

NEWS FROM

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Immediately

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AFC-HOLCROFT SELECTED AS GLOBAL SUPPLIER TO BODYCOTE FOR INTEGRAL QUENCH BATCH FURNACES

(January, 2009) Bodycote has finalized an agreement with AFC-Holcroft that will provide a common batch furnace platform for Bodycote facilities in 27 countries around the world. The objective of the agreement is to allow for consistency throughout the 190 commercial heat treatment plants that Bodycote operates globally, while minimizing investment costs for new equipment.

AFC-Holcroft's Universal Batch Quench (UBQ) family of products was selected as a result of in-plant experience that has proven superior process results and reduced operating costs of the UBQ furnaces. With AFC-Holcroft's global manufacturing and support footprint, the equipment can be provided at a reduced cost throughout the world with local service being available in all key regions that Bodycote operates. An additional benefit of this agreement is the standardization of controls architecture throughout Bodycote's plants. Advanced features that have been jointly developed will provide Bodycote with unmatched global connectivity and will pave the way to future innovations in the high level management of the world's largest commercial heat treat company.

"This agreement represents a great alignment of AFC-Holcroft's global capabilities and products with a progressive customer that has done a tremendous amount of work in mapping their own global strategy to remain the leader in the commercial heat treatment marketplace," says William Disler, VP Sales and Engineering at AFC-Holcroft. "We are very pleased to have the opportunity to be a part of their global strategy."

“Bodycote recognized the need to buy the best equipment at the best price as a means to improve our return on investment” said John D. Hubbard, CEO/Metallurgist, P.E., Bodycote, plc. “After benchmarking the best features of each of the myriad of furnaces we have, a “best of breed” was created. The key furnace manufacturers were given an opportunity to propose a long term win/win approach to satisfying our batch integral quench furnace needs, and after careful review and consultation we selected AFC-Holcroft as the best fit for our needs.”

Hubbard added, “Their commitment to open communication coupled with their desire to be the best was the deciding factor. We have now received furnaces manufactured in all their geographic facilities and have been pleased with the quality, timeliness and follow-up. We look forward to a continuously improved relationship that truly is good for both companies.”

Bodycote is the world’s largest commercial heat treating company with 190 plants operating in 27 countries.

AFC-Holcroft has more than 90 years of thermal processing experience. The company manufactures turnkey heat treating systems for applications including commercial heat treating, automotive, aerospace, tool and die, foundry and forging, gear manufacturing, fastener manufacturing, and the wire and cable industry.

AFC-Holcroft is one of the world’s largest manufacturers of heat treating furnaces. The company has a global reach, with organizations in the United States, China, Argentina, Brazil, Australia, India, Mexico, Italy, Spain, and Romania, including manufacturing means in many of these countries.

For more information on AFC-Holcroft, contact William Disler at (248) 624-8191.

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