office pantry, which coincidentally is becoming the team's favourite space. Designed with an 'industrial café shop' in mind, it provides an alternative space for work, rest and leisure not just for the team, but for customers and visitors alike. Again, a great way to fully utilise spaces.

We are delighted and proud of the end result of this exciting project, and we hope to welcome you to Elcometer Asia's office soon when the opportunity arises.

Please take some time to enjoy a 3D virtual walkthrough or our new facility by scanning the QR code!



ELCOMETER PROVIDES FIRST PLACE PRIZE AT MERCEDES-BENZ EVENT

by Ankur Tiwari, General Manager - Elcometer, UAE



Elcometer UAE office supported BASF Automotive Refinish Coatings Solutions by providing a Sagola 300 GTO Spray Gun for the National "TechMaster" competition conducted by Mercedes-Benz and held across the dealership network in Egypt.

Ryan Puckey, BASF Region East Technical Manager at Automotive Refinish Coatings Solutions, presented Elcometer's Sagola 3300 GTO Gravity Spray Gun to a first prize winner at the "TechMaster" competition in December.

Elcometer's Sagola 3300 GTO Gravity Spray Gun is an incredibly versatile spray gun, ideal for primers, base coat & clear coats. It is the ultimate gun for the bodyshop professional, giving you a high-quality finish, industry-leading high material transfer rates and faster, more professional results.

It is a value for money spray gun with engineering excellence, interchangeable aircaps, needles & nozzles. It also has no gaskets, air diffusers or plastic parts in the product area.

A MICRON MAKES A MILE!

by **Edouard Oyer**, Commercial Manager - Elcometer Sarl, France

Since their invention by Alessandro Volta in 1791, electric batteries have become an ever more versatile storage of energy for power tools, gauges and cars.

Energy-efficient batteries are increasingly becoming part of our way of life, particularly with the recent development of electric vehicles. Yet, developing battery materials to meet the requirements of the automotive market has proven to be a great challenge ever since the first electric car was produced in England way back in 1884 by Thomas Parker.

Prototype automotive batteries are typically built by applying a known thickness of battery material to a thin metal foil. The Elcometer 4340 Automatic Film Applicator has become pivotal to Research & Development facilities, allowing them to create consistent, repeatable and reproducible films when developing and testing the efficiency of a new battery composition.

The Elcometer 4340 is the ideal product whenever microns matter. With less than five microns of variation between any given point, its precision-engineered aluminium table is five times flatter than glass, providing greater accuracy and repeatability when applying a film. Optional vacuum channels are able to keep the thin metal foil flatter still, without distortion.

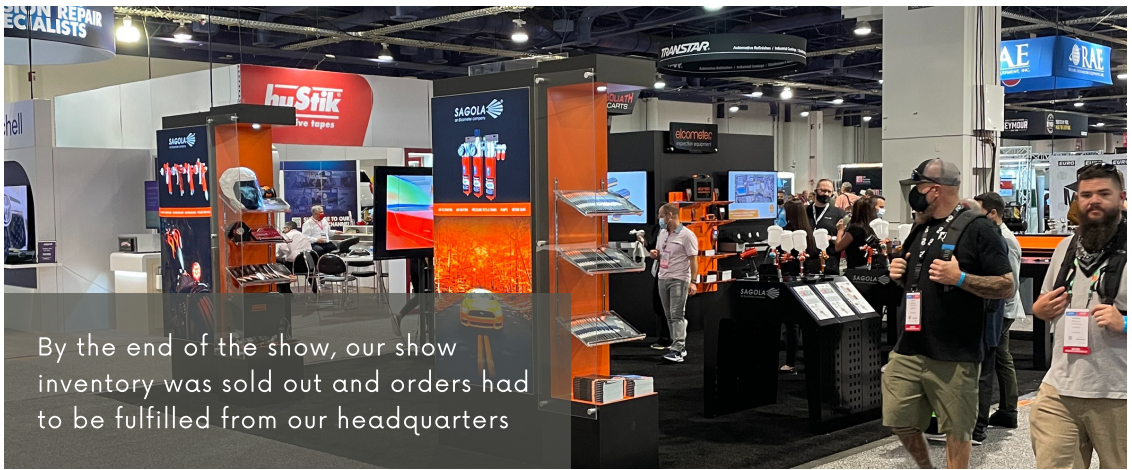
These features, when combined with their large surface area, heating and lack of vibration ridges, has ensured the Elcometer 4340 is the de-facto standard for the R&D facilities of electric car batteries in France.

Want to know more?

Take a look at our video on the Elcometer 4340 Automatic Film Applicator.



The Elcometer 4340 Automatic Film Applicator has been established as the 'de facto' standard for R&D teams in the electric car battery industry.



By the end of the show, our show inventory was sold out and orders had to be fulfilled from our headquarters

SPRAYING FOR SUCCESS AT SEMA 2021

by **Joseph Walker**, Vice President & General Manager - Elcometer Inc, USA

Elcometer launched the Sagola brand of spray guns and accessories to the US market at the Specialty Equipment Market Association (SEMA) show in Las Vegas.

SEMA is the must-attend event for those involved in the \$44 billion automotive aftermarket industry. This four-day trade-only event was attended by 161,000 visitors and 1,300 exhibiting companies.

The Sagola by Elcometer booth, located in the Collision Repair & Refinish hall, displayed the full range of Sagola spray guns & accessories as well as Elcometer instruments for paint booths and vehicle inspection.

One of the most popular areas of the booth was our VR experience - allowing attendees to virtually paint a Ford F250 truck while other attendees watched on.

The Sagola by Elcometer booth was packed with attendees for the four-day exhibition - who were so impressed by the products that, by show's end, our show inventory was sold out and orders had to be fulfilled from our US headquarters in Warren, MI.

Whilst Elcometer has exhibited at SEMA for the last two decades, the Sagola launch took our exhibition to a whole new level of visibility and we are looking forward to attending this event for many years to come.



A HAPPY 10TH ANNIVERSARY IN JAPAN

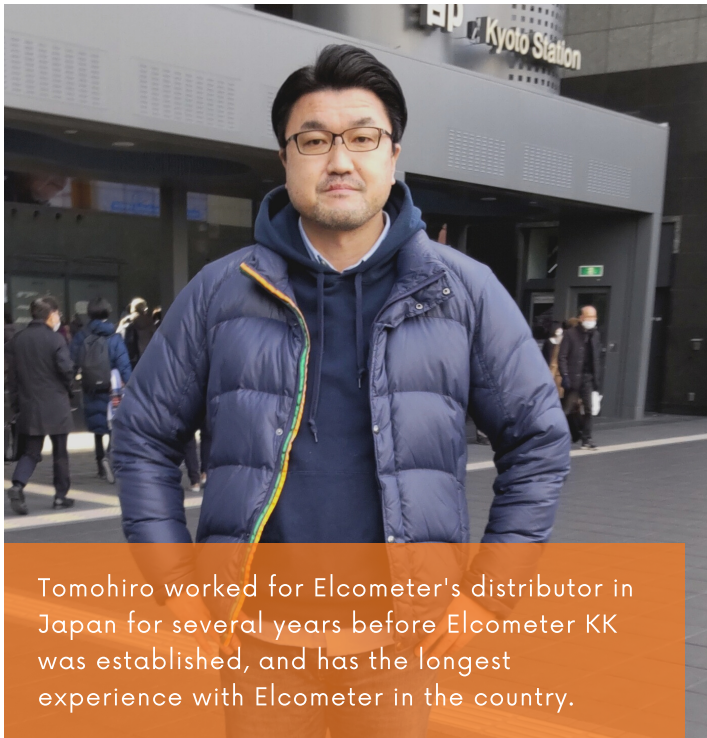
by **Kozo Morimoto**, General Manager - Elcometer KK, Japan

We are pleased to announce that, in October, Elcometer KK celebrated its 10th anniversary! And Tomohiro Yasuda, one of our first employees in Japan, also reached his 10 year work anniversary.

