

elcometer®

Issue 5: 2022-3

# the enews

from Elcometer around the World

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Welcome

# IMPROVISE, ADAPT & OVERCOME

by **Michael Sellars**, Managing Director

It is hard to believe that Autumn (or Fall), is fast approaching us in the UK, and soon afterwards, winter will be upon us all.

As each year passes, I often say that the year has flown by. This year does seem to be particularly hectic. My wife told me a saying yesterday that I had not heard before, 'the days feel long but the year feels shorter'.

As each month brings a new "once in a lifetime" global event which we to navigate around; never has a saying been so true.

Energy prices, employment, supply chain issues, and inflation; are all, understandably, daily conversations and difficult decisions that have to be made regularly.

Across our four business divisions - Blast, Spray, Coating Inspection and NDT Equipment - we manufacture over 7,000 products. These products vary significantly - from metal castings to welded steel blast pots, precision-engineered components to highly advanced electronic gauges.

I am sure you will have heard of, or experienced the long lead times for new cars. Typical lead times are now between 6-12 months, with some high-end cars quoting up to 2 years before delivery.

One of the world's largest network companies recently wrote to all their customers stating that their delivery lead times were having to be extended to 18-40 weeks from their typical 2-4 weeks.

This is primarily due to supply issues of electronic components - 'chipmageddon'. Delivery lead times for electronic semiconductors in particular are regularly being quoted at 99 weeks.

In Manchester, Elcometer purchases over 20,000 unique component parts. That is potentially 20,000 opportunities for supplier delays.

Our Purchasing team does an excellent job managing our supply chain in order to minimise the impact of supply to our customers, but on occasion components simply do not exist. At this point, our R&D Department jumps in and completely redesigns the product to accept an alternative component.

This year for example, in order to supply our customers on time, the Elcometer 456 has been re-designed 4 times.

I am very proud and extremely grateful for the dedication and hard work of all our employees who regularly go the extra mile to ensure that we continue to meet the needs of our customers so that they can meet the needs of theirs. Thank you all.



# BLAST SPRAY INSPECT TEST

by Nick Ball, Sales Director

Our core focus in 2022 has been to ensure that Elcometer's and our Distributors' field sales teams across the world have access to our complete range of products which now cover the entire coatings process - from blasting to testing - across both industrial and protective coatings applications.

I was recently asked why, as an organisation, are Elcometer introducing new product ranges when we are globally recognised as a manufacturer of coatings inspection equipment?

My answer was simple; we aim to ensure that we can supply our customers with the complete solution for their job – our wider range is focused on providing efficient and effective enhancements, which in turn provide benefits for our customers in the core markets that we serve.

By applying over 75 years of research, design, knowledge and manufacturing experience within the coatings industry, we believe that our high-quality equipment and 'know-how' can meet requirements at each stage of a project. Keep an eye out for further announcements as we continue to develop our product list.

As an example, supporting our ongoing growth within the blasting industry, we recently hosted a 'Tech Talk Live' event at Elcometer's Global Headquarters in Manchester.

Partnering with industry-leading brands GMA Garnet, GVS-Safety and Pangborn allowed all attendees to have in-depth discussions regarding the latest technologies to improve efficiency and reduce operating costs within the coatings process, you can find out more about these discussions on page 7.

With rising costs affecting companies industry-wide, there has never been a better time to learn how Elcometer's high-performing products can improve your process when blasting, spraying, testing or inspecting, saving you money.

You can get in touch with us by emailing [sales@elcometer.com](mailto:sales@elcometer.com).

Our comprehensive range of products cover the complete coatings process across both industrial and protective coatings applications.





Update

Marketing

# MARKETING UPDATE

by Catherine Lund-Barker, Marketing Manager

As a marketing department, our fundamental role is to promote awareness of Elcometer's brand across each of our business divisions - Blast, Spray, Coating Inspection and Non-Destructive Test Equipment. In recent months, as the World has opened up following COVID, this has involved supporting our sales activities through preparing for training events and exhibitions as well as keeping customers informed of the latest innovations.

## A View Behind the Lens

Since 2017, Elcometer's dedicated video platforms have allowed us to support our customers worldwide with expert advice available at the click of a button, no matter what time it is.

Now with almost 10,000 subscribers and over 1.5 million views across three separate YouTube channels, it has become one of the industry's go-to places for tips, tricks and product information.

As the demand for Elcometer videos continues to grow, we have recently recruited a second Videographer: Adam, who has joined us following the completion of his studies at Edge Hill University.

Adam will work alongside our current Videographer, Jack, to produce content for our website as well as YouTube and social media channels.

With videos for the Elcometer 1720 Washability and Abrasion Tester and the Elcometer FD700 Flaw Detector currently in their final stage of production, make sure you subscribe to our dedicated channels to be informed of our latest uploads.



**It's not just our customer service that's best-in-class...**

Marketing Trainee, Joe, is currently completing a degree in Digital Marketing at Manchester Metropolitan University where he received 92% in his most recent assignment on Digital Value Proposition, the highest mark awarded on the module.

Heading into the fourth and final year of his degree apprenticeship, which is being fully funded by Elcometer, Joe spends 20% of his working week studying for his degree. The rest of the time Joe spends within the marketing department, specifically focused on Elcometer's Blast Equipment Division.

Joe is on track to graduate with First Class Honours next year and, due to his success, we are currently recruiting another apprentice to follow in his footsteps.

**Getting the show on the road**

As Elcometer's product range has grown significantly across the four business divisions, the number of exhibitions taking place across the globe has grown, keeping Adam, one of Elcometer's Marketing Coordinators, extremely busy.

Since the beginning of the year, we have supported 12 exhibitions in the UK, France, Germany, USA and Africa and have another six in the pipeline.



In addition to Materials Testing in Telford, UK which takes place in September, and Equip Auto in Paris, France in October, we are now working towards our next major show, Automechanika.

Taking place in Frankfurt, Germany in September, Automechanika is one of the world's leading tradeshow for the automotive market, and is an ideal opportunity to promote Elcometer's Sagola brand of spray guns and other spray equipment worldwide.

**Hot off the press**

We are pleased to announce that the latest copies of our coatings inspection catalogues are now heading to print at the time of writing. To better support the industries we serve, the coatings inspection range has now been split into two catalogues; Protective Coatings; Industrial Finishing & Coating Laboratories. The structure of the new catalogues will ensure that our products are tailored for customers in their relevant industries.

To request a copy now, please visit our website.

Our digital community continues to expand as our social media accounts show no sign of slowing down. Social media offers an opportunity for our customers to remain connected and allows them to take part in the latest discussions within the coatings industry.

**Join the conversation...**

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Elcometer NDT Equipment • Sagola Global  
Elcometer Asia • Elcometer BV • Elcometer Sarl  
Elcometer UAE • Elcometer USA



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# GLOBAL NEWS

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

# TECH TALKS GOES LIVE

by Joseph Martin, Marketing Assistant

At Elcometer, we are dedicated to improving the efficiency of your abrasive blasting process - that's why we recently hosted Elcometer's inaugural 'Tech Talk Live' event, attended by industry-leading brands and professionals, where the latest technology was reviewed and discussions took place on how to improve blast performance and profitability.

Taking place at Elcometer's Global HQ in the UK, Elcometer's Blast Division Regional Manager, Jordan Goodman, began proceedings by highlighting the key differences between our wide range of portable blast machines. This sparked great discussion as visitors were impressed by the real-world benefits provided by our Performance and Performance HP pots, especially when presented with up-to-date performance case studies.

The team from GVS-RPB then discussed how their range of personal safety equipment provides the operator with optimum levels of protection.

Following a masterclass on the methods used to measure surface profile by Elcometer, members from the GMA Garnet Group introduced how the harder, tougher structure of their garnet enables improved results at lower costs.



Following a quick break for complimentary lunch, in which attendees were treated to a Gentleman's tea, Pangborn detailed how their recovery systems address customers who require precise blast cleaning methods.

To conclude the day, guests were taken on a tour of Elcometer's purpose-built production facilities to discover how our complete range of blast equipment is engineered to the highest standards.



"Great event at Elcometer HQ - very informative & some great topics covered within new products"  
Jason Goff, Project Manager NRS



L to R: Tom Whalen, VP Sales, TCI Powder Coating and PCI Board Member. Kenny Barnes, Account Manager, Intech. Chris Merritt, General Manager of Gema & President of PCI. Chris Beninati, Sales Manager of Elcometer Inc. and former PCI board member. Rebecca Giang, Account Manager, Covestro Coating Resins.

# ELCOMETER ATTENDS PCI ANNUAL MEETING

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

Elcometer Inc. attended the 2022 Powder Coating Institute (PCI) Annual Meeting in Avon, Colorado. This year's agenda included certification, education and technical committee meetings. The program also consisted of an interesting mix of technical, market analytical and commercial presentations.

Chris Beninati, who manages our powder coating division in the USA, attended on behalf of the company. Chris is a former PCI Board Member and is currently a member of the Education Committee, where he also serves as an instructor for PCI's Powder Coating 101 and 202 courses.

Chris explained the importance of PCI membership: "I was pleased that we had such good attendance for our first *in-person* Annual Meeting". Elcometer instructors will be teaching the following PCI classes in 2023:

- Powder Coating 101 at Axalta Coating Systems, Houston, TX (Josh Gray, Elcometer)
- Powder Coating 202 at Carlisle Fluid Technologies Powder Lab, Toledo, OH (Chris Beninati, Elcometer)
- Powder Coating 202 at Gema Powder Coating, Indianapolis, IN (Chris Beninati, Elcometer)
- Powder Coating 101 at Diamond Vogel Powder Coatings, Orange City, IA (Chris Platt, Elcometer)

# PUTTING OUR GUNS IN THE HANDS OF TOMORROW'S PAINTERS, TODAY

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

The spray gun is one of the most essential and personal tools of a spray painter's craft. Ask any spray painter if they remember the first gun they ever held or were taught on, and their reply would probably be limited to one or two brands.

