

THE CONSULTANCY

SPRING/SUMMER 2018

PEDAL TO THE METAL!

ACCESSA TEAM
RACES INTO 2018



NEW & NOTEWORTHY PRODUCTS



SHARPEN YOUR CHEMICAL
CONCENTRATIONS WITS

ACCESSA

Accessa's 2018 – What a Start!



Can you believe it's already May? It's my favorite month of the year — the temperature warms, grass greens up, and trees and flowers bloom. But best of all here in Indianapolis are the sights, sounds and smells of IndyCars.

The first quarter of 2018 offered plenty of successes and plenty of challenges for Accessa and our

entire industry. The economy continues to chug along, and the Accessa sales team started off the year strong with several new accounts coming on board.

PRODUCTS OUTLOOK

In the wood coatings category, new customers continue to be drawn to the AcromaPro product line, known for its batch-to-batch consistency, ease of application and dependable dry film integrity.

The ICA line of polyurethanes is also really taking off. Customers are drawn to the formaldehyde-free products that can achieve a lower sheen (dead flat!) appearance and feel, while maintaining superior clarity.

Demand for metal coatings is really pushing toward waterborne technologies and highly chemical-resistant solvent coatings. Accessa has released several new product options for both metal cleaning and surface treatment, as well as liquid primers and topcoats.

JOB MARKET RESPONSE

Accessa's greatest barrier to growth is the search for new, high-quality team members to service and fulfill customer accounts and orders. The incredibly tight labor market is not just a challenge for Accessa. Most people I talk to just can't seem to "find good help."

Accessa has gotten creative by changing open job positions to include more flexible hours to help increase the candidate pool. To date, these changes are working, as a handful of new faces are in the on-boarding process with Accessa. I am really excited about the new team members and, once up and running, their ability to make a positive impact on the experience of our customers and the Accessa culture.

PUSH, PUSH, PUSH

Operationally, the "Need it now!" pressure is in full force. Work orders and batch numbers are increasing, while lead times are shortening and customers with 911s are harping. Please be aware we are pushing lead times out to our preferred maximum of five days. While we are doing our best to get product out the door in a timely manner, we simply will not sacrifice quality for speed.

CUSTOMER SATISFACTION PRIZE

In these hectic, busy times, the internal mantra at Accessa is "Keep It simple." We want to keep our eye on the prize of customer satisfaction, while at the same time avoiding overcomplicating issues.

In order to be effective, we ask ourselves: How many issues could we solve faster, more effectively and with less stress if we just did a better job of communicating? Internal communication is important, so how can we be better at this? Phone calls instead of emails? **Yes!** Better self-accountability to get the message across? **Sure!** What about external communication? Are we doing the most we can do to clearly set expectations with our customers?

Communication is an exercise we can all improve at. If there is anything I can do to help you, or if you have any feedback, please skip the email and give me a ring. I'd love to hear from you (800-593-0126, ext. 2003).

A handwritten signature in black ink that reads "Joe Todd". The signature is fluid and cursive.

Joe Todd, President, Principal



It's the latest rundown of new and noteworthy products being offered by Accessa.



FLAME STOP

Flame Stop III – A water-based, interior, fire-retardant paint additive that protects the material by developing a self-extinguishing reaction. One pint of this additive can be mixed into a gallon of most latex-based paints with up to two pints of water. Once mixed, the product assumes the characteristics of the paint. When the mixture of paint and Flame Stop III is applied to drywall, the material shall have a class A rating. When applied on wood, the material shall have a class B rating. Flame Stop III is non-toxic, non-combustible, non-carcinogenic, easy to apply, and contains no PDBE's.

ACCESSA'S PRIMEMILL LINE

Product Improvements — Accessa's Primemill line, introduced in the Spring/Summer 2017 issue of *The Consultancy*, has been updated to be formaldehyde free. As such, several products have been renamed: Primemill QD ZF Vinyl Sealer, Primemill ZF White Basecoat, Primemill HS ZF Clear Precat Topcoat, and Primemill HS ZF White Precat Topcoat.



HENKEL

Bonderite C-IC 182C Acid Cleaner – Phosphoric acid-based detergent-type metal cleaner designed to remove rust and oxides left from laser cutting and welding on steel surfaces. This cleaner has excellent surface wetting, helping to eliminate the streaking problems that standard acid pickles create. Bonderite C-IC 182C can be used in spray or immersion systems. Bonderite C-IC 182C prepares the steel surface for the application of a conversion coating. Based on customer performance requirements, our representative can recommend a suitable conversion coating product.

ACCESSA HITSOL LINE

HitSol HSC4849RP – Medium-duty, low-foam, water-dilutable, multi-metal cleaner with rust preventive. HitSol HSC4849RP will quickly remove machining lubricants, shop soils and grease. Petroleum soils will separate from the cleaning solution for easy removal at the surface. The low-foaming characteristics make HitSol HSC4849RP appropriate for use in recirculating spray washers or in immersion tanks.