Before joining Elcometer KK, Tomohiro had been working with Elcometer products on behalf of our principal importing distributor in Japan for several years. He, therefore, has the longest experience with our products in the country.

As the leader of outside sales, Tomohiro has developed new business with customers from shipyards to heavy electric industries, from eastern to western areas of Japan. We continue to appreciate his great contribution to the company's continued growth.

Tomohiro said: "I would like to thank you all for your support as I continue to do my best to provide expert service and support to our customers".



Tomohiro worked for Elcometer's distributor in Japan for several years before Elcometer KK was established, and has the longest experience with Elcometer in the country.





Christina set up stations for each of the attendees to practice with the Elcometer gauges

FACE-TO-FACE TRAINING RESUMES IN GERMANY

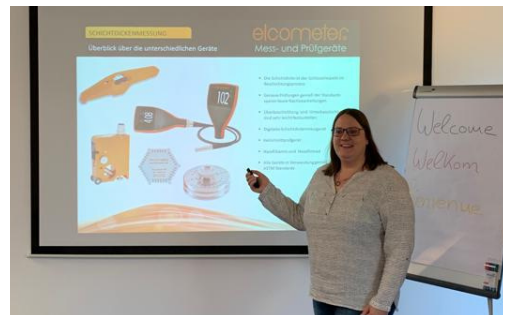
by **Markus Biess**, General Manager - Elcometer GmbH, Germany

For the first time since COVID, Elcometer GmbH has recently hosted a three week training course for 'Handwerkskammer Dortmund' - a company that delivers basic training on protective coatings.

Sales Representative, Christina Theessen, gave an overview presentation about Elcometer gauges for the protective coatings industry.

With help from Ralf Theessen, Christina also set up stations for each of the attendees to practice with our gauges, including the Elcometer CG100 Corrosion Thickness Gauge, the Elcometer MTG Ultrasonic Material Thickness Gauge, Bresle Patches and many more.

Training is due to begin in February from Elcometer's Leer Training Centre for ElcoMaster, coatings inspection gauges and blast equipment. Keep an eye on LinkedIn for more information about this.



COATINGS ON COMPOSITE AIRCRAFT NOSE CONES

by **Matthew Davison**, NDT Equipment Division Manager

Coating thickness measurements on composite substrates are notoriously difficult to inspect by conventional dry film thickness (DFT) gauges as traditional DFT gauges require a metallic substrate.

Ultrasonic NDT testing, however, does not require a metallic substrate - making it a uniquely suitable solution for measuring coating thickness on composite substrates - such as nose cones.

When an aircraft maintenance facility approached Elcometer's South African distributor, BAMR, with their requirement to measure the coating thickness on the composite nose cones of their aircraft, the team were able to provide the Elcometer PTG

Precision Thickness Gauge as an accurate and reliable solution.

Mark Terblanche, Anoesjka Grundel and Graham Duk from BAMR all visited the facility to demonstrate how the Elcometer PTG worked. The skills and knowledge of the BAMR team along with the advantages of having their Sales Demonstration Kit helped to evaluate the requirement on-site and secure the sale.

Next time you need to measure coatings on composite materials, make sure you consider the Elcometer PTG Thickness Gauge.



Long-serving Elcometer distributor,
BAMR, celebrate their 75th anniversary



Global News



South Africa

2

SUPPLYING THE INDUSTRY SINCE 1946

by **Graham Duk**, Owner - BAMR

Elcometer's longest-serving distributor, BAMR, celebrated their 75th anniversary at the end of 2021. BAMR are not only the authorised Elcometer distributor and partner in South Africa and much of Africa but were also Elcometer's very first export sale in 1947. A relationship that has grown over the years.

BAMR was founded when Fred Duk, a major in the Airforce, returned from the war - establishing BAMR on 22 May 1946. Current Owner, Graham Duk, Fred's grandson, became involved in 1998 and BAMR remains a customer-oriented, family-owned and run business today.

In its early days, the company predominantly focused on instrumentation in the coating industry with the Air Force being the first target market due to Fred's background.

To this day, the business remains loyal to its core business principles.

"BAMR is very much a family business," explained Graham, the current owner, "when my brother decided to do his own thing, my wife, Helena stepped in and has been actively involved and instrumental in the marketing side of the business. As the Elcometer business has grown and become more sophisticated, so has our representation of the brand on the African continent.

"Although a Cape Town-based business, we have key account managers in Johannesburg and in KZN and our footprint extends throughout Anglophone and sub-Saharan Africa.

"With our partners on both the supplier and the distribution front having similar philosophies regarding innovation and customer service, we are very excited about the future of BAMR".

Congratulations BAMR, we look forward to many more successful years of partnership.

RELIABLE TESTING, WHATEVER THE WEATHER

by **Daniel Lomax**, R&D Test & Support Engineer - UK

Ingress Protection testing, or IP testing, tests a product's ability to protect against the infiltration of water, dust and foreign objects. The ratings come in two sets: the first number is the protection rating, from one to six, against solid bodies such as dust and the second number is the protection rating, from one to nine, against liquids.

These codes are used to give an insight to potential consumers behind the generic terms a product may be advertised such as 'waterproof' or 'dust resistant'. The IEC 60529 standards document rigorously outlines testing procedures for compliance with each individual code in the rating – such as the hose nozzle diameter, the water temperature, the time of the test and pH level.

These strict conditions ensure that a Samsung phone, manufactured and tested in South Korea, and an Elcometer NDT gauge, manufactured and tested in Manchester, can guarantee the same protection in the same conditions.

The Elcometer MTG is currently advertised as conforming to IPx4, implying it is capable of withstanding water splashes from any angle without harmful effects. To conform to IPx5, it must also withstand direct low-pressure water jets from multiple angles without the gauge functionality being impaired. We carried out the IEC 60529 IPx5 test to see if it could do this.



The hose used for the IP testing was specially designed for IPx5 testing with two 6.3mm diameter nozzles and a pressure gauge – complying with BS EN 60529:1992+A2:2013. Tested with transducers fitted, the gauges faced a nominal water flow of 12.5 litres (2.75 gallons) per minute whilst powered on. Each side was sprayed for three minutes and with the gauges having six sides, to meet the Standard, each test had to last at least 18 minutes.

Following the completion of the spraying, the gauges were examined for any obvious signs of water ingress. Following a visual inspection, they were powered up and a reading was taken – showing the gauges were still functioning. Finally, the gauge was left to dry and then disassembled in order to determine the efficacy of the gauge's seal.

The results of the test showed that the Elcometer MTG gauge was able to withstand conditions up to IPx5 following the testing requirements, which demonstrates that the gauge is 'protected against low-pressure water stream from any angle' – meaning you can use your Elcometer MTG in wet weather without any issues!