Introducing Sagola to upcoming spray painters during their training helps them to decide which spray gun they want to invest in when they start their career.

In June, we visited Coventry College in the UK and met with Ian Wilson, Curriculum Manager and Lecturer for Motor Vehicle Engineering.

Supporting Coventry College with brand new Sagola products provides their students with the Sagola experience in which we hope they enjoy learning to spray paint vehicles with so much that they make it their spray gun of choice in the future.

Investing in providing higher learning institutions is a core ethos of Elcometer and the company is driving this same philosophy forward with our Sagola automotive refinish product range.

Coventry College provides great opportunities for individuals looking to begin a career in the motor industry. Students are able to qualify from a one-year course with leading vocational qualifications such as the City & Guilds Level 2 in Light Vehicle Body Repairs or an NVQ Level 2 & 3 in Vehicle Body and Paint Operations - graduating with skills and qualifications which are highly desirable to employees throughout the automotive industry.

If you would like to nominate a higher learning institution near you, please get in touch with the spray division at Elcometer.





# GETTING TECHNICAL IN THAILAND!

by Ginny Yap, HR & Admin Specialist - Elcometer Asia, Singapore

May represented a return to normality for Elcometer Asia. Ending a two-year hiatus from international travel, upon an invitation from Arkco, Thailand, we attended their annual customer tech day event.

Taking place at Growell Groups' facilities in Rayong, situated southeast of Bangkok, the event provided the first opportunity following the pandemic for Team Asia to showcase Elcometer's range of abrasive blast equipment.

The main objective for Kevin Yeo, owner of Arkco Thailand and organiser of the day's proceedings, was to highlight the importance of different stages across the surface preparation process. This meant that Elcometer were joined by other complimentary regional solution providers, including GMA Garnet, who all demonstrated their product's performance to numerous prospective customers.

We were particularly tasked with demonstrating the efficiency of our range of Performance Blast Machines. To this end, an Elcometer 24200 pot was positioned over 100m away from the air compressor, which was operating at a pressure of 9bar (130psi).

The enhanced airflow design within the Elcometer blast system meant that operators performing the demonstration could still achieve 8bar of pressure at the blast nozzle.

This pressure-saving ability, combined with the use of the Elcometer AGV, which allows precise control of the abrasive media, meant that an area of 2.3m<sup>2</sup> (25 sq ft) could be blasted to a cleanliness of Sa 2 ½ (SSPC SP6 / SP10) using just 25kg of GMA Garnet.

Audience responses to the demonstration were extremely positive, creating new opportunities for Team Asia's distribution of blast equipment.



# SAGOLA BY ELCOMETER EXHIBITS AT THE HEART OF THE UK AUTOMOTIVE REFINISHING INDUSTRY

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

In Elcometer's continued drive to establish our Sagola brand within the Automotive Refinish industry in the UK, we exhibited at Automechanika's UK Garage & Bodyshop Event.

Whilst Automechanika, one of the world's primary trade fairs for the automotive aftermarket, is held every two years at the Messe Frankfurt exhibition centre, Germany - where we will be exhibiting in September - there are a further 15 Automechanika events spanning over four continents around the world. The UK Garage & Bodyshop Event was one such event.

Launching at Automechanika's UK event were our Sagola SMART Repair Kits and the Sagola DPC range of Disposable Paint Cups.

Following significant interest in the Sagola SMART repair kits on day one, it became apparent to the Elcometer exhibition team that we would need to increase the number of SMART repair kits on display.

I knew the SMART repair kits were good, but it wasn't until I saw Mark, Andy and myself all discussing the kits with our customers at the same time, on multiple occasions, that I realised just how good they really were!



Mark Vickery (R) and Neil Butterworth (L) in deep discussions at Automechanika's UK Garage & Bodyshop Event 2022

We were fortunate also to have our Managing Director and owner of Sagola, Michael Sellars and Alejandro Sanchez Oriondo, General Manager of Sagola SA, in attendance on day one.

As soon as they arrived, Michael and Alejandro jumped in to support the high level of interest in Sagola from the attending visitors.

As the average visitor of an automotive refinishing trade fair doesn't typically carry business cards, the Elcometer team developed a scanning app to enable us to capture every visitor's details coming to our stand.

Our VR application provided visitors with a virtual Sagola spray experience. The interest was high and constructive comments from sprayers, training organisations and their lecturers were very informative and encouraging as we continue to invest and develop our virtual reality app.

Over 12,100 visitors and over 500 exhibitors attended this three-day event where Elcometer learned a great deal about the potential for Sagola within the UK automotive refinish market sector. We are excited to be returning to Automechanika UK in June 2023.

Elcometer's next upcoming automotive refinish exhibition will be at Automechanika's flagship trade event at Messe Frankfurt, Germany on 13 – 17th September 2022.

We look forward to welcoming you to our stand where we will have more exciting new reveals!



Join the Sagola community...

Follow us on Instagram

@sagolaglobal





Matt Davison, Elcometer's NDT Division Manager, had the pleasure of being the first overseas colleague to visit the ultra-modern Singapore facilities.

# HELLO AND WELCOME (BACK) TO SINGAPORE

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

Two years and an office relocation later, Elcometer Asia, following the easing of travel restrictions, finally welcomed their first visitors on site .

Matt Davison, Elcometer's NDT Division Manager, had the pleasure of being the first overseas colleague to enter Elcometer's new ultra-modern Asian HQ in Singapore.

Matt was quickly joined by visiting distributors, C.Melchers GmBh & Co. (Singapore) and Lingtec Instruments Sdn Bhd (Malaysia) for business discussions and a full day's training on the new features of the Elcometer NDT product range.

Once business was complete, Elcometer Asia were proud to offer Matt a Singaporean gastronomic treat, with local delicacies including our national dish, Chilli Crab, followed by Fried Durian which is the dessert of choice in South East Asia - nicknamed "The King of Fruits".

## Welcome to the Family

As well as welcoming colleagues from around the Globe, Elcometer Asia also said 'hello' to our newest member of our team, Bong Gie Yune.

Joining *Team Asia* in April, Gie Yune will be responsible for processing Singapore's sales orders, working alongside Serene and Gina Lim.

Gie Yune has already proved herself a valuable member of the team with her experience, enthusiasm and willingness to learn.



# KNOWLEDGE SHARED IS POWER MULTIPLIED

by **Christina Theessen**, Sales Representative - Elcometer Instruments GmbH, Germany

In June, Elcometer welcomed visitors to our north German office in Leer for an abrasive blasting and inspection training experience. The day included discussions on how to improve the efficiency of abrasive blasting projects as well as how to measure surface cleanliness, profile and dry film thickness.

One attendee said: "I would like to thank you again for the highly professional organisation of the training day. It is always interesting and useful to learn something new in the field of reporting, metrology and efficient abrasive blasting - and everything was at the highest level!".

It was great to see such a good turn out which led to interesting conversations as attendees shared their experiences. A barbecue was also enjoyed by all midway through the day.

Due to the success of the event, our team in Germany have pledged to run further training days soon.

## Internal Training

A few weeks later, we were delighted to welcome Jan Lindenaar, Sales Manager at Elcometer B.V, to our office to complete product training around the key benefits provided by Elcometer GV valves.

Our designated blasting expert in Germany, Ralf Theesen, highlighted how the valves could easily be maintained whilst demonstrating how the individual components can be quickly swapped out.

It was a great pleasure to spend time with Jan in Leer and even better to know that we can all contribute to strengthening Elcometer's blasting knowledge across the business as well as the industry as a whole.





Bear Street Food provided delicious burgers, hotdogs, chicken flatbreads and pulled pork.



# YOUR LUNCH IS ON US!

by **Joseph Martin**, Marketing Assistant, UK

Elcometer believes that a company is only as strong as its people and has recently set up the Elcometer UK Social Team. Funded monthly by the company, the Social Team, run entirely by the employees for the employees, is a way to enable Elcometer to fund special events for the staff. As part of our latest initiative to thank employees for their continuous hard work, our staff were treated to lunch, catered for by a local street food company.

"After what feels like a very long period of being unable to freely organise social activities, we have decided that now is the right time to bring a sense of community back to the workplace." Said Michael Sellars, Managing Director. "That's why we recently launched a social team, who will be responsible for organising a range of activities on a monthly basis."



It's fair to say that the team got off to a great start; the lunch was a big hit with staff. Already thinking ahead to next month's events, Clare Light, head of the Social Team, has recently sent out a questionnaire to discover the types of activities staff enjoy most. With a great range of varied responses, everyone at Elcometer HQ eagerly anticipates what the team has in store.

# GRAHAM DUK APPOINTED PRESIDENT OF THE CORROSION INSTITUTE OF SOUTH AFRICA

Following over 10 years of service to the institute in which he has applied his expert industry knowledge and experience to champion the cause of corrosion control, Graham Duk, owner of BAMR Pty LTD, Elcometer's longest-serving distributor, has been appointed president of CorriSA, The Corrosion Institute in South Africa.

Elcometer's relationship with BAMR began 75 years ago, in 1947 when the South African organisation were the recipient of Elcometer's first international sale.

Since then, BAMR has grown with Elcometer, becoming not only a key distributor within the Elcometer distribution network but also a close friend to us all at Elcometer.

Ever grateful for BAMR's support, Elcometer would like to wish Graham the best of luck in his new post and express our pride in having an industry expert representing the company.

Speaking to Graham about his ambitions as President of CorriSA, Graham said "I am hoping to instil a mindset of transparency and inclusivity by improving communication and involving all stakeholders.

"This will assist in us being more relevant to industry and an association that everyone wants to be part of."

Congratulations Graham, we wish you every success.





