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NEWEST Additions & Announcements

SAF will be at the NGA Show in Miami from March 14-16. Stop by to see us at booth #1032. We look forward to seeing you there.

Look for a new 2001 extrusion catalog to arrive soon. Please note that some of the prices will be higher and some will be lower depending on the item, the finish and the quantity.

Congratulations to Todd and Stephanie Hamilton on the birth of their son. William Branam Hamilton was born on October 8, 2000.

ANNIVERSARIES

| | | |
|----------------|---------|--------|
| BA VAN DINH | 1/4/96 | 5 yrs |
| HENRY MALLARD | 1/2/91 | 10 yrs |
| AN HOANG MAI | 3/31/86 | 15 yrs |
| HOI QUAN TRAN | 3/12/81 | 20 yrs |
| HOANG THANH HA | 3/31/81 | 20 yrs |
| WILLIE CLARK | 1/24/66 | 35 yrs |

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SAF'S NASHVILLE FACILITY *Anodized Coil Rolls On...*

By Richard Moore

Southern Aluminum Finishing is unique among aluminum finishers. Southern Aluminum Finishing is a one-stop source for anodizing, fabricating, and painting all of your aluminum requirements. Southern Aluminum Finishing is mostly known for its high quality custom batch anodizing processes performed in our Atlanta and Charlotte facilities. We are also known for our high quality custom fabrication work and painting. However, many of our customers are unaware of our continuous coil anodizing facility located in Nashville, Tennessee. SAF's Coil Anodizing division can save you time and money when you need large amounts of aluminum with little or no variation in appearance. As for quality control, Southern Aluminum Finishing Company has a total of six chemical engineers (2 professional licensed engineers, 2 certified engineers in training, and 2 others), on staff that can provide technical support during or after processing.

Southern Aluminum Finishing's Nashville plant was acquired in 1993. The previous owners and operators had left the plant in a less than desirable condition. SAF spent nearly a year overhauling the anodizing line. After much hard work and a large investment of both time and money, SAF was proud to bring another dimension to its already unique operation, namely continuous coil anodizing. Since then many more improvements have been made, and as with all SAF facilities, constant improvement is our top priority.

How is our continuous coil anodizing economical for your company? If you have a job that requires large amounts of anodized sheet at a reasonable cost then we may recommend coil anodizing. There are many applications for which coil anodized material can be used. Some projects SAF has worked on in the past include shutter door material for 3.5 inch floppy disks, lighting sheet, dog tag material, spacer bar material for insulated windows, and architectural building products to name just a few.

Coil anodized aluminum has several advantages over batch anodized material. The most important is cost. The labor cost associated with running 10,000 pounds of aluminum in coil form is considerably less than 10,000 pounds in batch form. Batch anodizing is good for small loads and jobs with odd shaped parts but the material handling costs can make batch uncompetitive. This is not the case with continuous coil anodizing. Coil material is handled only a few times, to load and unload the truck and to load and unload on the anodizing and slitting line.

Color consistency is another advantage of coil anodized material. Operator and anodizing tank conditions are kept more constant in a



continuous process than with batch. Color variations within the coil when anodized properly are practically nonexistent if the source metal alloy constituents are uniform. Another reason that continuous anodizing is more economical and practical is that the process leaves no rack marks on the aluminum, which allows for the maximum yield and efficiency.

SAF's Nashville plant can handle a wide range of coils but there are some limits. Our equipment can easily accommodate coils up to 10,000 pounds and diameters up to 66 inches. The line is able to anodize any thickness between 0.006 inches to 0.063 inches (0.15 to 1.61mm) and coils up to 49 inches wide. We have the capability to sulfuric acid anodize and create anodic coatings up to 0.000425 inches (0.45 mils thick Aluminum Association Class II). After anodizing, we can even dye your metal with spectacular colors that your SAF sales representative would be happy to discuss with you. We can give your metal a nickel or hot water seal, and can even have your material slit to various widths.

As with batch anodizing, the most important aspect to consider with coil is the type of alloy and quality of metal that you wish to have anodized. We recommend 5005 alloy for coil anodizing if a pleasing appearance is necessary. One must remember that anodizing will not hide metal defects such as water stains, surface scratches, chatter marks, inclusions, and heat spots. It is important to begin with high quality metal so that the end product will be attractive. Southern Aluminum Finishing can supply all of your aluminum finishing needs whether it is batch or continuous anodizing, fabricating, or painting. With nearly 60 years of experience in anodizing, Southern Aluminum Finishing has the hands on knowledge to provide valuable and economic solutions to your aluminum requirements. If you desire more information about our coil operations please do not hesitate to call us at 1-800-241-7429.