BLAST! FROM AN ACORN AN OAK TREE GROWS

by **Jordan Goodman**, Regional Sales Manager, Blast Equipment Division

Following a number of meetings with our existing Coating Inspection Division distributors and new Blast Equipment Division distributors, interest in Elcometer's blast equipment product range continues to grow, with an ever-increasing number of distributors placing orders for abrasive blast machines ancillary blast products.

The success story of a major blasting project in Scotland has generated interest from potential blast distributors who can see that the cost savings and efficiencies have impressed blasters from across the globe.

Ever-increasing numbers of abrasive blast pots are being shipped each quarter - with many being sold before the quarter - Elcometer's blast equipment is typically sold before they arrive in the country.

Following the addition of the Elcometer blast range in 2018, many of our distributors who sell the Elcometer blast equipment have seen increased sales of Elcometer's surface profile and surface cleanliness range - providing further proof of the benefits of our new divisional structure.



SPRAY! GOING FROM STRENGTH TO STRENGTH

by **Peter Bloem**, Spray Equipment Division Manager

Following the acquisition of Sagola in 2019, at the beginning of the COVID outbreak, Elcometer has been quietly setting up the Elcometer Spray Equipment Division across their office network, employing experts in the spray equipment sector in the UK, USA, France, UAE and Singapore.

This month sees Elcometer breaking ground on our new UK Spray Equipment Training Centre, which will provide our customers in the UK and around the

world with hands-on training experience on our comprehensive range of spray guns and filtration equipment for the refinishing sector, as well as Elcometer's range pressure pots, diaphragm pumps, piston pumps, and leading range of coating inspection equipment.

We look forward to welcoming you to our new training facilities in the very near future. **For more information visit [spray.elcometer.com](https://www.elcometer.com)**



INSPECT! PATCH IT, DONT PAINT IT!

by **Alastair Kearton**, Regional Sales Manager - Coating Inspection Division

Throughout much of the pandemic, the price of oil, combined with trepidation in the industry, particularly on the capital investment front, has resulted in many companies being very careful in releasing funds for infrastructure projects.

This has led to an increased need for greater focus on asset management, particularly on maintenance and repair. And as oil prices recover and optimism grows as the world recovers from COVID, Elcometer's range of Protective Coating Inspection Equipment is an essential component in the lifetime management of the asset.

The repair of pinholes can vary wildly, are not always consistently carried out and can be wasteful, using up a lot more coating than is required. To ensure an efficient, easily repeatable method for fixing coating flaws, resulting in effective repairs every time, Elcometer is releasing the NEW Elcometer 165 ElcoPatch™.

The ElcoPatch™ allows inspectors to patch flaws quickly and accurately, using just the amount of coating required. Find out more about the ElcoPatch™ by scanning the QR code.



TEST! THE GOLD STANDARD FOR NDT

by **Matthew Davison**, NDT Equipment Division Manager

Training of Elcometer's NDT distributors continues at pace and congratulations this month go to the team of Tektraco Ltd on achieving Gold Status as part of the Elcometer NDT programme.

Tektraco promotes and sells Elcometer NDT products in Malta and Libya. The recent delivery of Elcometer's new NDT sales and demonstration kits are being put to good use, Ramy Engab can be seen here discussing the Elcometer NDT products with customers in Libya.





A FOCUS ON

ABRASIVE BLASTING

Abrasive Media Valves



An automatic general valve uses a pneumatic hose system that controls the abrasive flow and cuts off the flow of abrasive when the deadman's handle is released.

Q Product Focus



Blasting

ABRASIVE CONTROL - PRECISION AT YOUR FINGERTIPS

by **Steve Pollard**, Customer Support Manager - Blast Division

In e-news issue #2, we discussed the merits of the Elcometer General Valve (GV), its features and the GV's benefits over other grit valves on the market today. In this issue, we discuss Elcometer's Automatic General Valve (AGV).

The Elcometer Automatic General Valve (AGV) has all the advantages of the Elcometer GV - with features such as fine-tuning and long life abrasive liners, but unlike a standard grit valve or the Elcometer GV, the Elcometer AGV uses a pneumatic control system that opens and closes the abrasive flow valve as soon as the deadman's handle is pressed or released.

When the deadman's handle is released, the valve in the AGV is automatically closed, cutting off the flow of abrasive from the abrasive blast machine into the mixer 'T'.



Stopping the flow of abrasive when the blast machine has been depressurised (following the release of the deadman's handle), helps to:

- save abrasive
- reduce wear in the mixer 'T'
- maximise the lifetime, minimise downtime
- reduce blockages from excessive blast material
- minimise the risk of choking the blast machine

So, how does it work?

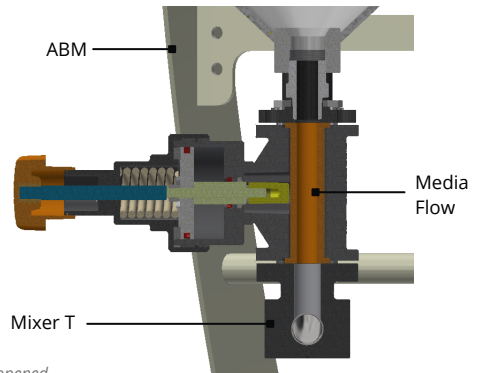
As the AGV works pneumatically, it is necessary to provide air to the valve and control it via the deadman's handle. The air is conveniently drawn off the yellow return hose of the deadman's handle, connected to the ABM frame.

The connector has a 'T' piece attached to allow the returned air from the deadman's handle to go into the Remote-Control Valve and also into the AGV. Note that the hose connecting from the frame to the AGV is red in colour and not coloured blue since the air has not been filtered.

This essentially means that when the deadman's handle is closed and the blaster is

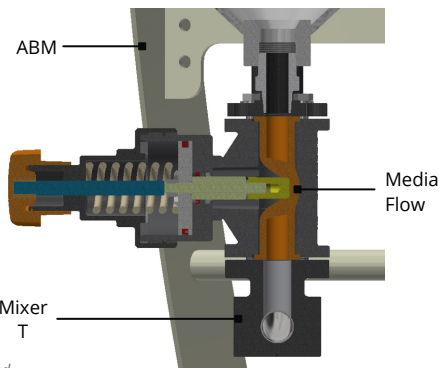
blasting then air is fed into the AGV. When the blaster releases the deadman's handle then air escapes from the hole in the deadman's handle and is no longer fed into the AGV.

The AGV is termed 'normally closed' so that grit doesn't feed into the mixer 'T' when it is not energised. The normally closed condition is achieved using a spring to ensure that a 'chisel' tool squeezes the abrasive liner shut.



AGV opened

When the blaster closes the deadman's handle air is fed into the AGV and pushed against the spring to a predetermined position as set by the orange control knob on the valve. This subsequently opens the liner to that set position and grit begins to feed into the mixer 'T'.



AGV closed



A FOCUS ON

SPRAY EQUIPMENT

Good, Better & Best

A HIGH QUALITY & CONSISTENT FINISH - WHATEVER YOUR BUDGET

by **Peter C. Bloem**, Global Divisional Manager – Coating Spray Equipment

Historically, in the Bodyshop industry, the retail price advertised for a spray gun was not the purchase price paid. Internet or web stores have made the world a much smaller place.