Steve Pollard presented at the QMEA Technical Seminar in Dubai

# COATINGS INSPECTION IN THE MIDDLE EAST

by **Ankkur Tiwari**, General Manager at Elcometer UAE, Dubai

Elcometer UAE recently organised three workshop training events. Held in Dubai and Abu Dhabi, over 50 attendees were educated on the application of Elcometer's protective coatings inspection equipment.

Supported by Steve Pollard, Elcometer's Customer Support Manager, the training offered theory, practical demonstration and hands-on use of Elcometer's entire protective coating inspection range.

Attendees were also able to see the Elcometer 165 ElcoPatch Holiday Repair Kit, up close for the first time.

## QMEA Technical Seminar 2022

The Quali Middle East Association (QMEA) is a membership-based organisation committed to promoting established quality standards and best practices to obtain high-quality coatings on aluminium and aluminium surfaces.

Whilst in the region, Steve presented at QMEA's Technical Seminar in Dubai. His presentation was based on Qualicoat standards and the laboratory equipment used to test and inspect powder coatings on aluminium architectural components.

After covering gloss measurement, bend and impact testing, coating thickness and adhesion - attendees were given the opportunity to put the theory they had learnt into practice with a practical hands-on session across Elcometer's entire Industrial Finishing and Coatings Laboratory range.



# HONOR AT COATING SOCIETY OF THE HOUSTON AREA ANNUAL TRADE SHOW

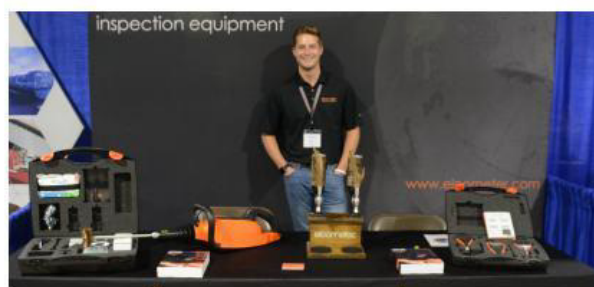
by **Joseph Walker**, Vice President & General Manager - Elcometer Inc, USA

Josh Gray from Elcometer Inc, was presented with the Coating Society of the Houston Area's (CSHA) William A. Wood award for his personal contributions to the Society and for going 'above and beyond the call of duty'.

Josh, who manages our Houston, Texas Office, is a member of the CSHA Executive Board of Directors and currently serves as Treasurer.

Josh Gray represented Elcometer at the event alongside new recruit Josh Grady, where we not only exhibited at the event but also sponsored the whiskey tasting stand.

The award was presented to Josh during the Society's annual Tradeshow and Demo Fair, where industry professionals from the Houston area gathered to discuss and demonstrate the latest corrosion control products and services.



Upon receiving the award, Josh said: "It's an honour to be given the William A. Wood Award - I am extremely proud to be a part of the Coating Society of Houston and look forward to many more years of working closely together!"

The CSHA is a charitable organisation which promotes best practices in corrosion control and expands the knowledge of protective coatings to mitigate the effects of corrosion in the industry.

Josh Gray was presented with the Coating Society of the Houston Area's (CSHA) William A. Wood award for his personal contributions to the society





# HANGING OUT WITH HÜTZEN INDUSTRIEANSTRICH

by **Christina Theessen**, Sales Representative - Elcometer Instruments GmbH, Germany

The Elcometer team in Leer, Germany, recently welcomed by customers, Hützen Industrieanstrich, to their head office to discuss Elcometer's complete product range.

Having already used a select range of Elcometer blast and coatings inspection equipment, the company were intrigued to discover further solutions which would allow them to accurately monitor corrosion inspection.

After showcasing a range of inspection gauges, the team presented highlights from our blast and spray offerings before providing a complimentary barbecue which encouraged great discussions.

Hützen highlighted their aim to work with a sole supplier and, following the day's proceedings, we are looking forward to continuing to build our relationship with the organisation.



# SPREADING THE SAGOLA WORD

by Ankkur Tiwari, General Manager at Elcometer UAE - Dubai

In June, Elcometer UAE were joined by our Sagola Product Technical Team from Spain to complete a series of trials at local coating training facilities.

The events at Axalta, Akzo Nobel, PPG and National Paints were attended by more than 30 trainers & painters who were given hands-on experience of Elcometer's Sagola 4600 Xtreme, Sagola 4100 and Sagola 3300 GTO spray guns throughout the day.

Each demonstration allowed our colleagues at Sagola to explain the advantages provided by each gun with a focus on the advancements in gun design made possible by the inclusion of interchangeable needles and nozzles, highly resistant aircaps and reliable metal-on-metal technology.



Elcometer & Sagola visited the training centres of Axalta, Akzo Nobel, PPG and National Paints in the UAE





# **DISTRIBUTION** NEWS

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Representation in over 170 countries  
across the globe.



## **BLAST!** COMBATING THE RISING COSTS OF BLASTING ACROSS THE INDUSTRY

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

In a previous edition of enews, I highlighted that continuous rising costs across the industry were causing operators to consider how they could modify their blast system in order to reduce their financial impact. With this in mind, we hosted our first Blast 'Tech Talk Live' event in which industry-leading brands and professionals were invited to review how system enhancements can provide an overall more cost-effective job.

The day proved to be a success with discussions on how Elcometer Performance HP Blast Machines can maximise efficiency on large-scale projects being a key point of interest to many attendees.



Supplementing our demonstration of the efficiency gains provided by Elcometer Blast equipment, we have continued in our search for distributors to support our ongoing growth plans. In recent months, we have held great conversations with potential representatives across Eastern Europe who have shown great desire to join Elcometer's network.

If you would like more information on what it means to be part of our distribution network, please contact me directly by emailing [blast@elcometer.com](mailto:blast@elcometer.com)

To find out more about Elcometer's range of blast equipment, visit [blast.elcometer.com](http://blast.elcometer.com)



 **SPRAY!** SPREADING THE REFINISHING WORD

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

Working hard to increase awareness of Elcometer's Sagola brand of spray equipment to the automotive refinishing industry, a key focus for our sales team has been to demonstrate the effectiveness of our range, visiting clients and attending industry events.

In June, we exhibited at the UK Garage & Bodyshop event where we launched the new Sagola SMART Repair Kit.

It was great to receive market feedback as attendees were very receptive to how the kit, which includes everything you need in one place, allows you to complete jobs faster whilst using less material.

In light of the great success at the event, we are already looking forward to Automechanika, the world's leading trade fair for the automotive industry, which will take place in Germany this September.

To support this show, our marketing team are currently adding French, Dutch and German translations to the Elcometer Refinishing website, making our Sagola range more accessible to customers around the world.

Strengthening our industry relationships, we recently provided FLP Group, an automotive paint manufacturer and refinish product specialist, with a range of guns to be used within their brand-new training facilities.

Attending the open day to carry out demonstrations, we worked closely with the group to highlight how our joint expertise can provide the ultimate solutions for bodyshop customers.

Automotive Account Manager, Mark Vickery, has since been working closely with UK distributors to plan a series of 'roadshows' which will allow users across the country to trial our equipment.

Kett Autopaints and Spray Painting Supplies, based in Anglia and Chippenham respectively, are already confirmed as hosts for Elcometer's Sagola roadshows in September.

Keep an eye out for announcements on how you can sign up to attend. For more information on Sagola by Elcometer's Spray Equipment range, visit [spray.elcometer.com](https://spray.elcometer.com).



## INSPECT! OIL AND GAS MARKETS STRIVE

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

The Coatings Industry is not impervious to the uncertainty surrounding the world at the moment. As long as there is market uncertainty, many challenges lie ahead for the industry.

Despite these strong headwinds, however, Elcometer continues to grow. This is thanks to the continued hard work of our distributors around the Globe.

Elcometer will continue to work closely with distributors and customers alike, minimising the global uncertainty wherever possible.

The never-ending search for, and appointment of, new distributors in geographical regions and in business divisions where we traditionally have had limited local representation continues to be a key focus for our international sales teams, allowing us to maximise the service that we can provide our customers with local technical expertise and a local source for new and current Elcometer products.

One example is the new ElcoPatch™ Holiday Repair Kit. The ElcoPatch™ offers a simple, repeatable and reproducible solution to repairing coating flaws whilst ensuring high-quality repairs which can reassure both asset owners and contractors.

**To find out more about the ElcoPatch™, visit [elcpatch.com](http://elcpatch.com).**

At Elcometer, we are aware of the pricing pressures which are affecting us all in the current market.

Our sales and technical support teams, both within Elcometer and across our wider distribution network are happy to discuss how Elcometer products can help maximise your productivity, efficiency and profitability.

Inspecting a coating is only part of a Coating Inspector's job. Once all the measurements have been taken, reports have to be completed and filed. Our research has shown us that Inspectors can typically spend up to 30% of their working week producing reports.

One solution to reduce the time spent on reporting is ElcoMaster®, Elcomaster®, which has just been enhanced is our powerful and free software application for PC and mobile devices which allows Inspectors to save both time and money by producing professional reports, ready to email to the client, within seconds of finishing the final inspection, even when you are still on site

**To download ElcoMaster® for FREE, visit [elcometer.com/software-download](http://elcometer.com/software-download).**



## **TEST!** INCREASED NDT SALES ACTIVITY FROM OUR DISTRIBUTION NETWORK

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

The first quarter of this year continued to see the global increase in activity within our Non-Destructive Testing Division. This achievement is with great thanks to our direct sales teams and our growing network of NDT-focused distributors.

In 2020/21 sales generated by distribution accounted for approximately a third of our NDT divisional sales, with the remainder sold through the Elcometer global office network. Whilst sales have grown across both the office and distribution networks alike, as new and existing distributors became more accomplished in the Elcometer NDT product range and their benefits, sales generated by our distribution network have now grown to be more than half our total NDT divisional sales.