PROJECT SPOTLIGHT

SAF Perimeter Systems Davidson College Residence Hall- Rogers Builders, Inc.

By Todd Hamilton

SAF's Perimeter Systems division often takes on challenging jobs from our customers. We manufactured a job this past spring that brought with it a couple of new challenges to overcome. The project required SAF to manufacture a custom cornice designed by Little & Associates Architects in Charlotte, NC. The cornice was to go on a new residence hall at Davidson College in Davidson, NC. The job called for SAF to fabricate this custom cornice design and paint it with a custom color (Sahara Sand Z000201). The design called for a $\frac{1}{2}$ " radius, thus, our fabrication shop had to order new dies. The design also called for a Rake transition miter, which in the past was considered too difficult or in some cases impossible. However, by working closely with our Perimeter Systems personnel, our fabrication shop was able to overcome these challenges and successfully produce this job.



Customer Service: More Than Just Sales

By Todd Hamilton

When most people think of customer service, they think of sales. For the most part, this is an accurate assumption. When a customer calls Southern Aluminum Finishing to get a quotation, check status on an order, or obtain information about our finishing services, they are usually connected to our sales department. The salespeople manage the main line of communication between SAF and its customers. However, behind the scenes are departments and individuals working to accomplish the same goal: to satisfy the customer. So whether you realize it or not, almost all of SAF's employees are involved with customer service in some capacity.

The salespeople work to serve our external customers. They work to develop solid relationships. The goal of these relationships is to make it easier to do business. Similarly, within Southern Aluminum Finishing, we all serve one another: our internal customers. Many people do not realize the importance of serving other departments within an organization. Serving internal customers is just as important as serving external customers. Nurturing these "internal" relationships help make internal processes work smoothly and improve the working atmosphere in an organization.

Certain basic concepts of customer service apply to both internal and external customers. Empathy is one of these key concepts. Everyone views situations from a different perspective. One can help gain an appreciation for different perspectives by taking a step back and viewing a situation from your customer's viewpoint. This ability to empathize is an essential component when attempting to solve problems and work through difficult situations.

Effective communication is another key element of exceptional customer service. Many problems stem from poor communication. For example, poor communication can lead to unrealistic expectations, which often translates into poor perceived performance. Regular and ongoing effective communication, whether it's good or bad news, can go a long way to improving relations with your internal and external customers. We all use numerous ways to communicate with one another: phone, fax, email, or even hand-written notes. Information that is especially important should be put in writing on 8 1/2" x 11" paper to minimize the potential for misunderstanding. While some methods of communication are more appropriate than oth-

ers, the main point is that we all should strive to communicate effectively and use the communication tools at our disposal.

Having knowledge of your customer's job or business is also important when providing excellent customer service. This knowledge helps one anticipate customer needs. Properly addressing your customer's needs naturally leads to satisfied customers, and satisfied customers will usually trust you to help them again in the future. Trust is an essential building block to establishing a strong working relationship. We provide our salespeople and other key personnel with a wealth of knowledge on painting and anodizing of sheet, extrusion and fabricated items. We rely on our intranet; our library of technical journals, application notes and textbooks; and our employees with years of industry experience to help broaden the knowledge base of our employees. Additionally, as part of our training, salespeople and other key personnel will work in different departments. This training not only teaches them about other areas of the company but also helps broaden their perspective and improves their project management skills.

Speed is crucial element of customer service. In today's fast paced world, people need quick and accurate solutions to their problems. At SAF, we strive to provide the right information quickly. Our goal in the sales department is to provide quotations to customers within eight working hours of receipt. Our computer database provides us with tools to check real time order status, inventory levels, and shipping information with just a few key-strokes. This database is also available to our customers over the Internet. Contact your customer service representative regarding tracking your orders on-line. Plus, our online storefront allows customers to order sheet and extrusion without having to pick up the phone. These speed elements help provide our customer base and our employees with the information they need, when they need it.

As you can see, these customer service basics are like building blocks. Each block is an essential component. We can all use these blocks to help build solid foundations for strong working relationships. These relationships help improve our internal processes to work more efficiently, help make our customers happy and assist in making our working lives more enjoyable.

Department Spotlight

By Todd Hamilton

SAF's Charlotte Anodizing Facility



Southern Aluminum Finishing's facility in Charlotte is similar in many ways to the anodizing plant in Atlanta. They can anodize many of the same finishes. They do clear anodizing as well as 2-Step bronze and black anodizing. Their tank size for these finishes (26" wide x 60"

deep x 28' long) is similar to those in SAF's Atlanta plant. So the Charlotte plant is fully capable of anodizing large volumes of stock length extrusions and fabricated parts.