On one side of this spectrum are professional organisations with well-designed web stores that ethically represent the manufacturer's brands they sell. On the other side, are the rogue "*sell and forget*" web stores. These rogue web stores have minimal regard for the actual market price of quality brands and products.

It is a fallacy to believe that the end-user is the one who wins with a cheap internet purchase. Not many rogue web stores can sustain the aftermarket service and support the manufacturers' desire and what their end-user customers expect.

The low price these rogue stores sold the spray gun for often means that they would be losing

money if they have to provide in-field product support to the painter.

Dealers of spray equipment with web stores typically run discounts monthly - visible to all competitors and other retail competitors (on the web, and therefore globally).

Spray guns are advertised by as much as "40% off the RRP" - for a short time only, and are often "out of stock". These antics have driven the price to the point whereby the RRP is no longer relevant.

Elcometer comes from a background of inspection equipment. In this industry - price and performance go hand in hand.

Following the acquisition of Sagola, Elcometer undertook an in-depth review of the spray gun industry. We determined that whilst price discipline is evident with some of the leading brands, others seem to culture a retail price not equal to the purchase price.



With our newly acquired Sagola range, we have repositioned the range through Elcometer to offer painters a GOOD | BETTER | BEST product range.

Whilst the GOOD, entry-level spray gun still provides excellent quality with outstanding performance, our top of the range, BEST product offers industry-leading performance and the highest transfer efficiency.

With the guns priced according to performance, the GOOD entry-level Sagola 3300 spray guns are still priced at the appropriate price point of competitors discounted equivalent products.

Our BEST top of the range Sagola 4600 with its state of the art design, quality and performance, together with its easy to use serviceability and lack of packing and o-rings (minimising lifetime service costs and wear - i.e. downtime) is priced (RRP) at equivalent pricing to industry-leading Bodyshop spray guns.

What was missing was a mid-range BETTER spray gun - in terms of both performance and price. So, we introduced the new Sagola X4100.

Sagola spray guns are priced according to performance.

- **GOOD** - the Sagola 3300 is an ideal all-rounder entry-level spray gun, exceptional for primer, water, solvent born base and clear coats
- **BETTER** - the new Sagola X4100 offers painters a mid-level priced spray gun with excellent performance
- **BEST** - is our Sagola 4600, the most capable gun in the range with exceptional transfer efficiency and application speeds.

Visit spray.elcometer.com for the full range.



A photograph of industrial pipes at sunset. The pipes are wrapped in silver insulation and run horizontally across the frame. In the background, there are more pipes, a metal structure, and a fence. The sky is a mix of blue and orange, with some clouds. The overall scene is industrial and atmospheric.

A FOCUS ON

COATINGS INSPECTION

**Pulsed DC
Porosity Testing**

If high voltage porosity testing could damage a perfectly good coating, why do we do it?



Q Product Focus

 Coating Inspection

PULSED DC: PREMIUM POROSITY TESTING

by **David Barnes**, Group Technical Manager

The high voltage or porosity technique is ideal for inspecting pipelines and other protective coatings on either metal or on concrete substrates.

There are three high voltage testing methods: AC, continuous DC and pulsed DC. In this issue, we will be exploring the pulsed DC method.

High voltage testing is where a high voltage is applied to a probe, which is then passed over the coated surface. The voltage used should be high enough so that in areas where the coating is electrically weaker due to a discontinuity, there is sufficient voltage to break down the gap or insulation between the probe and the substrate.

When this breakdown occurs, the current flows from the probe, through the substrate, and back into the porosity meter (often referred to as a holiday detector) via an earth or signal return cable, thereby completing a circuit and triggering an alarm to signal that a flaw has been detected.

The allowable number of 'holidays' or discontinuities should be determined prior to conducting this test since the acceptable quantity of discontinuities will vary depending on coating film thickness, design and service conditions.

Pulsed DC is a time-dependent voltage signal with defined periods of when a specified voltage is applied, alternated with periods of no applied voltage. Effectively, the applied voltage is repeatedly turned on and off, many times per second.

Direct substrate to ground contact not required

Unlike continuous DC holiday detectors, the signal return cable of the pulsed DC method does not have to be connected directly to the conductive substrate. Pulsed DC Holiday Detectors, such as the Elcometer 280, can be used with a trailing lead making them ideal in many situations such as testing on large surface areas, on pipelines or inside tanks where attaching a cable is simply unrealistic.

Can be used on damp or dirty surfaces

Using pulsed DC technology, the Elcometer 280 Pulsed DC Holiday Detector is designed to ensure that the energy is contained within very short pulses, each pulse having more energy than an equivalent continuous DC system. This means that the detector can be used to test for holidays over slightly conductive coatings, or dirty or damp surfaces - since the technique is pulsed, telegraphing is often prevented.



Ideal for new or old coatings

As pipeline coatings are mainly applied in thick, continuous layers on new pipelines in the field, the use of a pulsed DC holiday detector to detect flaws in coatings applied to new pipeline constructions is preferred to the continuous DC system.

It is also necessary to survey the condition of the coating during the service life of a pipeline and the pulsed DC method also offers some advantages for testing coatings that have been in service, whereas the continuous DC technique is mainly limited to newly applied coatings.

Safe and easy to use

Designed to make pulsed DC high voltage detection safer, easier, and more reliable, the Elcometer 280 is a "stick type" holiday detector that is capable of up to 30 hours of continuous use depending on the voltage and load applied. The quick-release battery pack can be fully charged in just four hours.

The Elcometer 280 can also automatically work out your test voltage with its in-built voltage calculator - choose your test standard and enter the specified coating thickness and the gauge will automatically calculate, set and continuously ensure that the correct voltage is being applied using its built-in voltage "jeep" tester.



Wide range of probes

Elcometer has a wide range of probes for different applications and coating types including:

- **Rolling Springs;** available in stainless steel or phosphor bronze, are placed around the external diameter of the pipe and rolled along the surface.
- **'C' Brushes;** swept along the outer surface of the pipe.
- **Internal Pipe Brushes;** swept along the inside of a pipe to check the internal surface for holidays. This accessory is limited by the reach of the operator along the internal bore however extension pieces overcome this.
- **Right Angle Brushes;** for larger flatter surfaces, can be tested with one of two styles - the right angle rubber probe and the right angle wire brush probe - both available in three widths from 250mm to 1000mm.





A FOCUS ON
**PHYSICAL
TEST LAB
EQUIPMENT**

**Automatic Film
Applicators**

WE DON'T JUST TEST PAINT!

by **Chris Heron**, Customer Support - Coating Inspection Equipment Division

Whilst the Elcometer 4340 Automatic Film Applicator was originally developed to meet the needs of ASTM D 823-C (Standard Practices for Producing Films of Uniform Thickness of Paint, Coatings and Related Products on Test Panels), it is now used in many industrial applications globally outside of the paint industry from glues to cosmetics where repeatable film thickness application is required on test panels.

A coating is defined as a layer or film spread over a surface for protection or decoration. It is for this reason that the division is called the 'Coating' and not the 'Paint' Inspection Division. At Elcometer, paint is simply just another coating.

In fact, for much of Elcometer's range of inspection equipment, paint is only one of the products that can be tested.

The Elcometer 4340 allows the user to create multiple samples of the same coating, drawing them at the same speed and thickness - ensuring repeatability and reproducibility - in order to undertake fair and accurate tests.