This trend is set to continue as more distributors and customers become interested in the product range of the Elcometer NDT Division.

Going forward, in addition to growing our distribution network, we shall continue to focus on application activity - helping identify new applications and opportunities. One such application is windfarms.

Over time, and in tough conditions, wind turbines begin to develop issues with rotor shafts and bolt integrity which require Elcometer's specialist NDT equipment to assess and monitor their condition.

Elcometer UK recently visited a windfarm with one of our distributors, Testrade Limited, where we demonstrated the Elcometer FD800's ability to detect the formation of cracks on both wind turbine shafts and bolts.

After a successful demonstration in which a 4mm simulated crack on a turbine shaft was detected from the far endcap. The customer was so impressed they invested in a gauge.

**For more information on our NDT product range, visit [ndt.elcometer.com](https://ndt.elcometer.com)**

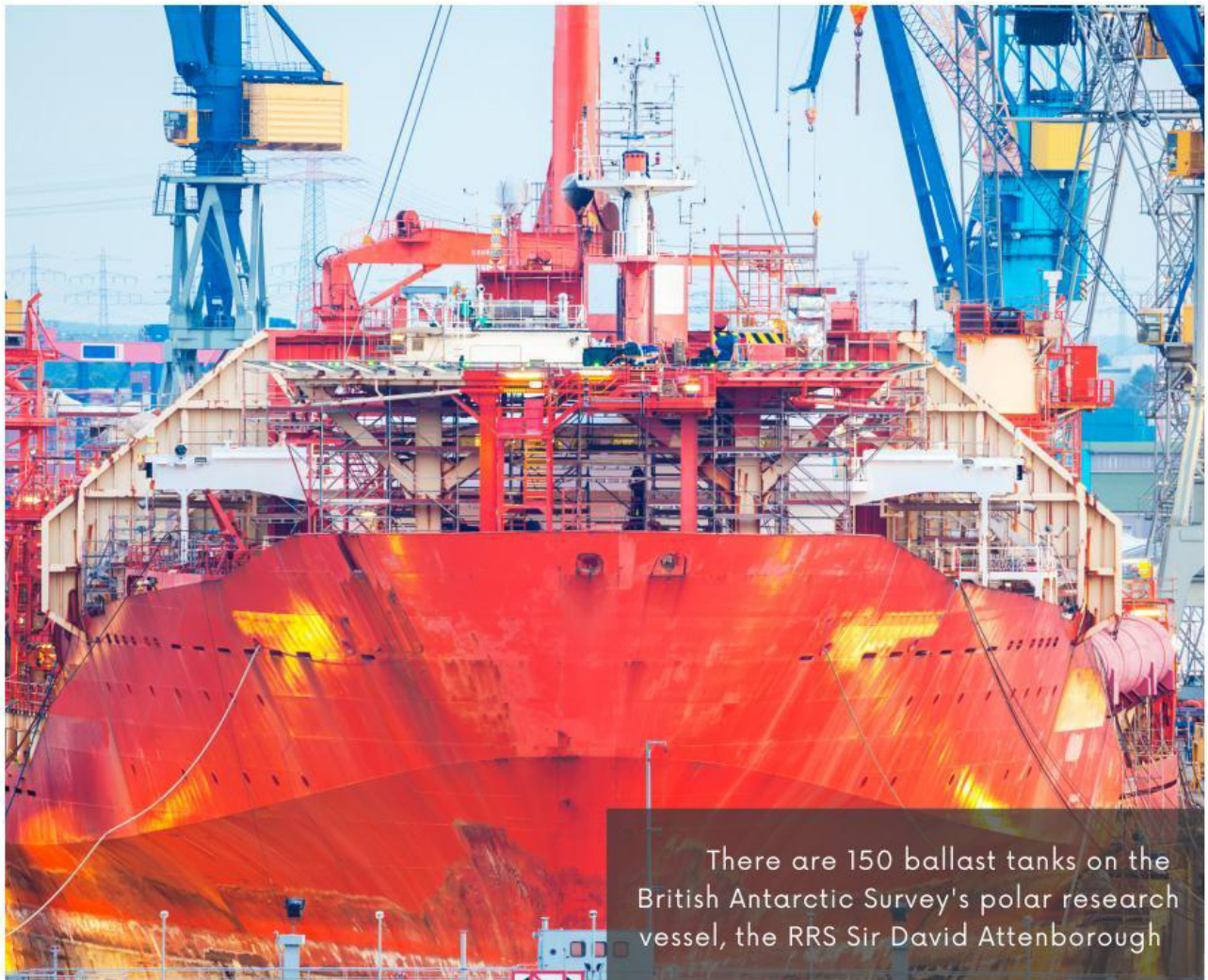


A FOCUS ON

# **ABRASIVE BLASTING**

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**Elcometer Performance  
Blast Machines**



There are 150 ballast tanks on the British Antarctic Survey's polar research vessel, the RRS Sir David Attenborough

Q Product Focus

 **Blasting**

# MINIMISING BLAST DOWNTIME

by **Steve Pollard**, Customer Support Manager

In 2019, Birkenhead-based organisation, HS Barrier Coatings, were tasked with blasting 150 ballast tanks on RRS Sir David Attenborough, a polar research vessel which stretches over 129 meters (423ft) and is valued at approximately £200million.

Due to the harsh environment of the dockyard, where there is a high quantity of salt in the air, HS Barrier required durable blast machines which would not only provide high performance but also remain in great condition, despite a heavy workload.

This need was quickly realised by operators who had to undergo frequent maintenance regimes to ensure functional use of competitor blast machines during the early stages of the project.

Having used Elcometer inspection equipment for several years, the Barrier mentioned the issues they were facing with their existing blast equipment when talking to our inspection sales representatives - who suggested the adoption of Elcometer Performance Blast Machines.

Following further discussions, HS Barrier Coatings installed an Elcometer 24200 Performance Blast Machine within their set-up and quickly began to see improved results.

During use, the blast pot was attached to a 150m (492ft) long blast hose which stretched across the length of the dry dock before reaching up and inside the ship. The blast pot was also situated 24m (80ft) away from the air compressor running at 400cfm (11327 lpm).

Primarily operating at a pressure of 9bar (130psi) and using steel shot media, as well as coarse copper slag and garnet, thanks to its enhanced airflow design, the Elcometer 24200 was able to provide adequate pressure at the quarter-inch working nozzle.

After using the Elcometer 24200 blast machine for over three months, the team at HS Barrier Coatings recognised how the high quality, standard and build of the pot enabled improved performance.



Features that impressed the workforce, in particular, included the four-wheel chassis - which made the pot easier to manoeuvre across the site - as well as the moisture separator which prevented water ingress and eliminated the need for an air dryer, something the organisation had previously deployed with other supplier's blast machines.

From January to March 2019, the Elcometer 24200 blast machine was in operation for over 1000 hours yet blasters were not required to carry out any maintenance tasks. Over the same time period, the organisation had to service a competitor's blast machine three times!

When evaluating the performance of Elcometer's pot, Ian Wooding, Painting Supervisor at HS Barrier Coatings said "this is the longest time our blasters have continuously used a pot. After three months, we have experienced no problems, no maintenance, and minimum wear and tear...considering the environment and how much we've used it, it's in great condition."



A FOCUS ON

# SPRAY EQUIPMENT

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**Sagola SMART  
Repair Kit**



The Sagola SMART Repair Kit – everything you need for SMART repairs and touch ups of small to large panels in one easy-to-use kit!

Q Product Focus

 **Spray Equipment**

# SMART REPAIRS JUST GOT 'SMARTER'!

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

Elcometer have recently introduced the new Sagola SMART Repair Kit - the SMART choice for SMART repairs.

Launched in June 2022 at the Automechanika UK Trade Show, the Sagola SMART repair kit has everything a SMART or micro repairer would require to complete an array of SMART Repairs.

## **What is SMART Repair?**

SMART (Small to Medium Area Repair Technology) is the process of repairing a car using specialised tools, paint and materials on a localised damaged area.

SMART repair avoids the need to remove or repaint the entire vehicle panel. Instead, by seamlessly blending into the paintwork, the SMART spray technique allows you to focus on just the damaged area.

SMART repairs mean that damage can be repaired in a matter of hours instead of days. This then has a ripple effect, dramatically reducing the repair cost compared to using a traditional Bodyshop service.

## **Before SMART repairs:**

- Cars would be taken into a body repair facility
- Car owners would be without their cars for days for relatively minor bodywork damage
- There would be an expensive cost for a simple repair as body panels had to be removed to fix a small scratch or dent

## **Benefits of SMART repairs:**

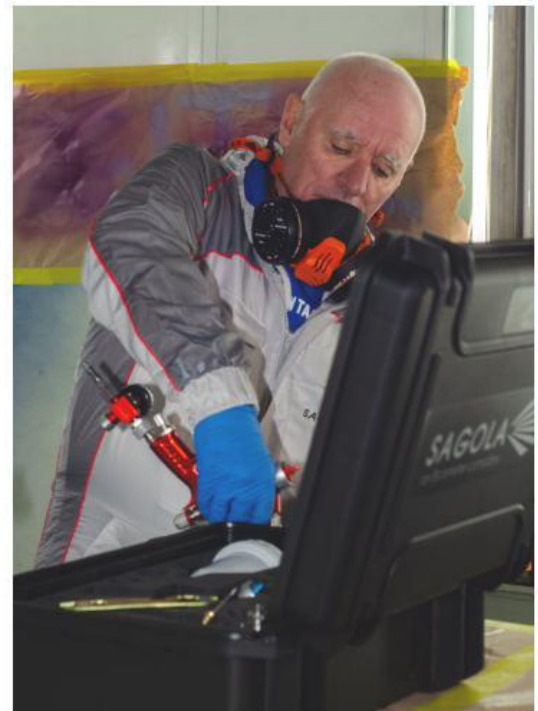
- Cheaper than going to a traditional Bodyshop
- Focus on one area instead of the entire panel
- Less time in the Bodyshop – drive away the same day.