The Charlotte plant also has some unique capabilities. They keep a gold-dye anodize tank (12" wide x 48" deep x 21' long) set up for continuous production. They can also anodize custom dye colors for small pieces in a small tank (24" wide x 24" deep x 30" long) in small quantities. And for very large ongoing quantities, they can even set up a large tank for a custom color dye.

Since the Charlotte facility is smaller than the Atlanta plant, they are often better suited to anodize small machined or fabricated parts. Keith Mauney, SAF's plant manager in Charlotte, and Maurice Badawy, Plant Production/Maintenance Foreman, have developed an expertise for anodizing small parts over the years. Their accountability on these kinds of jobs is especially important when handling parts that have a lot of extensive machining and cost in them.

The Charlotte plant has become more self-sufficient over the past year. In previous years the Charlotte personnel would rely on Atlanta employees for quoting and invoicing. However, with the development and implementation of SAF's new computer system the Charlotte personnel now have the capability to process a job from quotation to order entry to production to shipping to invoicing. They have access to the same tools as the salespeople in Atlanta. Larry Lupo, Shipping/Receiving Supervisor, has taken on the lead role in the Charlotte plant on Customer Service.

The team in Charlotte is also committed to the environment. As with many cities around the country, water quality is an important issue in Charlotte and Mecklenburg County. This past year, the SAF Charlotte plant won the Environmental Excellence in Industry award from Charlotte-Mecklenburg Utilities for the third straight year. This award is set up to recognize companies that are actively involved in environmental stewardship, comply with environmental standards, and use proactive and innovative approaches to protect water quality. Maurice and Keith champion this cause for SAF-Charlotte and continue to do a fantastic job with our wastewater treatment facilities.

Whether its stock-length extrusions or custom machined parts that you need finished, our team in Charlotte can take care of your needs. Keith, Larry and Maurice are equipped to satisfy your anodizing requirements.

By Glenn Garvett

For years now we have been hearing that the Internet is the place to be and that the World Wide Web is the way to do business. Web sites that promote companies, products, and services are found all over the Internet. The question still remains, "How can this technology make doing business better and easier?" The answer for us at SAF is to use the Internet as a business tool for you, our customers.

At Southern Aluminum Finishing this concept is now available. You can go to our web site, <http://www.saf.com>, and gather information about our products and services. You can learn about aluminum, both painting and anodizing aluminum. Plus you can order finished aluminum sheets and/or aluminum extrusions on line.

Now Southern Aluminum Finishing has a new business tool for your convenience. By accessing our new customer service site, you can easily track your SAF orders. When you place an order with us, either by phone, by fax, or on line, you will receive a faxed confirmation of the sale. On this faxed confirmation you will find a login number and a password number.

Then point your web browser to <https://walden.saf.com/safcustomerweb>, put in your login number and your password number. The site will then display the details of your shop order, including the shop order number; the estimated shipping date; information about where in the processing your material is; and freight shipping information. After the order has been shipped you can even find the freight company used and the shipper's pro number.

The Southern Aluminum Finishing sales department feels that making this information easily accessible will improve our service and make doing business with us easier. Our customer service site might not be "state of the art" or "cutting edge technology", but it does provide an easy and effective way to find out what is happening with your order. Please try it out the next time you order, and let us know if it helps.

Birthdays

| | |
|-----------------------|-------|
| TERRY SMITH..... | 01/02 |
| TOMMY GRIER..... | 01/02 |
| DMITRIY LOPUKHOV..... | 01/12 |
| TUAN ANH NGUYEN..... | 01/13 |
| CAU A CUN..... | 01/15 |
| TUYEN THANH BUI..... | 01/22 |
| RONNIE HULL..... | 01/24 |
| PATRICIO PONCE..... | 01/29 |
| CHARLIE MALLARD..... | 02/06 |
| HOANG THANH HA..... | 02/06 |
| JAMES SARRATT..... | 02/07 |
| BETTY BAILEY..... | 02/12 |
| RICKY WINCHESTER..... | 02/15 |
| RICHARD MOORE..... | 02/18 |
| FRANK MILLS..... | 02/19 |
| DAVID YANCEY..... | 02/21 |
| EZRA LEE CODY..... | 02/24 |
| BOBBY PURCELL..... | 02/25 |
| NATE JOHNSON..... | 03/08 |
| STEVE BELL..... | 03/08 |
| CURLEY ELLISON..... | 03/16 |
| THERESA POCIASK..... | 03/19 |
| WILLIE CLARK..... | 03/20 |
| DAVID REEDY..... | 03/20 |
| TERRY BOLAN..... | 03/23 |
| JAMES WILLIS..... | 03/25 |
| JOHN MCCLATCHEY..... | 03/28 |
| AN VAN NGUYEN..... | 03/28 |