Such tests are carried out to ensure the coating or product meets the user's specifications for a range of properties such as:

- Permeability
- Formation of pinholes and other defects
- Adhesion to substrates and to underlying coats
- Hiding power
- Resistance to ultraviolet radiation
- Abrasion resistance
- Hardness, elasticity and deformation
- Ease of cleaning
- Gloss and colour measurement

These tests are carried out by the Research & Development, Production and Quality Control departments or by third-party testing laboratories.

The Elcometer 4340's precision-engineered flat aluminium table gives better film application repeatability due to its surface being five times flatter than traditional glass-based applicators. This, combined with its rugged design and interchangeable head attachments, can replicate multiple coating application methods - making it a versatile laboratory device, whatever the coating.

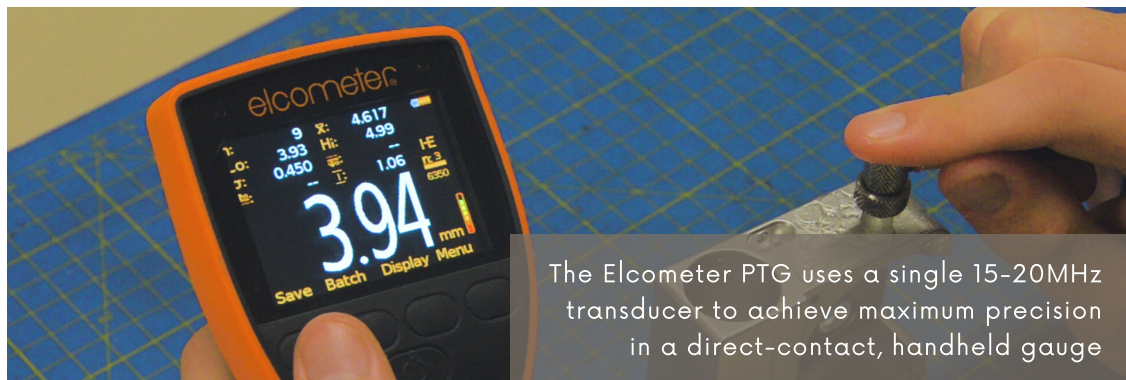


The Elcometer 4340 Automatic Film Applicator is used in many industrial applications - not just paint

A large white commercial airplane is shown from a low angle, highlighting its fuselage and landing gear. The aircraft is inside a spacious hangar with a complex steel truss roof structure. An orange rectangular overlay is positioned in the lower half of the image, containing white text. The text reads "A FOCUS ON" in a small, spaced-out font, followed by "NDT" in a large, bold font, and "EQUIPMENT" in a medium-sized font. A thin white horizontal line is placed below "EQUIPMENT". At the bottom of the orange overlay, the words "Precision" and "Thickness Gauge" are stacked in a bold font.

A FOCUS ON
NDT
EQUIPMENT

**Precision
Thickness Gauge**



The Elcometer PTG uses a single 15-20MHz transducer to achieve maximum precision in a direct-contact, handheld gauge

GETTING UP CLOSE WITH THE ELCOMETER PTG

by Ben Andrew, Customer Support - NDT Division

Within ultrasonic testing, there are an infinite number of material thickness measurement applications, from aerospace parts to the thickness of a drinks can. Elcometer Precision Thickness Gauges provide operators with the critical capability to non-destructively measure the thickness of a large number of materials and, unlike more traditional low-tech methods, such as callipers, when only one side of the test piece is accessible.

Following the development of short-time-interval signal processing, required for RADAR during the 1940s, ultrasonic thickness gauges were designed to send out a short pulse of ultrasound into materials and listen out for the return echo caused by the pulse reflecting off of a boundary which, when considering thickness measurement, is typically the back surface of the material.

The Elcometer PTG (precision thickness gauge) utilises a single 15-20MHz transducer to achieve the maximum precision possible in a direct-contact, handheld gauge.

It's capable of accurately measuring the thickness of materials as thin as 0.15mm/ 6mils (when used in echo-echo mode), and can do this for a variety of materials ranging from titanium and steel to thin composites and plastics.

A simple way to explain how ultrasonic thickness measurement works is to imagine a person shouting into a canyon, and measuring the time it takes to hear the returning whisper amongst all the other echos.

When you measure very thin materials, the returning echoes can be heard even before the shout has finished. Due to the extremely short time intervals involved when measuring materials less than 1mm thick, we need some way to extend the travel time of the pulse - or to put it another way, delay the returning echo. This is achieved through the use of a delay line.

A delay line is a small acrylic or graphite cylinder of known dimensions and material properties that couples and attaches to the face of the

transducer, thereby extending the time between the pulse leaving and returning.

The delay line's thickness is then subtracted from the measured thickness, leaving you with the measurement of the thickness of the test piece.

One important consideration with delay lines is the choice of material due to acoustic impedance matching. Acoustic impedance matching is where two materials of a very similar composition don't produce a strong enough boundary effect to generate an ultrasound response. Graphite, for example, is typically used to measure on plastics.

Along with its exceptional precision, the Elcometer PTG is packed full of features that make the operator's job much easier. These include a customisable display that allows the user to identify which statistics are relevant to the current batch of readings, a dynamic stability indicator that quantifies the repeatability of any individual reading, a differential mode to allow the user to compare the variation between the material thickness and a baseline thickness, B-scan and thickness trend graphs, warning limits which indicates when the material is too thin or thick, and much, much more.

Like many of our gauges, the Elcometer PTG is fitted with Bluetooth for wireless transfer in batches or real-time to PC or mobile devices - running either our free reporting and data logging software ElcoMaster or third party software applications, allowing reports to be submitted from the field as well as the office.

The Elcometer PTG is perfect for many industrial applications, including in-line quality checking of difficult to measure components - such as 3D printed parts, quality control testing for thin coating application on non-metallic substrates, uniform corrosion monitoring of thin pipes or plates and many others.

If you or your customer is looking for an easy to use, simple to configure, robust, reliable and accurate precision thickness gauge which is packed full of features to simplify material thickness testing and reporting, the Elcometer PTG is the essential choice.

Scan the QR code to find out more about the Elcometer PTG.



A full-page background image showing a male worker in profile, wearing an orange high-visibility jumpsuit, a white hard hat, and safety glasses. He is crouching next to a complex industrial machine with various pipes, valves, and a large circular component with a mesh screen. He holds a red clipboard in his left hand and a flashlight in his right hand, pointing it at the machinery. The scene is brightly lit, suggesting an outdoor or well-lit industrial environment.

STANDARDS & QUALITY

Ensuring we have **products fit
for purpose**, exceeding the
demands of our customers.



Elcometer is involved in the major Standards bodies within our industry to ensure that our gauges are conforming to the current standards



Standards & Quality

Standards

STANDARD PROCEDURE

by **David Barnes**, Group Technical Manager

In the last edition of enews, we discussed scanning technology in Dry Film Thickness (DFT) gauges and touched on the subject of Standards. But what are Standards and why are they so important to our industry?

Standards exist in many areas and broadly they are in place to detail an agreed way of doing something.

Most Standards bodies take a consensus approach; where a Standard is developed and maintained by the general agreement of a group of both subject experts and other parties with an interest in a process or subject.

In the coatings industry, these Standards ensure that the process for manufacturing and applying coatings to a surface, be that for protective or

decorative reasons, is carried out using good practice and in an efficient, cost-effective manner.

