

# THE HIGH COST OF DOWNTIME AND HOW TO AVOID IT




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# CONTROLLING COSTS IS ESSENTIAL TO BUSINESS SUCCESS



In today's competitive business environment, no company can afford to waste money. On the contrary, to be successful, organizations have to look for every opportunity to get the maximum value from their assets.

Unfortunately, too many companies fail to do that effectively. This is particularly true with assets like metal tools and equipment. Decision-makers wrongly assume that a significant amount of downtime is simply a “cost of doing business” and build it into their budgets.

However, when they take that approach, they probably are not considering the many different ways that downtime affects their business. And they definitely are overlooking a proven, cost-effective solution to the problem of metal failure and associated downtime.

## METAL FAILURE:

# BILLIONS IN COSTS ANNUALLY, LOST OPPORTUNITIES, AND MORE

Stating that metal failure is a multi-billion-dollar industry may sound a little odd, but it is true. Every year, companies spend billions to recover from downtime caused by metal failure. Whether that means buying new parts, paying for expensive repairs, or most often, both, the result is the same: money spent to address avoidable problems.

And, that is just the tip of the downtime iceberg. Having a system go offline can create several other issues for a company, including:

### MISSED DEADLINES

When a production line grinds to a halt due to metal failure in a key component, the delivery commitments a company has made do not stop with it. They keep advancing, and as they do, the stress level for all stakeholders begins to climb.

### LOST REVENUE

The cost of addressing system downtime is even more painful for businesses when they realize that they are not generating any revenue while the process is idle and that they must still pay their employees, their overhead expenses, etc.

### REPUTATION DAMAGE

When a company and its customers have to scramble to make up for downtime regularly, word gets around. Very quickly, a market leader's reputation can be tarnished—sometimes irreparably.

### MISSED BUSINESS OPPORTUNITIES— CURRENT AND FUTURE

Especially when money is being spent to address downtime, it is hard for sales reps or project managers to tell a customer or prospective customer, "Sorry, we're down at the moment and can't tackle that project." Not only does downtime mean that the business will not get this job and revenue, but since the customer will likely have to use another provider, it also may mean missing out on future revenue from follow-on business.

In addition to the clear, cause-and-effect issues above, frequent downtime can have other negative consequences. For example, workers on an assembly line that goes idle regularly can become frustrated and even concerned that the work stoppage reflects poorly on them—even though it should not. This can make it harder to find and keep good employees.

### ***The bottom line:***

*Downtime due to metal failure is costly in more ways than most businesses stop to consider.*



# CHROMIUM COATINGS FOR METAL ASSETS: A SOLUTION ANY COMPANY CAN LEVERAGE

No metal is indestructible, of course. Every tool, device, and piece of equipment will wear out eventually. But what many businesses do not realize is that an item that is considered to have a five-year useful life, for example, might be able to serve its intended purpose for much longer than that.

The key is to give items an added layer of protection. Advanced chromium coatings from Armoloy create a super thin, super strong barrier that shields metal assets from the physical forces, chemicals, and other stressors they encounter.

This layer delivers many benefits, including:



## UNRIVALED DURABILITY

Chromium metal is an exceptionally hard substance that keeps items coated in it from wearing, pitting, cracking, and suffering other damage for far longer than uncoated items.



## REDUCED DOWNTIME

Because of the protection described to the left, chromium coatings help keep tools and machines functioning longer, with less need for replacements or repairs.



## OPTIMIZED FUNCTIONALITY

Metal assets do not have to fail to hurt a company's operations. Excessive wear in advance of metal failure can cause a decrease in the performance of tools and equipment. Coating them helps minimize or prevent that loss of functionality.

And just as important as the degree of protection provided is the fact that chromium typically can offer that protection within an asset's original specifications. That means that tools and machines do not have to be redesigned to have a protective coating applied.

CREATIVE COLLABORATIONS:

# DECREASED DOWNTIME FROM DAY 1



Advanced chromium coatings from Electrolizing can be applied at any point in an item's life cycle, generally without affecting part tolerances. However, many companies take a proactive approach and have their product designers work with Electrolizing's coatings experts to devise the ideal protection strategy. Then, the items are coated as part of the manufacturing process, ensuring that they leave the plant with the best protection available.

In many cases, this leads to long-term partnerships in which a company relies on Electrolizing's in-depth knowledge of advanced coatings the way it would rely on an internal R&D group. It is not uncommon for this creative collaboration to result in products that are not just better protected, but that are better in general.

# “INSURANCE” IN AN ERA OF SUPPLY CHAIN CHALLENGES

At a time when supply chain issues are top of mind with businesses, an additional benefit of applying advanced chromium coatings to metal assets is the reassurance that those coatings provide by increasing the longevity of items that may be difficult to repair or replace.

It never hurts to have spare parts on hand, if possible, but businesses that coat key components in chromium find that they need those spares much less often.

## A FRESH PERSPECTIVE ON THE COST OF DOWNTIME

Many new Electrolizng customers acknowledge that before learning about chromium coatings, they had never truly considered the “big picture” regarding downtime costs. Later, after they have had Electrolizng apply advanced coatings to key metal components and several months have elapsed, they are pleasantly surprised at how the company’s financial picture and other metrics of its success have started trending in a positive direction.

Little by little, money saved on repairs and replacements accumulates to support other activities like R&D, system upgrades, etc. And over time, a business can develop some very strong forward momentum—all thanks to a coating so thin and inconspicuous that people may not even know it is there but that has a very noticeable effect on downtime!





# THE ORIGINAL THIN DENSE CHROME

For over 77 years Electrolizing®, Inc. of Providence, RI has provided the highest quality coating technologies to industrial markets. Our coating technology has been developed and refined over the years giving the Electrolizing® coatings a distinct advantage in the marketplace. As a result few comparisons can be made with conventional plating products.

Providing a full range of Thin Dense Chrome surface coatings, Electrolizing serves the greater manufacturing community in both North America and internationally.

As part of the Armoloy Corporation, Electrolizing serves as one of two Innovation Centers within the ecosystem of Armoloy's 18-location fulfillment network. Along with the Innovation Center located at Armoloy of Illinois in DeKalb, IL, Electrolizing engineers solutions to the most difficult coating challenges and empowers our fulfillment network to deliver them anywhere in the world. Armoloy is often the first place customers in the oil and gas, nuclear power, aviation, food-manufacturing and other sectors turn to for solutions to "impossible" coatings challenges.

Electrolizing ISO 9001:2015 certified.

[electrolizing.com](http://electrolizing.com)

