

# EASY AS 1, 2, 3 AND 4

Set up metal your finishing to achieve:

- The highest quality
  - The fastest deposition
  - The least waste, rejects and laboratory control
1. Filter your cleaner, rinses, etchants and carbon treat the rinse before plating. Reduce waste treatment. Prevent solids and oils from getting in your plating tank.
  2. Switch to agitation from pumps and eductors, which will speed up the deposition, plate more evenly into recesses, and minimize brightener breakdown.
  3. Continuously carbon treat to maintain uniform ductility.
  4. Employ high flow filters with coarse filter media for best clarity and longest service life and reduce costly solution loss.

# BREAK TRADITION

There are better ways  
Just ask a SERFILCO application engineer.

Create a 'NEW' tradition of enlightenment and common sense.

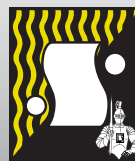
## WE GUARANTEE RESULTS



**CARBON**

**CARTRIDGE**

**SLURRY TANK**



**SERFILCO<sup>®</sup>, LTD.**

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# TRADITION

# AND THE MODERN PLATER

- **Agitation**
- **Filtration**
- **Carbon purification**
- **Waste treat**

## WHAT IS TRADITION?



"IT'S THE WAY WE'VE ALWAYS DONE IT!"

Why change?

IS IT WRITTEN?

IS IT ACCEPTED?

IS IT RIGHT?

The Fiddler played his violin while Tevye said:

"We wear little caps. Why?"

IT'S TRADITION!

"We wear little shawls. Why?"

IT'S TRADITION!

"We use a match maker to arrange our marriages. Why?"

IT'S TRADITION!

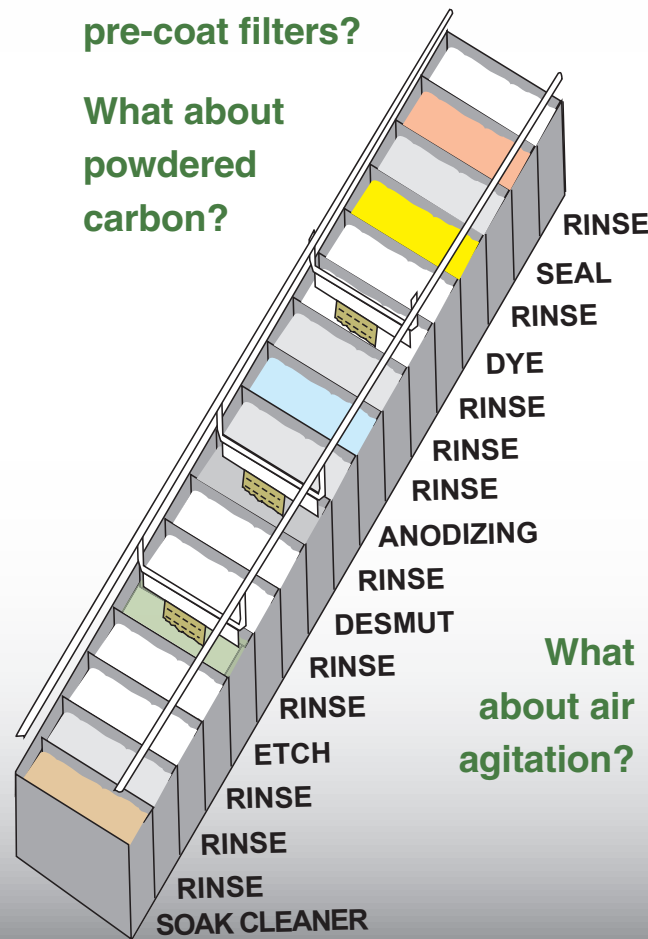
## WHY TRADITION?

IT IS THE WAY WE SHOULD WORK, PLAY AND RELAX!

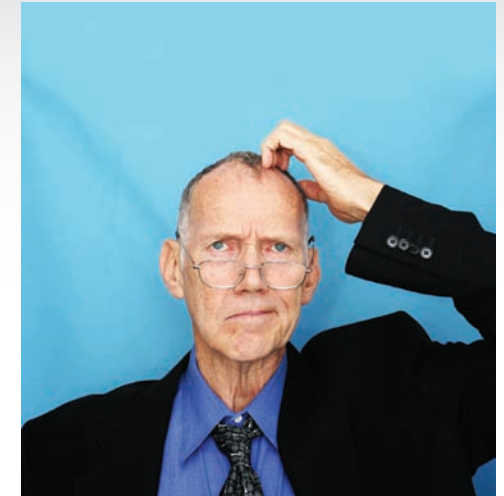
BUT, SHOULD IT BE HOW WE PLATE?

What about pre-coat filters?

What about powdered carbon?



## SHOULD WE CONSIDER A CHANGE?



...or continue to clean in a dirty solution and carry solids to the plating tank. No wonder the filters plug up.

...or use air to agitate. No wonder the brightener breaks down.

...or use filter aids, which migrate and wonder why we have roughness.

...or use powdered carbon and wonder why our filters plug up.