Knowing that a coating has been applied and tested in a manner compliant with the prescribed Standards gives the Client the most confidence that the process has been carried out properly and will give the coating system the best chance of performing the function for which it was applied.

In the protective coatings sector, the incorrect application of a protective coating system can have major safety implications, so it is imperative that the application is done in the best way possible.

Whilst companies may have their own internal standards, typically the Standards that the reader is likely to be familiar with are National and International Standards.



In the UK, for example, BSI is the national standards body. DIN is the equivalent German National body, NEN (Dutch), AFNOR (France), JIS (Japan), ANSI and ASTM (USA) and so on.

These organisations, along with most other national Standards bodies -140 in total - are members of the International Organization for Standards (ISO).

National bodies can, and do, develop Standards and these may be adopted by ISO and ISO, who themselves, also develop Standards when there is not an equivalent National standard already in existence.

Typically, the only difference between a BSI ISO Standard and a DIN ISO Standard would be the language in which it is published, the technical content should be the same.

A Standard usually contains a year in the title and this is the year it was last worked on, edited and/or re-issued. A simple internet search of the Standard title will enable the searcher to find out if it is still current, has been superseded by an updated version, replaced by a different standard or withdrawn (will no longer be maintained).

Whilst this article has discussed the difference between National and International Standards, BSI and ISO, for example, there is the added complication of Test Methods.

Test methods are not necessarily national Standards. National and International trade organisations such as ICORR, FROSIO and AMPP (the new association created from the merger of NACE and SSPC in the USA) in the coatings industry, for example, will develop test methods that interpret the best way in practice for contractors and inspectors to work in accordance to the National or International Standard.





Elcometer is involved in many of the major international Standards bodies and trade associations within the coatings industry for the very purpose of ensuring that our gauges not only conform to current standards but also any future updates to those standards. Our aim is to enable our customers to work to the latest version of the standard as easily as possible.

Elcometer does not develop a gauge and look to alter existing standards to enable the gauge to be used. Elcometer gauges are developed, or improved, to enable them to incorporate any changes made to standards thus assisting the user.

From time to time, our Standards Team receive enquiries from our customers saying that they have been told by someone that a Standard has changed and therefore our equipment no longer conforms or can be used in accordance with that particular Standard.

At Elcometer, our Standards Team keep their ear to the ground and work closely with Standards organisations throughout the World, and it is fair to say that if you haven't heard it from us it is unlikely that any changes have been made affected Elcometer equipment. Not impossible but unlikely.

A search on the internet will give the year of the current Standard and therefore an idea of whether the news of a change is, in fact, true.

International Standards will not name proprietary equipment, a Dry Film Thickness Standard should not instruct the reader to use a specific brand of the gauge over another, only a type of gauge, for example, magnetic induction or eddy current. The main purpose of the Standard is to describe how the gauge should be used in the inspection of the workpiece.

Whilst this process is fully understandable and provides the user with the correct procedure for carrying out a specific inspection, we still receive many questions around Standards.

A well-written Standard should not provide ambiguity and when read by the user should give a literal description of the procedure to be followed so the reader should take a somewhat pedantic approach when reading it.

If you have any questions or comments on any National or International Standards or Test Methods, please contact the Standards Team via techsales@elcometer.com



A photograph of a modern, two-story brick office building with large glass windows. In the foreground, there is a paved parking lot and a grassy area. To the left of the building, a row of flagpoles stands, flying the flags of the United Kingdom, the United States, and several European Union member states. The sky is clear and blue.

INSIDE ELCOMETER

Ten offices
around the world.



By concentrating on our core values, Elcometer has grown into a global network with representation in over 170 countries.



Inside Elcometer

Our People, Our Values

OUR VALUES

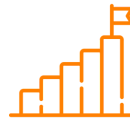
by Nicki Campbell, HR Director

Having clear company values helps to ensure we are all working towards the same goals. They also support the company vision and shape its culture. Our Core values are:



Pride

We are proud of where we work and the work we do.



Achievement

We believe just enough is not enough.



Ownership

We take responsibility for what we do and how we do it.



Focus

We know that if it is not acceptable to us it is not acceptable to our customers.



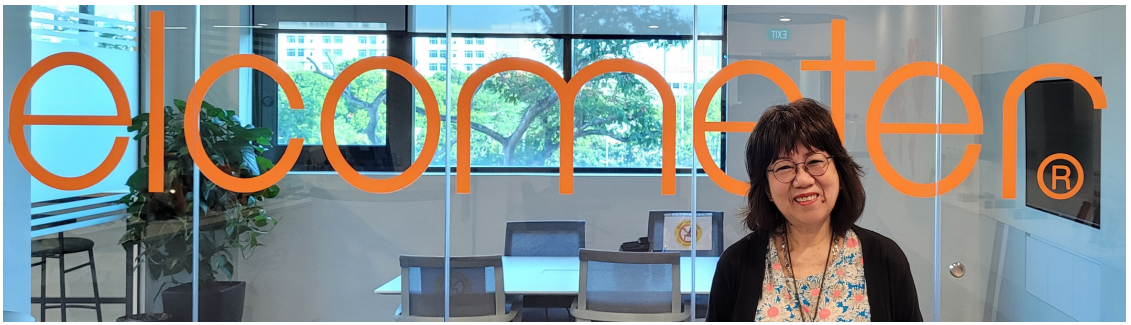
Ethics

We treat our customers, suppliers and colleagues fairly and with respect.



Initiative

We are encouraged to identify opportunities for improvement and offer solutions.



A WELL-EARNED RETIREMENT AFTER 33 YEARS' SERVICE

At the end of January, Jessie Ng, Administrative Officer at Elcometer Asia, will retire from her post after almost 33 years of service to the company. On a sunny Tuesday morning, we sat down with Jessie to discuss her career, her lifetime with Elcometer and upcoming adventures to follow her well-deserved retirement.

32 years is a long time! Have you always had the same job role?

Throughout my time at Elcometer, I have always faced new challenges. In addition to my own daily job requirements as an administrative officer, I have played a supporting role to help my colleagues across the business, meaning that no two days are ever the same. I am continuously learning which has made my role so satisfactory.

How has Elcometer changed as a company?

Things were a lot different in 1989; I was one of only two employees at Elcometer Asia when I first started. Myself and the Sales Director, Andy Foo, were tasked with selling Elcometer products to the Asian market. As time progressed, so did my number of colleagues, reflecting the company's growth, there are now 13 people employed by Elcometer in Singapore.

Over the years, I have seen the development of new products and the recent introduction of spray and

blast equipment means that Elcometer Asia will continue to play an important role in expanding the business throughout the region. To ensure that we are prepared for future expansion, Elcometer Asia has recently moved to bigger and more modern offices facilities here in Singapore.

What's made you stay at Elcometer all this time?

I have enjoyed my work! I have found it fulfilling and feel that it has provided real value. I am proud and honoured to have worked alongside my colleagues in Singapore, our distribution network, and my friends across the wider Elcometer Family.

I have made the decision to retire to enjoy the fruits accumulated over the years and prepare myself for the next chapter in my life. It was not an easy decision but I have learned to let go and look forward to living well, purposefully & meaningfully in my retirement.



Jessie Ng

What are your highlights of the past 32 years?

At Elcometer Asia, we have a good shepherd leading the flock, and it has been great to see how we have all contributed to building the business from scratch & the growth into what Elcometer (Asia) is today - which has all been made possible thanks to the leadership.