**The Sagola SMART Repair kit contains:**

- 1 Two Sagola Mini Xtreme guns complete with 1.00mm Fluid Nozzle setups:
  - One for Basecoat
    - Aqua air cap for water-based basecoats
    - HVLP air cap for solvent-based basecoats
  - One for Clearcoat
    - EPA air cap for all clearcoats
- 2 Spare 1.2mm Needle/Nozzle kit for UHS clearcoats (ultra high solids), 2K topcoats, primers, UV primers or thicker basecoats
- 3 Mini Tech Air Cap for the finest retouches supplied with unique 0.6mm Needle/Nozzle kit – transforming the spray gun into an airbrush
- 4 125ml & 200ml Paint Cups suitable for any size repair
- 5 Two premium Sagola RC1 Flow Regulators for precise control of air, crucial for applying basecoats, drop coats and blending adjacent panels
- 6 Two 3M™ PPS Disposable Cup Couplings
- 7 Two Steel Connectors
- 8 Spray Gun Lubricant Grease for threads to keep parts in perfect condition, each time, everytime!
- 9 Colour Coded “O” Rings to personalise the guns for easier identification
- 10 Spray Gun Tool & Cleaning Brush
- 11 Solid Protective Case laid out to keep everything at hand.



To check out of full range of spray equipment on our website by clicking or scanning the QR code.



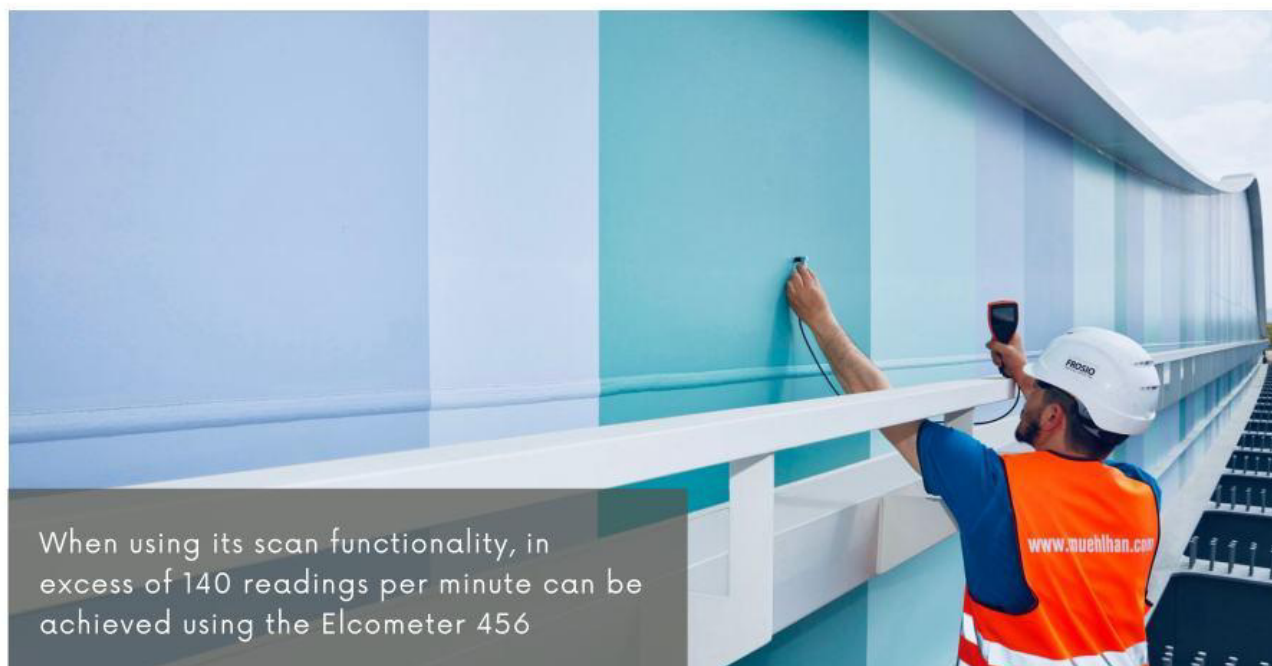


A FOCUS ON

# COATINGS INSPECTION

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**The Elcometer 456  
Coating Thickness Gauge**



When using its scan functionality, in excess of 140 readings per minute can be achieved using the Elcometer 456

Q Product Focus

Coating Inspection

# THE ELCOMETER 456 CONTINUES TO LEAD THE WAY FOR DFT MEASUREMENT

by David Barnes, Group Technical Manager

It was over 22 years ago, in early 2000, that the original Elcometer 456 was first introduced. The gauge was, at the time, possibly the most advanced handheld dry film coating thickness gauge (DFT).

Ten years later the Elcometer 456 gauge was completely re-designed into the gauge we all see today.

The new Elcometer 456 was launched with even more capabilities, enhanced features and functionality. One of the features added at the gauge's launch in 2010 was the ability for the user to upgrade their gauge over the internet every time a new feature was made available - for free.

During the launch, one customer said that "Elcometer had taken the coating thickness gauge as far as it could ever go".

In the past 12 years, however, the gauge has had four major firmware and hardware upgrades and remains at the cutting edge of digital dry film thickness (DFT) measurement.

Many of the "cutting edge" features that some companies are "introducing" today have been a standard feature of the Elcometer 456 for more than 10 years. These include:

- Reading rates of greater than 70 readings per minute

- Scanning mode and auto-repeat measurement modes, significantly reducing inspection times
- Colour auto-rotating screen complete with graphical representation
- large reading memory storage capacity in multiple, linked alpha-numeric batch folders
- IMO PSPC, ISO 19840, SSPC PA-2, Swedish and Australian measurement modes
- Bluetooth communications to mobile devices, complete with GPS capture of precisely where the measurement was taken
- Pass/ Fail and reading warning limits
- Interchangeable probes

Elcometer continues to develop the features and functionality of the Elcometer 456 to ensure that it remains at the forefront of the digital coating thickness gauge technology for many years to come.

It has been said that it is not just about taking readings, but it is what you do with the readings that is critical. For years, Elcometer has provided cutting-edge software solutions, including ElcoMaster which allows inspectors to minimise the time spent on writing inspection reports - maximising the time on site inspecting.

Our latest ElcoMaster software release is designed to provide even more support than ever before.

To borrow a cycling term, Elcometer believes in leading from the front and, when you are out in front, it is the peloton who has to chase the leaders.



Watch exactly how it works in our YouTube video...

[youtube.com/elcometerofficialchannel](https://youtube.com/elcometerofficialchannel)





A FOCUS ON

# PHYSICAL TEST LAB EQUIPMENT

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**The Elcometer 1720  
Washability & Abrasion  
Tester**

# ABRASION & WASHABILITY: STANDING THE TEST OF TIME

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

Coatings (such as paints, varnish and inks) are typically subjected to a certain degree of physical impact either from the forces of nature or from machinery or people. Such impact can change the coatings' nature or appearance through a loss in thickness, reduction in gloss, a colour change or simply by scratch marks.

Whilst *Washability* is the ability to withstand being washed using either wet or dry scrubbing, *Abrasion resistance* is the ability of a coating to resist damage caused by a defined material - such as brush, sponge, scouring pad or sandpaper - rubbing on its surface.

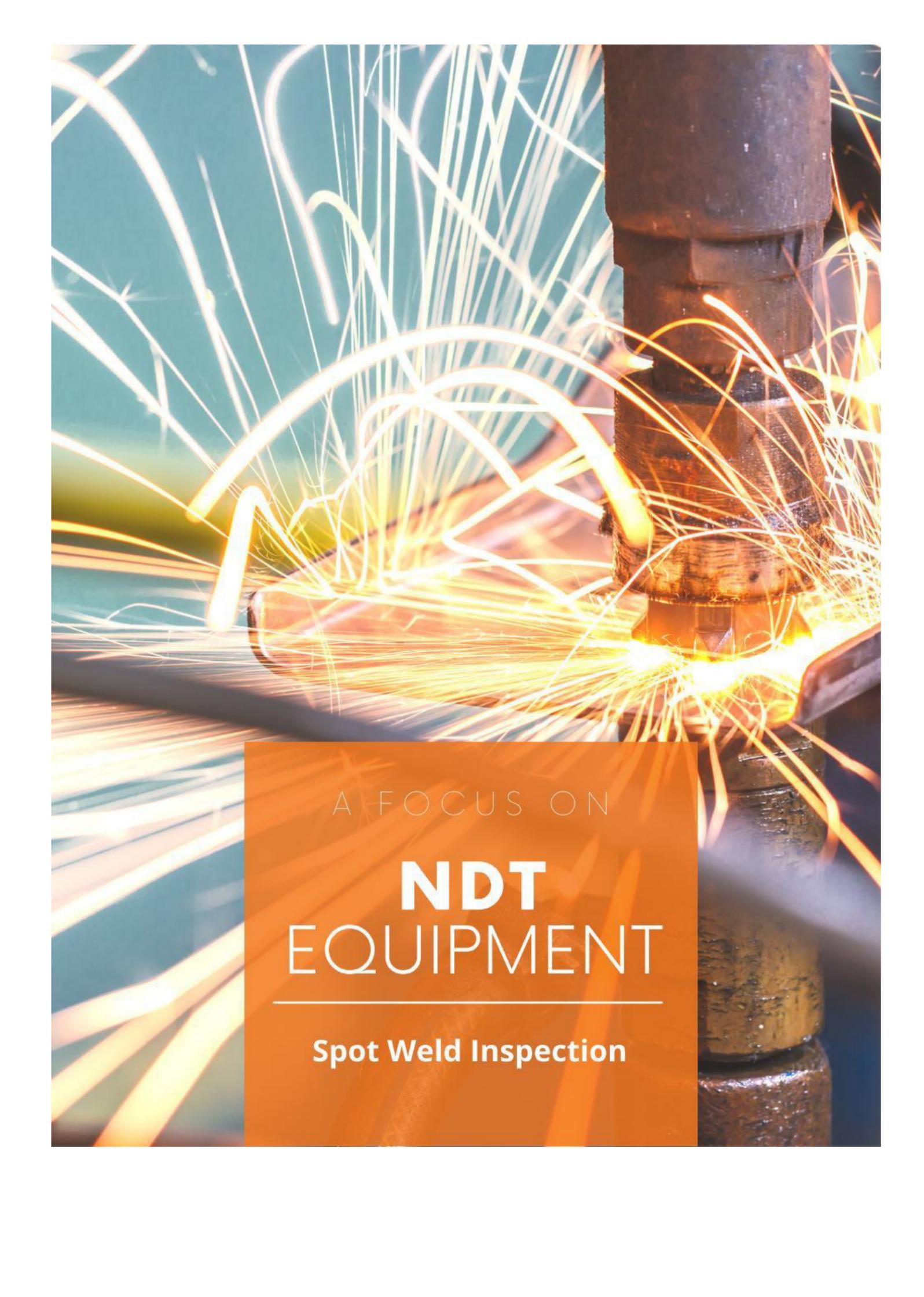
In order to guarantee the quality and ensure a long