HitSol HSC4863 – Light to medium-duty, very-low-foam, water-dilutable, multi-metal cleaner. HitSol HSC4863 will quickly remove light machining lubricants, shop soils and grease. The low-foaming characteristics make the HitSol HSC4863 appropriate for use in recirculating spray washers or in immersion tanks, with or without heat. HitSol HSC4863 contains no corrosive chemicals and is not DOT regulated.

HitSol HSC5000 – High-solids, low-foaming, surfactant-based cleaner concentrate designed for removing light oils, soils and dust from plastic. HitSol HSC5000 is formulated with a non-ionic surfactant to provide good detergency and wetting with minimal foaming at low temperatures. HitSol HSC5000 is free rinsing, providing a clean, paintable surface.

HitSol HSC5001 – Acidic liquid cleaner concentrate designed for removing light oils, mold-release compounds, and dust from plastic. HitSol HSC5001 is formulated with a non-ionic surfactant to provide good detergency and wetting with minimal foaming at low temperatures.

HitSol HSC115 Product Improvement – This existing product has been updated to be DEA-free.

CHEMICAL CONCENTRATIONS

SHARPEN YOUR WITS AROUND TITRATION, PH, METERS AND MORE

Consistently achieving the right chemical concentrations for your projects can bring value to your bottom line. Sometimes, paint shop people are unfamiliar with the concepts of concentration. It's not always easy to detect concentrations that are out of range, or to anticipate the problems that can result if they are. Accessa is here to assist in creating standard operating procedures, choosing and purchasing pH meters for automatic checking, finding the right chemical additives for your job, and more.

Brush up on your chemical concentrations smarts with answers to these common questions.

1. What is concentration anyway?

Concentrations are terms or units that tell us how much of a certain chemical is present (usually dissolved) in a solution.

2. How is concentration expressed?

In various ways. Usually as a weight or volume percent. For example, we might say that we use a cleaner at a concentration of 3.5 percent, meaning that 3.5 pounds of chemical are dissolved in 100 pounds of solution. Or that a rinse contains 100 parts per million (ppm) of such and such a chemical. Such a solution would have 100 pounds of chemical per million pounds of solution. One ppm is the same as 1 milligram per liter.

Sometimes concentration is given in terms of relative amounts. For instance, we might say that the desired ratio of resin and hardener in a two-part coating is 50:50 or 1 to 1. Acid or alkaline concentrations are expressed in a strange unit called pH (pronounced p-h). See later question.

3. How closely does concentration have to be controlled?

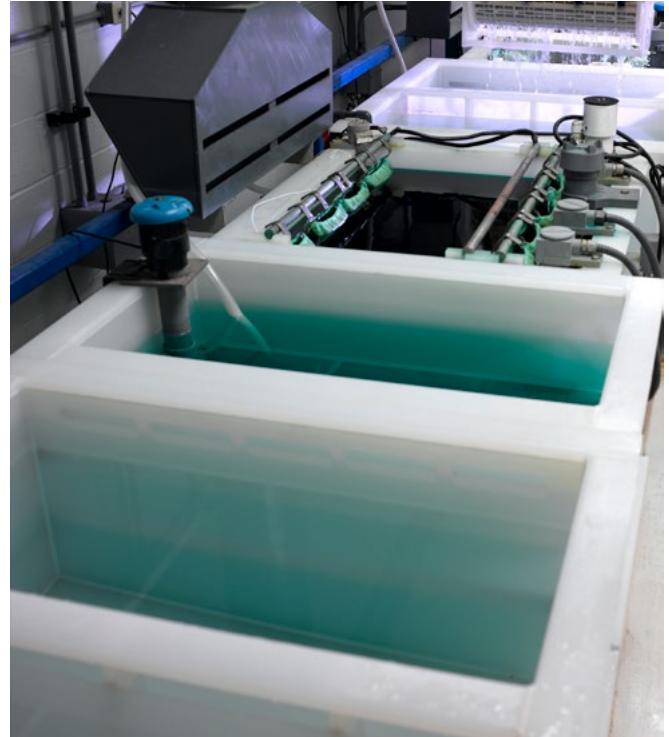
Within 10 percent is a good rule of thumb. Check with your chemical vendor to be sure.

4. What problems can result if the concentration is out of range?

Various things can happen. If the concentration is too low, a cleaner may not do a good job, or a phosphating solution may not form enough phosphate coating. Being too high in concentration is sometimes as bad as being too low. High concentrations may be difficult to rinse or may cause undesirable chemical reactions.

5. How is concentration determined?

Often by titration. Titration means that a solution of unknown concentration is reacted with another chemical of known concentration. For instance, a sample of an alkaline cleaner may be reacted with an acid of known concentration. If the cleaner is low in concentration (weak), less acid will be required to neutralize it. If it is weak enough, more cleaner should be added.



