

# INSIDER

ISSUE 07

For Internal Circulation Only



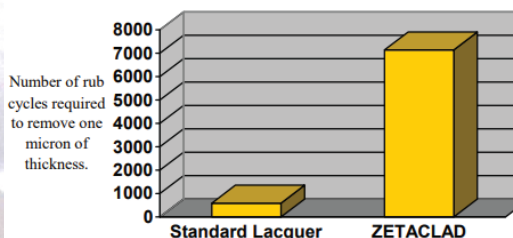
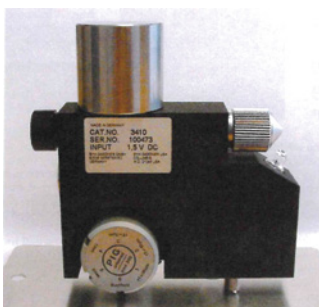
## PSSPL News INDIA FASTENER SHOW

### INDIA FASTENER SHOW PUNE 2024



PSSPL proudly participated at the India Fastener Show in Pune International Exhibition & Convention Centre, Moshi, Pune. This grand event brought together industry leaders, innovators, and professionals to showcase the latest advancements in fasteners and allied technologies. As a key player in the chemical products domain, PSSPL leveraged this platform to connect with stallholders, explore cutting-edge trends, and foster meaningful collaborations to drive innovation and growth in the industry.

## Product Focus : Zetaclad E-COAT



The following table compares the Buchholz hardness of ZETA CLAD 5000 with some common useful metals together with other coatings and plastics.

Material	Buchholz hardness
Mild steel	177
<b>ZETA CLAD 5000</b>	<b>154</b>
Brass (CuZn37)	<b>154</b>
Die-cast aluminium alloy	133
High performance conventional EP	117
General purpose conventional EP	105
Powder coatings	80-105
Epoxy paints, general purpose plastics	80-100

**HIGH ABRASION**  
**HARDNESS LIKE BRASS**

## Follow Us On Social Media



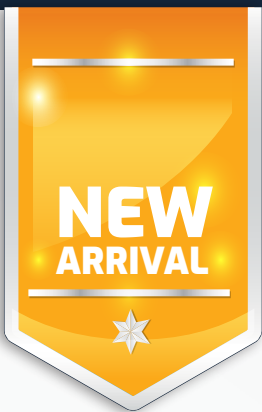
### Active Involvement

PSSPL has introduced the Klenex Electro Cleaning Range, a high-performance solution for pre-treatment processes, offering superior detergency, high conductivity, versatile usage, and long-lasting performance. Stay updated with our latest products and innovations by following PSSPL on LinkedIn and Twitter, where we share detailed insights and updates regularly. Don't miss out—connect with us today!

Follow us on the below accounts

Twitter handle:  
**psspl\_surface**

LinkedIn account:  
**Progressive Surface Systems Pvt Ltd**



# NEW LAUNCH

## Auridior

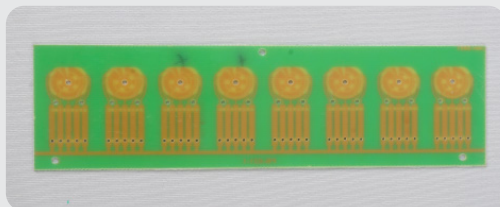
### Plating Process for Gold



#### AURICID 4040 (High Speed Gold)

##### HARD GOLD PROCESS FOR ELECTRICAL ENGINEERING

Developed for use in electrical engineering and electronics. Used in reel-to-reel systems, brush coating, selective coating, and spray coating. High hardness, ductile coatings with excellent abrasion and corrosion protection. Characterized by easy bath control and high bath stability.



#### AURICID E-75

##### ACID PLATING PROCESS

Designed for selective, high-speed production of low-stressed bright gold electro deposit. Operates at moderate temperature of 35-60°C. Electrolyte can withstand higher contamination without co-deposition.



#### AURICID - BARRO -M3N

##### NICKEL HARDENED GOLD ELECTROPLATING SYSTEM

Formulated for Vibrobot applications. Yields 99.7% purity deposits. Excellent solderability even after aging. Deposit hardness ranges from 130 to 200 Knoop. Ideal for barrel plating electronic components, contacts, connectors.

## SILDIOR™

### White Precious Metal Plating Process



#### DECORATIVE

##### SILDIOR - 400

Metalic Silver Brightner Hardness  
Hardness - (HV-160 - 180 )



##### SILDIOR - 110

Non Metalic Silver Brightner Hardness  
Hardness - (HV-110 )



#### HIGH SPEED

##### SILDIOR HS 100

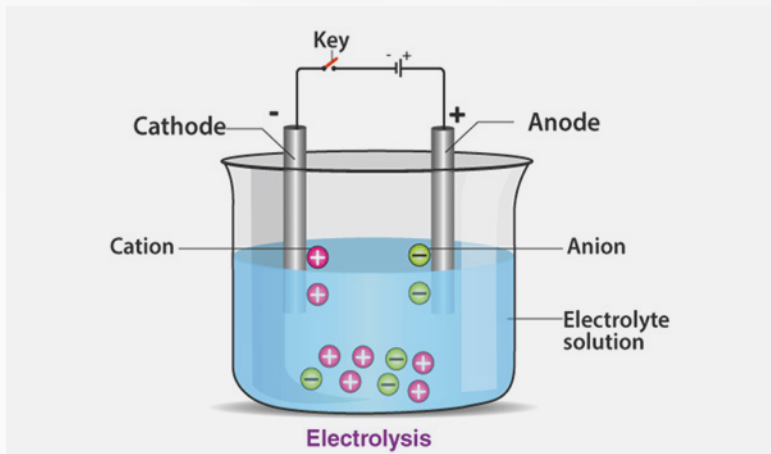
Hardness- ( HV- 90-120)  
High-Speed silver electrolyte with a weak alkaline composition made without free cyanide. Used in high-flow draw-through systems. Ideal for manufacturing contact parts, connectors, and semiconductor industry.