lifespan of their products, the ability to resist wear is a crucial requirement for many manufacturers.

Various abrasion, scrubbing, washability and rubbing tests can be carried out on the Elcometer 1720 Washability & Abrasion Tester, as it has been specifically designed for testing the washability, brushability and abrasion resistance of a wide range of materials including paint, lacquers, inks, coatings, leather, wood, plastics, printed material, fabrics etc.

Available with either two or four lanes, allowing you to simultaneously test multiple flat or curved samples up to 13mm (0.51") thick, each station is separated by a water-tight gasket frame enabling wet and dry testing to be carried out at the same time.





A FOCUS ON  
**NDT**  
EQUIPMENT

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Spot Weld Inspection



Q Product Focus

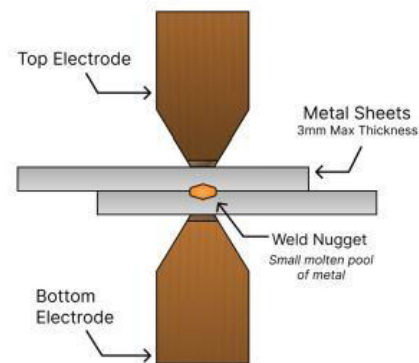
Ultrasonic NDT

# SPOT WELD INSPECTION

by **Ben Andrew**, Customer Support Engineer - NDT Division

Spot welding is a technique used in industrial applications to quickly weld thin metal sheets together very quickly, often through the use of automated systems. The metal sheets are pressed together with two copper-alloy electrodes which hold the sheets together under tension. Current is then applied through the electrodes which melts the metal sheets and fuses them together at that spot, by creating a small area of fused metal known as the nugget. Spot welding is ever present across the automotive manufacturing sector, where it's used to construct car bodies and frames; a car contains an average of 5,000 welds!

Spot welding has a number of key benefits which have seen its widespread adoption across many industrial sectors. One of its main strengths is that it is very fast, when compared to other methods of welding, with most joints taking 200-600ms to achieve maximum strength. Another key benefit of spot welding is that it requires very little operator skill to perform properly, making it a great candidate for employment with automatic welding robots. In contrast with other common types of welding such as MIG & TIG, spot welding does not require many consumables to continue operation, merely a source of power and the occasional replacement electrode.



## What kind of defects can be present within spot welds?

As with all welding techniques, if aspects of the process are incorrectly controlled, defects can occur in the finished piece which can make it unsuitable for service.

There are a number of factors that need to be controlled to make a suitable spot weld such as the clamping force, current amount, electrode condition and geometry, the welding time, and others.

Typically, the tolerances involved in these variables mean that a difference of 10-20% in an important factor is likely to degrade weld quality below suitable levels.



If the clamping force is too great, for example, it is possible to excessively indent the metal during the welding process, impacting the integrity of the part. If the clamping force is too weak, however, not enough contact will be made between the micro-surfaces of the two sheets which, counter-intuitively, leads to much greater heat generation and an unsuitable weld.

#### How are spot welds tested for quality?

There are a number of different ways to test a spot weld for quality. The oldest used technique is a destructive one, known as the peel test. A peel test involves, as the name would imply, peeling or prying the welded pieces apart physically until the weld breaks and then inspecting the inside.

The way the metal breaks apart, whether the pieces split or break, can determine the quality of the join. This can be useful to sample test batches for quality when no other method is available, but it is a time-consuming process that generates waste and sacrifices good welds.

An alternative and often preferable method is to use ultrasonic testing (UT) equipment. With UT, ultrasonic pulses are sent into the piece and the returning echo profile is assessed to infer material qualities. These come in different configurations, from large, fully-automated robotic systems to handheld single-spot devices used by operators on the factory floor.

The basic principle of operation for spot weld UT is for a small, high-frequency delay-line transducer to be placed on the weld after it has cooled to attempt to measure multiple back wall echoes from the top of the first piece to the bottom of the second piece. This can be achieved with a standard delay-line transducer, but there are also specialist units with water-filled membranes to avoid issues with surface geometry.

#### Testing spot welds with Elcometer NDT

For this application, we recommend our FD700DL+ flaw detector combined with a 15 MHz, 1/4" acrylic delay-line transducer. The FD700DL+ is our compact weld inspection gauge featuring 60/120Hz full colour LED screen, adjustable voltage pulser and full data logging suite. Its small size, tuneable pulser and excellent display visibility make it the perfect choice for rapid on-line spot weld inspections.

[Click here to read the full application note on spot welding.](#)





# STANDARDS & QUALITY

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



# STANDARDS UPDATE

by **David Barnes**, Group Technical Manager

The months of June and July represent a busy period in the world of standards as it is typically when some of the larger Standard Development Organisations (SDOs) hold their annual or bi-annual face-to-face committee meetings.

We have all become accustomed to virtual meetings, but I believe that more can be achieved when meeting face-to-face. Whilst I have found that there is an increased attendance during virtual meetings, there is typically less contribution. With that in mind, it has been great to attend the face-to-face meetings of ISO TC35/SC12/WG2 and ASTM D01.

ISO Technical Committee **35**, Sub Committee **12** deals with the *"Preparation of steel substrates before application of paints and related products"*. Working Group **2** deals specifically with Surface Cleanliness; making WG2 responsible for the ISO 8501 suite of standards - which includes the visual assessment of cleanliness, as well as the ISO 8502 suite of standards - which incorporates the Dust Test and Bresle patch standards. ISO 8502 is also where a standard for the Saturated Filter Paper method would reside were there to be a covering standard, meaning it is an important group for Elcometer to be involved with.

Within ISO, there is currently a big discussion around the revision of *ISO 8501-1 Preparation of steel substrates before application of paints and related products — Visual assessment of surface cleanliness — Part 1: Rust grades and preparation grades of uncoated steel substrates and of steel substrates after overall removal of previous coatings*.

This topic provoked a lively debate around whether the pictures used in this standard should be renewed. The general consensus was that whilst some of the descriptions should be improved, and an addition for preparation by mechanical tools should be added, the pictures should remain as they are, so watch this space for more information in the future.

Work concerning ISO 8502 and ISO 8501 is ongoing, which does include the possible creation of a new standard within ISO 8502 suite which addresses the use of the saturation filter paper method as a means of sample collection.

Approval was given to move to the next stage, meaning more information and paperwork are required before completion. Keep an eye out on our social channels and website where we will publish the latest changes.

In ASTM, D01 is the committee responsible for Paint and Related Coatings, Materials and Applications. Within D01 are sub-committees *D01.23 Physical Properties of Applied Paint Films* and *D01.46 Industrial Protective Coatings*.

These two sub-committees deal with standards covering dry film thickness, hardness, adhesion, porosity testing and surface profile (amongst others) which, again, are very important areas for Elcometer.

Our aim at these meetings is to remain aware of developments in the inspection field to ensure that our gauges conform and can be used in accordance with the latest versions of the standards. We are not trying to invent tests or methods such that a new gauge is required.

The main points of interest in these most recent meetings were the revision of ASTM D 3359 Standard Test Methods for Rating Adhesion by Tape Test.

This final revision sees the addition of an improved diagram for rating the X-cut method - other than that, Elcometer customers should see no change to the methodology or requirements of this standard.





elcometer

# INSIDE ELCOMETER

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**Ten offices**  
around the world.



Inside Elcometer

## Our Values

# OUR VALUES

by Nicki Campbell, Group HR & OD Director

Having clear company values helps to ensure we are all working towards the same goals. They also support the company's 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.

# CELEBRATING A MILESTONE

## DAVID DUNSCOMBE

Senior Software Engineer, UK



Congratulations to David who reached his 25 year milestone at Elcometer in July.

## LISA DRIVER

Stores Operative, UK



Congratulations to Lisa who reached her 15 year milestone at Elcometer in May.

## CHRISTIAN GORDON

QA Engineer, UK



Congratulations to Christian who reached his 15 year milestone at Elcometer in July.

## BARRY HOLMES

Operations Director, UK



Congratulations to Barry who reached his 15 year milestone at Elcometer in August.

## RICHARD KIRKBRIDE

Snr Production Engineer, UK



Congratulations to Richard who reached his 15 year milestone at Elcometer in May.

