

## **PAL and Elsyca join forces to transform paradigm of electroplating equipment acquisition**

### **PAL and Elsyca sign a business agreement to provide the surface finishing industry scalable and secure electroplating optimization solutions**

In February 2009, Process Automation International Ltd (PAL) and Elsyca NV entered into a partnership to provide a one-stop source for electroplating optimization solutions.

With PAL having more than 40 years experience in the design, manufacture and installation of high quality electroplating equipment and an extensive worldwide network, it was an obvious choice to join forces with the industry innovator Elsyca. Elsyca's strength as supplier of plating feasibility services, intelligent optimization services and tooling solutions for all types of electrochemical processes has made them a preferred engineering partner for multiple surface finishing departments around the globe.

Luc Wanten, CEO of Elsyca, explains: "Elsyca's core is a unique state-of-the-art electrochemical simulation platform, combined with expert electrochemical knowledge and experience. Our technology provides a virtual plating plant enabling the process & tooling design to be cost effectively tailored to each manufacturer's specific requirements. Our process optimization services have lead to substantially reducing costs and meeting most extreme product quality specs. Our newest offering, the Feasibility Study, shows customers reliable plating results even before the first part hits the factory floor. This study will enable PAL to proactively show plating results of any part as plated by a PAL machine to prospects and customers. With a growth path towards optimization services and tooling solutions, we are in a position to completely change the current paradigm of equipment acquisition and create a real partnership with customers."

"We have made tremendous strides in the surface finishing industry in the last few years", explains Tony Evans, VP of Hong Kong-based PAL and General Manager of its Surface Finishing business. "The new relationship with Elsyca will enable PAL to provide a total solution for our existing and new customers. Not only will PAL obtain increased exposure by including unique feasibility and optimization services into our new plating line offerings, we will also have the unique ability to assist existing customers in optimizing their plating line to deliver perfectly plated components at minimal cost. And finally, Elsyca's electrochemical intelligence will definitely be of major value for our plating line design."

PAL Surface Treatment Systems Ltd is a member of the PAL group of companies, and with over 1600 installed systems is one of the world's major suppliers of plant and equipment to the Electronics and Surface Finishing Industries.

Elsyca, a Belgian based company, followed a steady growth path since the founding in 1997. Over the years, Elsyca has built-up an unequalled expertise in electrochemical process, cell and tooling design & optimization with a proven track record at large international companies in the Electronics, Surface Finishing and Corrosion Protection industries.

Further information on PAL from [www.palhk.com](http://www.palhk.com) and further information on Elsyca from [www.elsyca.com](http://www.elsyca.com). For specific requests, please contact Jonathan Timms of PAL at [jtimms@palhk.com](mailto:jtimms@palhk.com) and Ilse Evenepoel of Elsyca at [ilse.evenepoel@elsyca.com](mailto:ilse.evenepoel@elsyca.com).