#### ANTI-TARNISH

##### PROBRITE -B 250 / B 250PLUS

Lorem ipsum  
The Silver Tarnish Protection Solution uses advanced nano-technology to create a thin, invisible protective layer that resists fingerprints, oxidation, and discoloration. It is free of heavy metals and Cr6+ compounds, offering long shelf life and excellent chemical resistance.



## SERIES 3

# BASICS OF ELECTROPLATING

*In Continuation From Last Issue*

### 29. WHAT IS A METAL ANODE?

A metal anode is the positive electrode in a plating solution. The direct current enters and electrons leave the solution through the anode thereby converting the metal anode into metal ions. Metal anodes of the desired composition are made by casting, rolling, or electroforming.

### 30. WHY ARE SOLUBLE METAL ANODES USED IN ELECTROPLATING?

Soluble metal anodes are used in electroplating to replenish the metal ions that have been plated out of the solution. They may be composed of only one metal or an alloy of several metals. Thus, high-purity nickel anodes are used in nickel plating whereas copper-zinc alloy anodes are used in brass plating.

### 31. WHAT ARE THE VARIOUS FORMS OF SOLUBLE ANODES?

Soluble anodes may be cast, rolled, or extruded with an elliptical cross-section in various lengths. Electrodeposited sheets of various metals can be used as anodes but they often corrode unevenly and form many loose particles. Ball anodes made by shearing forged extruded or rolled sections are usually used in bare steel cages in alkaline cyanide solutions. They form little scrap and tend to maintain constant anode area.

### 32. CAN INSOLUBLE ANODES BE USED IN ELECTROPLATING?

Yes, insoluble anodes may be used in electroplating but the current removes metal ions from the solution. This necessitates replenishment of the solution with metal salts. In chromium plating, where insoluble lead anodes are used, regular additions of chromic acid are required. Similarly, additions of potassium gold cyanide are necessary in gold plating solutions using insoluble stainless steel anodes.

### 33. WHAT ARE THE NECESSARY REQUIREMENTS FOR INSOLUBLE ANODES?

Since insoluble anodes serve the sole function of carrying electrical current into the plating bath, they must satisfy two requirements, namely, they must have good electrical conductivity and they must not be chemically attacked by the plating solution.

## INDUSTRIAL NEWS

### Mercedes-Benz India to raise prices by up to 3% from Jan 1, 2025: CEO Santosh Iyer

Price protection valid until December 31st for all the existing and future bookings of cars that are currently not in stock, the company said.

### Vehicle retail sales rise 12% to 43 lakh units during 42-day festive period: FADA.

"We could have fully met or even exceeded our targets of 45 lakh units if not for the unseasonal heavy rains in South India," says FADA.

### Tamil Nadu facility to build both Tata Motors and JLR models, to start production by 2032: CFO Balaji.

The automaker has earmarked Rs 9,000 crore for the Tamil Nadu unit, which is expected to generate about 5,000 jobs.

### Royal Enfield bike sales up 31% at 110,574 units in October.

It stood at 84,435 units in the year-ago period, according to a filing.

### Vietnam's VinFast gets funding boost from parent, founder ahead of next year's India plans.

Vingroup also said it will convert all existing loans of about \$3.3 billion to VinFast Vietnam into dividend-entitled preferred shares, a move that will help address the "short-term financial pressure" on the EV maker.

### Tyre makers to see 7-8% topline growth this fiscal: Crisil.

This would be the second consecutive year that the estimated revenue growth for the tyre manufacturer will be in single digit (albeit nearly double than that of last fiscal) and after logging a compound annual growth rate of 21 per cent between fiscals 2021 and 2023, Crisil Ratings said.

### Tata Motors expects PV retail sales to sustain momentum in Q3

As per FADA data, festive demand helped PV retail sales rise 32 per cent year-on-year (YoY) to 4,83,159 units in October.

## Badhai Ho! PSSPL BIRTHDAY BULLETIN

4<sup>th</sup> November - Dalip Kumar

7<sup>th</sup> November - Tika Prashad Nainwal



## MDs CORNER



### INNOVATIVE SHOWROOM SETUP AT OUR NEW OFFICE

PSSPL has introduced a dynamic showroom and meeting room combination in our new office, designed to enhance client interactions and understanding of our product range. This integrated space showcases all our products in a well-organized sequence, making it easy for clients to explore and comprehend our offerings efficiently in one convenient area. This setup reflects our commitment to providing a seamless and professional experience for our clients.



### PSSPL HAS INSTALLED FILTER PRESS

which is among the oldest types of Filtration equipment and can produce the highest cake solids concentration of any mechanical dewatering equipment.

OLD FILTRATION METHOD



NEW FILTRATION METHOD



NEW INVESTMENT