## PAULINE PALMER

Production Operative, UK



Congratulations to Pauline who reached her 15 year milestone at Elcometer in June.

## ALEC WALL

Skilled CNC Machinist, UK



Congratulations to Alec who reached his 15 year milestone at Elcometer in July.

## HOWARD WISEMAN

Production Operative, UK



Congratulations to Howard who reached his 10 year milestone at Elcometer in June.

# DEVELOPING INTERNAL TALENT

by **Nicki Campbell**, Group HR & OD Director

This quarter, we are pleased to announce the promotions of the following employees:



## DAVID SKADE

From:  
Level 1 Repairs Technician  
to:  
**Junior Production Engineer**



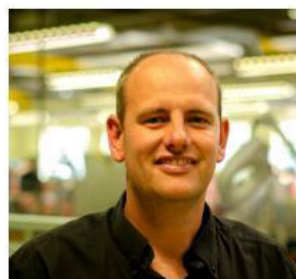
## SUE TRAVIS

From:  
Logistics Technician  
to:  
**Stores Supervisor**



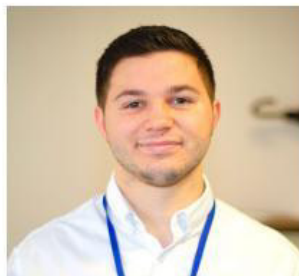
## RICHARD KIRKBRIDE

From:  
Production Engineer  
to:  
**Senior Production Engineer**



## ANTHONY BICKERDI

From:  
Production Engineer  
to:  
**Senior Production Engineer**



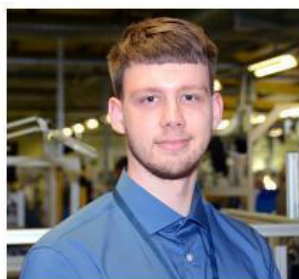
## JOSHUA CAMPBELL

From:  
HR & Operations Administrator  
to:  
**Process Improvement Practitioner**



## NATHAN SYKES

From:  
Production Operative  
to:  
**Stores Operative**



## LIAM ESAW

From:  
Business Systems Assistant  
to:  
**Production Planning Manager / ERP Specialist**

# BUILDING A CAREER AT ELCOMETER

Originally coming to Elcometer in search of 'office' work experience in 2016, Sally Sykes was employed in Elcometer's Research and Development Team as an Administrative Assistant, on a temporary contract.

Unbeknownst to her, this was the starting point of Elcometer's digital transformation program. Sally was tasked with scanning both live and historical 2D paper drawings made by engineers from a physical file system into our digital library. Many of the drawings were drawn long before she was born, in fact, some went back to the original gauges of the 1940s - digitally capturing the technical history of the business for easy access for future reference.

Not content with scanning drawings, Sally asked if she could start to re-create the documents in Elcometer's advanced 3D Computer Aided Design (CAD) systems, this moved the documents from a visual representation of the parts and specifications into useable 3D content allowing for our design team to utilise the content to significantly speed up the delivery of product designs.

Sally's commitment was quickly appreciated, and she was soon offered a permanent place within Elcometer's Mechanical Department where she has progressed to one of our CAD Technicians and is the lead expert for Elcometer's CAD and prototyping technology (3D Printing) solutions throughout the business.

To support her development, Elcometer sponsored Sally to complete an Engineering apprenticeship where she has already completed her NVQ Level 2 training in Engineering Technical Support and will soon be completing her Level 3 within the same qualification. This has been supplemented by internal audit training and achieving REACH and COSHH certifications.

When asked about her time at Elcometer, Sally said *"I've really enjoyed it – when I first started, I never expected to be given the opportunities I have had and am extremely grateful to the company for believing in me. As well as advancing in my career, I have made lifelong friends I would never have met if it wasn't for Elcometer."*



*"When I first started, I never expected to be given the opportunities I have had and am extremely grateful to the company for believing in me."*

# AN INTERVIEW WITH...

**Neil Beswick,**  
Sales Manager - UK & Ireland

**You've been UK and Ireland Sales Manager at Elcometer for over six years now, what led you to this role?**

*I'd been a Director of two distribution companies in the 10 years before I joined Elcometer, where I was responsible for many different aspects, including IT.*

*I was Sales Director at the UK's largest independent bathroom distributor for six years and at the time I didn't think I'd ever leave that industry.*

*Most recently, I was Business Development Director at a national plant and machinery distributor and that's where they put me in charge of IT, mainly because the phone lines kept going down and I was the person who had a plan to fix it. When I see the capability of people like Elizabeth who Manages Elcometer's IT systems, it's clear, in hindsight, that I was a little underqualified!*

**What made you want to work for Elcometer?**

*Having been responsible for a range of departments in my previous roles, it became clear to me that what I really enjoyed - and was qualified to do - was Sales Leadership and people / organisational development.*

*Elcometer had a good family feel to the organisation and after meeting Michael Sellars, Managing Director, and Nicki Campbell, HR Director, it was clear to me that my own aspirations could be met if I did what was required of me.*

**What does a typical day look like for you?**

*It is currently changing by the week as we have recently introduced some new product ranges for the Automotive Refinishing Industry and there's more to come in the future - so some of my time is spent on that.*

*In my day-to-day sales management role, I'm always planning for what's coming next and due to the seasonality of our range, it means we shift our focus*



*around both the country and the industry sectors as the year goes on.*

*We have a great CRM tool which allows us to identify solutions for our customers and we're proactive in how we communicate these solutions to the industries we supply. I'm also starting to spend time with colleagues across other Elcometer Offices as part of our Commercial Excellence programme, developed with our Sales Director, Nick Ball.*

**How has your team grown since you started at Elcometer?**

*It has certainly grown, but not just in size. Yes, we're now employing more people, especially in face-to-face roles since the pandemic, but the team has also grown in stature. This is undoubtedly the best group of people I've ever worked with. Each team member owns their role within the team and leads by example. The team's spirit and customer focus has been a huge part of our success in the UK over the last few years.*

### What has been your biggest accomplishment throughout your time at Elcometer?

*It's my team. We've been careful to recruit based on key criteria. After we match capabilities to each role, the final part of the interview is to identify the fit inside the UK team. They must be capable of self-responsibility and demonstrate that trait. Even if you have the chance to recruit a superstar, if they're quick to blame their colleagues when things don't go quite right, you'll tear down your culture.*

*Supporting individuals to succeed is my passion. Although not in my team anymore, seeing Jordan Goodman flourish in UK Sales and achieve a promotion to a global role has been another highlight.*

### What are your long-term plans for the UK & Ireland Sales team? What are you looking forward to?

*My plans go beyond that of just the UK. Don't get me wrong - we have plenty to do here with new products on the horizon, but these plans are just as transferrable to other Elcometer offices. We have fantastic new products and we need our customers to see them, use them and put them to the test.*

*We're developing plans to ensure these products reach the industries that will benefit from them the most. It's a huge job but we've seen the reaction already, we just need to get to everyone who can benefit.*



## NEIL OUTSIDE OF THE OFFICE

**Sports Team:** Newcastle United

**Food:** Boiled eggs and sushi (much to my team's disgust)

**Drink:** An Old Fashioned

**Film:** As Good As It Gets

**TV Show:** Only Fools and Horses

**Book:** The Secret

**Music:** Richard Marx

**Holiday:** Jamaica (it's where I got married to my wonderful wife!)

# WE'RE RECRUITING...

**Are you ready for a new challenge?** From production to sales, marketing to research and development, we have a wide range of opportunities available - why not take a look at what we have to offer?

**[elcometer.com/careers](http://elcometer.com/careers)**

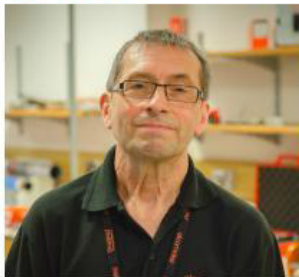
# GOING THE EXTRA MILE

by Nicki Campbell, Group HR & OD Director

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

## JOHN SALT

Caretaker



*"When you think about people 'Going The Extra Mile', you look towards those that are more visible across the business and those that drop everything, pull on their superman suits and deliver. What*

*we sometimes forget those that are in the background, constantly doing everything that is asked of them and more on day-to-day objectives.*

*John Salt is that person for me. He's the first person that I see when I arrive and the last person that I see when I leave. He runs around the business 'doing' and always has a smile and a cheery 'hiya' for everyone. Without John, none of the superheroes around the business would be able to do their jobs effectively."*

**John Grimshaw**, Product Manager

## LIAM WALSH

Stores Operative



*"There have been a lot of changes within the Stores Department this year. With both management and staff changes it has been quite challenging for all. We have new staff as well as existing staff*

*learning different jobs that have needed training.*

*As an existing team member, Liam recently took on the challenging task of training within the Goods In area of Stores. I am proud to say he has exceeded expectations and has really stepped up to the plate. He has a keen eye for detail, which is an essential quality in Goods In and because of this has prevented several potential problems.*

*He will also be trained as FLT Driver in the coming months, which will only improve his skills and knowledge within the department. I am happy to say he is a highly valued member of the team."*

**Sue Travis**, Stores Supervisor

## KEEPING OUR ENVIRONMENTAL FOOTPRINT TO A MINIMUM

Elcometer is committed to reducing its impact on the environment and each issue of enews, we will be letting you know what we are doing to make a conscious effort to keep our environmental footprint to a minimum.