Any plans for your retirement?

I have nothing set in stone and I am still exploring my opportunities. That being said, I would like to conduct more morning exercises, catch up with my friends for a coffee, enhance my knowledge of Christianity and enrol in a healthy cooking course.

I would like to take this opportunity to wish Elcometer (Asia) all the best - under the leadership of Jerry Tan I believe the team shall continue to expand, succeed and grow to even greater heights.

On behalf of everybody at Elcometer, we would like to extend our appreciation for the lifetime that Jessie has spent working for the Company. We wish her the very best in her future activities and look forward to hearing from her soon!

REACHING A MILESTONE

Congratulations to Bev Leigh, Andy Smith and Joanne Sutton who have all recently reached work anniversary milestones.

Bev celebrated 35 years at Elcometer back in October - starting her journey at Elcometer as a Stores Operative and now working as a Production Operative on the Probe/CTG Line.

Andy celebrated 30 years at Elcometer in January - starting in 1992 as a Quality Assurance Engineer, Andy now heads up the team as Quality Assurance Manager.

Joanne will celebrate 25 years at the company in February. Joanne started as a Word Processing Operative in 1997 and now works as our Repairs Administrator.

On behalf of everyone at Elcometer, congratulations and thank you for all your hard work.



Bev Leigh



Andy Smith



Joanne Sutton

BUILDING A CAREER AT ELCOMETER

The end of January will mark four years since Kyle joined Elcometer as R&D Test and Support Engineer.

Prior to joining the company, Kyle served in the Royal Navy where he gained his Level 4 engineering qualifications but had always aspired to further develop his practical and theoretical knowledge of Electronic Engineering.

His position at Elcometer has allowed him to do just that as he has been able to work towards his Level 6 Degree Apprenticeship in Embedded Systems Design and Development Engineering whilst developing his practical experience as a key member of the Elcometer R&D Team.

Kyle spends one day a week studying at University and is on course to be graduating from the four-year course next year. Earlier this year, Kyle was rewarded for his hard work, being promoted to his new role as an

Embedded Software Engineer where he will be maintaining and developing new code for Elcometer's wide range of new and existing inspection equipment.

Kyle said "It is thanks to the support provided by Elcometer, both with my university studies and within the office that I have now achieved my new job role. I am looking forward to taking on new responsibilities and challenges to further my career here at Elcometer".

"Kyle is hard-working, methodical and his drive to understand & resolve issues on Project Wakefield is an asset to the team and to the business." Product Development Manager, Simon Coulton stated. "Throughout his role both as Test Engineer and his apprenticeship, Kyle has demonstrated an affinity for software programming which has resulted in his promotion. He is an asset to the team."



Kyle spends one day a week studying at University and is on course to be graduating in Embedded Systems Design & Development Engineering next year

Jordan was the ideal candidate to consider when the opportunity became available on the International Sales team



Training & Development

BUILDING A CAREER AT ELCOMETER

Jordan began his career with Elcometer four years ago as a Field Sales Executive for the North East of the UK.

A few months later, Elcometer launched their range of abrasive blast equipment in which Jordan played a pivotal role in the business development within the UK for this new product line.

In addition to Jordan's sales activities, he also worked to develop the key sales benefits of the Elcometer's new range of *Performance* and *High-Pressure Performance* blast machines, working alongside one of Elcometer's early adopters within the UK - the Spencer Group who are using the Elcometer *Performance* blast machines in order to maximise their blasting productivity on the Erskine Bridge project, Scotland.

Following his success with the abrasive blasting range, at the beginning of the year, Jordan was appointed as Regional Sales Manager - Blast Equipment Division.

In his new role, Jordan is now responsible for the sales and global distribution channels for the Elcometer's Blast Equipment Division.

"Jordan has shown great aptitude and tenacity during his role within the UK sales team and with his continued development in terms of product knowledge and customer experience, Jordan was the ideal candidate when the opportunity became available on the International Sales team." Nick Ball, Sales Director, said. "It's fantastic having him on board and I look forward to his support in developing our blast equipment distribution network even further".



Activities included a raffle and two themed fancy dress days as our production facilities transformed into a Disney wonderland

FESTIVE FUNDRAISING BRINGS JOY TO US ALL & MUCH NEEDED SUPPORT TO LOCAL CHARITIES

by **Joe Martin**, Marketing Assistant

Throughout December, the staff at Elcometer Headquarters in Manchester, UK, continued our yearly tradition of festive fundraising activities, aiming to raise money for charities that are close to the hearts of our colleagues - whilst keeping up our spirits during the latest phase of the pandemic.

Following a host of nominations, the chosen charities, picked at random, were:

- *Together Dementia* - a local organisation that helps people to live positively with Dementia and provides support, advice and training for carers.
- *The Guide Bridge Theatre* - an entirely volunteer-run amateur theatre that serves our local community and surrounding areas.

A number of activities took place, including a raffle and not one, but two fancy dress days where our production facilities transformed into

a Disney wonderland where Mary Poppins and friends assembled your inspection equipment!

Thanks to the generosity and support of our staff, the events raised £422 – an amount which was doubled and rounded up by the Company to a grand total of £900. This meant that each charity received a sum of £450 ahead of the new year.

Thanks to all those who got involved and donated and to Debbie Jones in particular who organised each event - we are already looking forward to more activities throughout 2022!



AN INTERVIEW WITH...

Paul King,
Research & Development Director

You've been at Elcometer for over two years now, what led you to a career in Research and Development?

In my graduate days, I studied Physics and was fascinated by the pure sciences, but on the strength of a final year project, I found myself at British Aerospace as a structural engineer.

From there a career in mechanical engineering began, but having emigrated to Finland, I subsequently joined the mobile phone revolution at Nokia and went from the design of the very large to the very small.

It was at Nokia that I became exposed to, and interested in, a wider range of technologies beyond the mechanical – from Industrial Design and mobile software to electronics and hardware technologies.

I suppose it has been the desire for innovation and continuous improvement that has always kept me interested in R&D as a field.

What made you want to work for Elcometer?

I had just recently returned to the UK and was based in the Manchester area. Elcometer was a good match for my experience and previous positions, and I was impressed by the products and the importance of Elcometer in this industry.

And what challenges have you faced?

The pandemic of course has been a challenge for us all. The team did however adapt quite quickly and the need to set up new communication tools and ways of working have made us stronger.



What does a typical day in the R&D department look like?

This can vary from team to team and across different functions, but typically at the engineering level, we would have many engineers designing with state-of-the-art tools on their computers, whether it be electronic circuits, mechanical parts or software codes and user interface design. Others would then be prototyping and testing the physical products and components, either at their desk or in specialised environments.

We know your team has recently expanded, how are your new employees settling in?

They are settling in fine – in the last couple of months, we have two people who have recently joined the mechanical work, Karol Wolniewicz and Lloyd Pennington, both experienced engineers.

What is something that surprised you about working at Elcometer?

I was certainly surprised about the great breadth and range of Elcometer products, and I'm still impressed to this day!

GOING THE EXTRA MILE

by **Nicki Campbell**, HR Director

This quarter we are recognising those who go above and beyond, demonstrating the company values in the process.

