



*Daniel Sydes (left) and Terry White of Alpha Coatings.*

## **Whitford and Alpha join forces to offer unmatched portfolio of coatings for the automotive industry**

*1 July 2006, Frazer, PA.* Whitford Corporation has purchased a majority share of Alpha Coatings and its affiliated company, Low Friction Coatings (LFC), both of Fostoria, Ohio.

Alpha applies low-friction coatings to rubber surfaces and applies adhesives to metals for later bonding to rubber. Virtually all of Alpha's business is related to the automotive industry.

Alpha was founded 35 years ago by Terry White, who continues as President and manager of day-to-day operations. He is joined by Daniel Sydes, who is moving from Whitford Plastics in England, where he led the worldwide Flexible Finishes team. He comes as Vice-President and General Manager to integrate the Alpha and Whitford automotive coatings. In conjunction with Michael Coates, Worldwide Marketing Director, Daniel will continue to coordinate the Flexible Finishes program.

The joint product portfolio includes the Resilon® line of waterborne coatings and the Xylan® line of solvent-borne coatings. Together, these products offer the automotive industry a wide range of benefits that no competitor can provide. (For details of the product line, contact Whitford.)

Alpha has 3 facilities in Fostoria and 1 in Port Clinton, Ohio, about 45 minutes from Fostoria. Alpha's sister company, LFC, produces some proprietary coatings, having developed low-friction, low-noise materials.

Some years ago, Whitford's research and development teams created a range of flexible finishes to reduce friction, suppress noise, avoid sticking and protect against weathering for automotive sealing systems.

The products manufactured by Alpha add an important dimension to those offered by Whitford, and will help increase Whitford's participation in the automotive market. Alpha, on the other hand, will benefit greatly from Whitford's worldwide network, with manufacturing facilities in seven countries, sales offices in an additional eight and agents in 25 more.

Said David Willis, president of Whitford, "This is an ideal marriage, with significant benefits for both parties".

Said Terry White, "Whitford and Alpha make perfect partners!"

Whitford, a privately held company, manufactures the largest, most complete line of fluoropolymer coatings in the world.

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