**All our products are lead and mercury-free and, where required, CE and RoHS compliant.**



## RACHEL PROUD

Regional Sales Executive



*"Rachel Proud joined the business as Field Sales Executive for the South of England in March 2020, just as Covid 19 hit the UK. Her training was therefore remote but she made the best of it.*

*The South of England had grown quite well over the preceding few years and so Rachel had her work cut out to keep that progress going in tough times. Her region performed well in that first year but in March 2021 Rachel felt some weakness in her legs which seemed unusual. After a visit to her Doctor and then a Specialist, they told her she couldn't drive a car.*

*As Rachel's role is External Sales and she lives hundreds of miles away from our office, this would have been a blow to anyone, let alone someone who'd been with the company for just 12 months. The reaction to this worrying development was what we know now to be typically Rachel.*

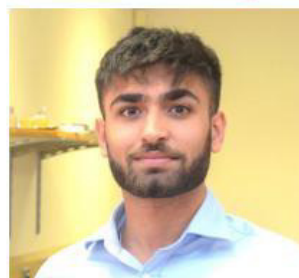
*She 'blagged' lifts off colleagues, family and friends, she got up unreasonably early and returned home often unreasonably late after getting on trains to the extremes of her territory. She spent countless hours in her home office, demonstrating to customers over MS Teams. Most impressive of all, she didn't let it get her head down and still contributed to the fantastic team spirit we have in UK Sales.*

*Rachel finally got her driving license back in June of this year after it became apparent she was perfectly healthy after all. During this worrying and challenging 15 months, she'd hit her annual sales target and had grown her territory by 18%, also working on and gaining a substantial order from the UK Ministry of Defence in this current financial year. Strength in adversity and literally going the extra miles."*

**Neil Beswick**, UK & Ireland Sales Manager

## ZAIGHAM QURESHI

Mechanical Design Engineer



*"The commercial team needed a quick answer to advise a new distributor on optimum container packing configuration for one of our key product lines. This was needed to ensure that we could*

*minimise shipping costs and secure an important order.*

*After discussing our problem with Zaigham, he not only quickly came up with several designed technical solutions to show how packing could be optimised, but also went to the effort to test the practicality of his ideas prior to presentation.*

*His prompt actions, despite a heavy workload, have enabled us to respond to the customer in a timely and efficient manner and will put us in good stead to secure the order. We now look forward to implementing his ideas in the near future."*

**Nick Ball**, Sales Director

**KNOW SOMEONE  
WHO GOES THE  
EXTRA MILE?**

Let us know by emailing  
[enews@elcometer.com](mailto:enews@elcometer.com)



# END OF AN ERA

We recently bid farewell to two employees who retired after a lengthy service at Elcometer. We wish them both a happy and prosperous retirement!

## PETER HOWORTH

Facilities & Health and Safety Manager, UK



*"Pete joined Elcometer just over 15 years ago and was instrumental in the transition to flow production and the adoption of Lean techniques. He moved from a role in Production Engineering,*

*becoming the manager of the department, to taking over Facilities and Health and Safety. Pete played a massive role in the expansion of the site including the design and build of the machine shop extension and the renovation of the Crabtree buildings. His breadth of knowledge and experience was invaluable and allowed him to effectively contribute to a vast array of projects.*

*It took a while for some people to get used to Pete's sarcasm and dry sense of humour, but once they did they often established a deep rapport and respect. The celebrations and pranks on his leaving day were a testament to how large a character he was at Elcometer and how well he was liked. I'm sure that fish everywhere had wished that he hadn't retired as he now has ample time to pursue his hobby that he jokingly refers to as 'drowning maggots'. We wish Pete the very best for his well-earned retirement."*

**Barry Holmes**, Operations Director

## LUKE KENYON

IT Manager, UK



*"I would like the take the opportunity to thank Luke for the huge contribution he has made to the business and the support he has given me and the rest of the IT Team. Luke is a seasoned all-rounder,*

*which means that he was able to use his skills proficiently in a multitude of disciplines; IT Management, system support and software development. Luke's efforts and commitment have most definitely contributed to the successful expansion of IT and Business systems over the past 16 years at Elcometer.*

*We wish Luke a long and prosperous retirement. He has numerous plans in place, which involve a great deal of travel around the UK and worldwide. Some no doubt will involve the infamous campervan – a frequent visitor to Elcometer! I hope he can enjoy some long, happy holidays and maybe even have a relax in between all the hiking and cycling."*

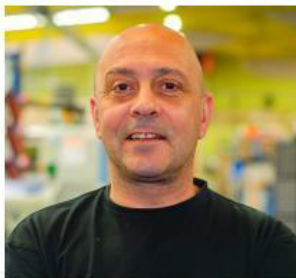
**Elizabeth Rimmer**, Business Systems Manager

# DEVELOPING INTERNAL TALENT

by **Nicki Campbell**, Group HR & OD 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 completion of training of the following employees:



**CARLO DALLI**

Passed his **forklift training refresher**.



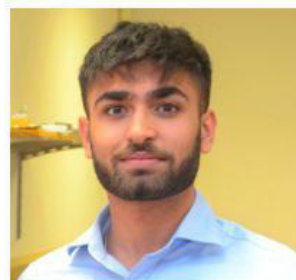
**PAUL ELLIS**

Completed a course in **abrasive wheels** and passed his **forklift training refresher**.



**ADAM ELLISON**

Graduated with a first class honour in **Film and Television Production, Digital Communication and Media/Multimedia**.



**ZAIGHAM QURESHI**

Received a grade A on his workplace dissertation for his **Masters in Mechanical Engineering** from Loughborough University



**ADAM SUTTON**

Completed his **HNC in Mechanical Engineering**.

# WHO'S NEW?

by **Nicki Campbell**, Group HR & OD 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://elcometer.com/careers).

## TARA BOLAND

Stores Operative, UK



Tara joined the Supply Chain team as Stores Operative. Tara will be responsible for the movement of all materials to and from both the raw materials and finished goods stores.

## NANCY CIACIA

Sales Support Executive, UK



Nancy joined the Export Sales team as Sales Support Executive. Nancy will provide excellent customer support to our world-wide office and distribution networks. As a native Venezuelan, Nancy will also provide invaluable insight and linguistic support to our Spanish and South-American Distributors.

## ADAM ELLISON

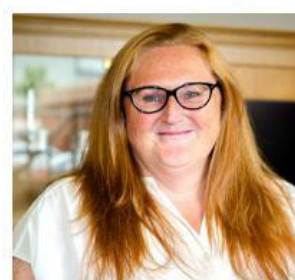
Junior Videographer, UK



Adam joined the Marketing team as Junior Videographer. Adam will work alongside fellow Junior Videographer, Jack, to plan, shoot and edit instructional and technical videos for the company websites and social media channels.

## BETH FRANKLIN

Senior HR Manager, UK



Beth joined the HR Team as Senior HR Manager. Beth will be responsible for the day to day running of the HR function and will be available to provide support with HR queries.

## BONG GIE YUNE

Sales Support Administrator, Singapore



Bong joined the Elcometer Asia Sales Office as Sales Support Administrator. Bong will be responsible for Singapore's sales order processing, working alongside Serene and Gina.

## JOSHUA GRADY

Sales Representative, USA



Joshie joined Elcometer Inc as a Sales Representative. Joshie is responsible for establishing new relationships and helping customers with product knowledge, technical issues, and product training.

## EDGARAS "ED" GUDAITIS

Junior Software Developer, UK

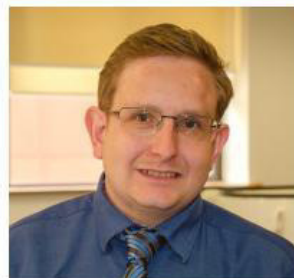


Ed joined the IT & Business Systems team as a Junior Software Developer. Ed will be working closely with Senior Software Developer Kamil Piech, developing new functionality to support

business enhancement projects and troubleshooting bug fixes in existing applications.

## MICHAEL HUGHES

Buyer, UK



Michael joined the Purchasing team as a Buyer. Michael will be responsible for all purchasing activity required for blasting components, Sagola and factored products for resale.

## CORY HUGHES

Production Operative, UK



Cory joined the Production Team as Production Operative. Cory will be responsible for assembling, testing and packing handheld electronic products.

## HUNTER JACOBS

IT and eCommerce Lead, USA



Hunter joined Elcometer Inc as IT and eCommerce Lead. Hunter will be primarily responsible for updating and providing support for the ERP at the sales office in Warren, Michigan.

## TOSHIKAZU OBATA

Commercial Manager, Japan



Toshi has joined Elcometer as our new Japanese Commercial Manager. Heading up our office in Japan, Toshi will provide overall business and management responsibilities for

Elcometer across the country.

## CHARLOTTE PARKER

Trainee Marketing Assistant, UK

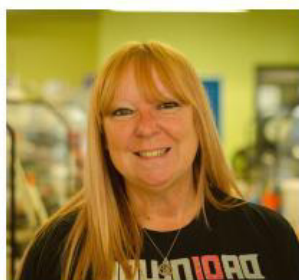


Charlotte joined the Marketing team as a Trainee Marketing Assistant. Charlotte will help deliver digital and traditional marketing and communication activities, in order to grow sales profitably

and position the Elcometer brand as the 'go-to place for the industry'. Alongside her role, Charlotte will also be studying for a Digital Marketing degree at Manchester Metropolitan University.

## DEBI QUAYLE

Production Operative, UK



Debi joined the Production Team as Production Operative. Debi will be responsible for assembling, testing and packing handheld electronic products.

## ELLA RIMMER

Trainee Marketing Assistant, UK



Ella joined the Marketing team as a Trainee Marketing Assistant. Ella will help deliver digital and traditional marketing and communication activities, in order to grow sales profitably

and position the Elcometer brand as the 'go-to place for the industry'. Alongside her role, Ella will also be studying for a Digital Marketing degree at Manchester Metropolitan University.

## NATALIE RITSON

HR Administrator, UK



Natalie joined the HR team as HR Administrator. Natalie will provide efficient administrative support to the Group HR & OD Director, HR Manager and HR Advisor in relation to all HR

processes and procedures.



Thanks to Gandha Bastian  
for our front cover image.

# e news

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