TRACY SALT

Product Manager



"I have not met a person more focused on delivery who 'owns' everything they (and others) do without question. Tracy does this to an exceptional standard, putting

the customer first in every discussion. Tracy does exactly what she says, when she says she will, be that product delivery or social/charity and if she can't deliver then she will always let you know. Tracy doesn't look for praise but quietly gets complicated things done and moves on to the next thing."

John Grimshaw, Product Manager

SHANE GOFF

Product Development Manager, R&D



"Shane gets stuff done, solving problems that no one else can (product, people or process) and he loves every minute of it. If he ever complains you know there's a serious

issue. He has a natural leadership style and is a role model for his team. This in turn means they respect and work hard to do their very best for Shane and the company too."

Paul King, R&D Director

KRIS MASON

CNC Turning Setter/ Operator



"Kris has been fantastic the last 12 months, trying to fill some pretty big gaps where people have left the business. He has been doing whatever he can to keep multiple

machines going; working lots of overtime and also been helping train even newer members of staff at the same time. We are still recruiting for staff across the Department but Kris' attitude has been excellent and kept us from falling behind."

Paul Bowes, Machine Shop Manager

FINISHED GOODS



"I'd like to give my thanks to the Finished Goods team as a whole. We were extremely busy on the run up to Christmas and they pulled out all the stops to get everything out to

our customers without complaint. Pushing through last-minute orders and generally working their socks off."

Kelly Perry, Logistics Technical Lead

DEVELOPING INTERNAL TALENT

by **Nicki Campbell**, HR Director

Training and personal development go hand in hand and we support individuals who want to progress their careers with exposure to broader work-based experiences, as well as sponsorship for learning and development initiatives, where it underpins their progression.

This quarter, we are pleased to announce the promotions/change in jobs of the following employees:



SUE TRAVIS

From:
Stores Operative
to:
Logistics Technician



LISA APPLEYARD

From:
Repairs Inspector/Probe
Repairs Technician
to:
**Level 1 Repairs
Technician**



KYLE WALLDER

From:
Test & Support
Engineer
to:
**Embedded Software
Engineer**



JORDAN GOODMAN

From:
Field Sales Executive
to:
**Regional Sales
Manager - Blast
Equipment Division**



MARIBEL JIMENEZ-LOPEZ

From:
Embedded Software Engineer
to:
Senior Embedded Software Engineer

CONGRATULATIONS!

WHO'S NEW?

by **Nicki Campbell**, HR Director

We would like to formally welcome the following new starters who have joined the business this quarter. It has never been a more exciting time to join the team at Elcometer and we're currently looking for people who are full of enthusiasm to help us continue to grow as the world-leading manufacturer of coating inspection equipment. From production to sales, marketing to research and development, we have a wide range of opportunities available, take a look at what we have to offer at [elcometer.com/careers](https://www.elcometer.com/careers).

PETER CHAPPELL

Production Operative - UK



Peter joined the Production Team as Production Operative on the Probe/CTG line. Peter will assist in the assembling, testing and packing of small electronic products using hand

assembly tools and soldering equipment.

JACK FENLON

Junior Videographer - UK



Jack joined the Marketing team as Junior Videographer. Jack will be supporting the Marketing team to create industry-leading video content across multiple platforms,

in order to grow sales profitably and position the Elcometer brand as the 'go to' place for the industry.

SUNIL GOPALKRISHNAN NAIR

Account Manager (Spray Equipment) - UAE



Elcometer UAE have welcomed new member Sunil into the team in the position of Account Manager (Spray Equipment) for UAE. Sunil's previous role was with Carlisle Fluid Technologies UK, specially handling

Finishing Spray Systems for Industrial & Automotive Market across the Middle East region. Well respected in the industry, Sunil is responsible for the Business Development & Sales of Sagola products in UAE.

LAURA GREENWAY

Purchasing Assistant - UK



Laura joined the Purchasing team as an Interim Purchasing Assistant. Laura will be responsible for the purchasing of consumables and freight activity and will assist the team

with expediting and open order management. Expediting is a critical purchasing activity whilst COVID-19 continues to impact supply chains with material shortages and delays.

AMY HAYES

Marketing Campaign Executive - UK



Amy joined the Marketing team as a Marketing Campaign Executive. Amy is responsible for the integrated online/offline promotional strategy to develop Automotive

Bodyshop Spray Equipment sales via ecommerce and traditional channels in Elcometer office countries.

ANDREW HILL

Customer Support Engineer,
Spray Equipment Division - UK



Andy joined the Technical Support team as Customer Support Engineer – Coating Spray Equipment. Andy will be supporting our distribution network and end users in both the

Industrial & Bodyshop paint spraying markets. Andy has over 40 years' experience in the industry, having started as a paint sprayer and worked the last 20 years in Sales with DeVilbiss & Iwata.

SEBASTIAN STOKLOSA

Production Operative - UK

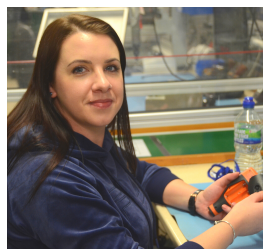


Sebastian joined the Production Team as Production Operative on the Probe/CTG line. Sebastian will assist in the assembling, testing and packing of small electronic products using hand

assembly tools and soldering equipment.

PAULINA MICZUGA

Production Operative - UK



Paulina joined the Production Team as Production Operative on the Probe/CTG line. Paulina will assist in the assembling, testing and packing of small electronic products using hand

assembly tools and soldering equipment.

COLINE POUSSIN

Marketing Assistant - France



Coline joined the French Sales office as Marketing Assistant. Coline will be responsible for managing the French social media accounts and marketing campaigns and

analysing the effectiveness of the campaigns and following up any leads. She will also translate English-French documents.

LLOYD PENNINGTON

Senior Mechanical Design Engineer - UK



Lloyd joined the R&D team as Senior Mechanical Design Engineer. Lloyd will be working on the product development of coating thickness gauges. Lloyd has worked in a wide

variety of design, sales and management roles in a range of sectors including aeronautics assembly processes and nuclear decommissioning equipment.

LYLOYD SUTCLIFFE

Field Sales Executive - UK



Lloyd joined the UK Sales team as Field Sales Executive. Lloyd will be responsible for growing our customer base in the North East of England, Yorkshire and East Midlands.

Lloyd spent the last 5 years at JTI (Japan Tobacco International) as a Tactical Trade Marketeer / Business Advisor. He has also had a career in the Army with the Coldstream Guards.

EMMA YOUNG

Business Development Executive - UK



Emma joined the UK Sales team as a Business Development Executive. Emma will be responsible for developing sales and customer relationships in Scotland. This is an

important addition, as it's the first time we have had dedicated resource for the whole country of Scotland. Emma lives in Glasgow and has spent the last 5 years developing strategies and key customer relationships at Philip Morris International.

KAROL WOLNIEWICZ

Lead Mechanical Design Engineer - UK



Karol joined the R&D team as Lead Mechanical Design Engineer. Karol will be leading the mechanical design effort on the Wakefield project, as well as working on improving review

and data processes in the mechanics team. Karol joins the company from Pressure Tech in Hadfield, where he worked for 11 years, in a range of roles related to the design, testing and engineering management of pressure regulators.

NATHAN SYKES

Production Operative - UK



Nathan joined the Production Team as Production Operative on the MAP line. Nathan will assist in the assembling, testing and packing of small electronic products using hand

assembly tools and soldering equipment.

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