6. How is titration carried out?

The process of adding a chemical of known concentration to one of unknown concentration is called titration. A specified volume of the chemical of unknown concentration is placed in a small container. An indicator is added. A second chemical (of known concentration) capable of reacting with the unknown chemical is slowly added to the container. When the second chemical has exactly reacted with the original chemical, the indicator changes color. Knowing the amount of the second chemical required allows us to know the concentration of the first chemical. For example, if a 10 milliliter (ml) sample of alkaline cleaner requires only 5 ml of acid for neutralization, we know that the cleaner was only half as strong as the acid. This helps us know when we need to add more cleaner to the tank.

7. What are points?

Points are milliliters of titrating solution. If a 10 ml sample of phosphating solution requires 3.0 mls of 0.1 N NaOH to reach the total acid end point, we say that the phosphating solution has 3 points of total acid. When the number of points falls to a certain level (obtained from your vendor), it is time to replenish the solution.

8. Is pH a concentration?

Yes. It is the concentration of active acid in a solution expressed as a number that can be anywhere from 0 to 14. The number (called a pH unit) is both inverse and logarithmic.

9. You lost me there. What does inverse and logarithmic mean?

Inverse means backward. pH is defined as a measure of acidity but, unlike most measured quantities, the pH number goes down when the acidity goes up. Logarithmic means that it takes a 10-fold change in acidity to give a 1 unit change in pH. To illustrate: a phosphating solution of pH 3.5 has 10 times as much active acid as one of pH 4.5.

An important point to remember is that a pH change of only 0.3 means that the acid level has either been doubled (acidity increased) or halved (acidity decreased). Thus, an accurate measurement of pH is very important.

10. How is pH measured?

Usually either with pH paper or a pH meter. pH paper works by changing color when it is dipped in an acidic or alkaline solution. A pH meter is an electronic device that measures the response of a special electrode to an acidic or alkaline solution. pH meters are much more expensive than pH paper, but they are also much more accurate. You should use a pH meter.

11. How does a pH meter work?

One of the fundamentals of chemistry is that acids and alkalis react with one another so that each of them is neutralized. These meters use a special glass electrode that develops a voltage when the electrode is immersed in an acid or alkaline solution. The voltage varies as the pH varies. By comparing the voltage with the voltage produced with a standard (known concentration) solution, it is possible to accurately determine the pH of the solution.

12. What does standardization mean?

Standardization means adjusting the response of the pH meter to correctly read the pH of a standard solution. Your standard solution should have a pH near that of the solution whose pH you wish to determine. It's like putting a 100-pound weight on your bathroom scale and adjusting the reading to exactly 100 pounds before you weigh yourself. pH meters need to be standardized daily (or per the manufacturer's recommendation).

13. Where can I buy a pH meter?

From most laboratory supply houses.

14. What features should a pH meter have?

It should be fairly rugged (for plant use) and it should have a temperature compensation circuit (either the meter senses the temperature, or you set it).

15. What is a buffer?

A buffer is a solution with a very stable pH. Acid buffers don't change pH when a small amount of alkali is added. Alkaline buffers don't change when a little acid is added.

Buffers are used to standardize pH meters. Normally you buy buffered standard solutions rather than trying to make them. Never return buffered solutions to the source bottle after using them to standardize a pH meter.

16. How often should I check concentrations?

It depends on the production situation. For example, a heavily used cleaner tank used for heavily soiled parts may need to be checked every two hours. Other tanks, perhaps once a shift or once a day. Follow your vendor's recommendation. Accessa routinely works with our customers to create SOPs for their finishing lines.

17. What concentrations are usually monitored?

The following titration tests are usually made.

For cleaners:

- Total alkali with 0.1 N sulfuric acid.

For iron phosphate solutions:

- Free acid with 0.1 N NaOH or acid consumed with 0.1 N sulfuric acid.
- Total acid with 0.1 N NaOH.

For zinc phosphate:

- Free acid and total acid by titration with 0.1 N NaOH.
- Ask your vendor for specific instructions.

18. What is rinse conductivity?

Conductivity is a measure of how much electrical current a solution can conduct. It is the reciprocal (opposite) of resistivity. Water solutions conduct an electrical current because of dissolved minerals ("salts" to you chemists). The unit of conductivity is the mho or more commonly the micromho.

Some meters express conductivity as microSiemens. A microSiemens is the same as a micromho.

19. How is rinse conductivity measured?

By using a circuit. Increased mineral levels permit more current to flow. The measured current flow is expressed as micromhos rather than amps.

A conductivity cell measures current flow through a conductive (aqueous) sample.

20. Can concentrations be measured automatically?

Sure. Contact Accessa Chemical Solutions.

21. What is a specific ion electrode?

A specific ion² electrode is a device that generates a voltage that varies with the concentration of a specific chemical dissolved as an ion in a water solution. These devices work much like pH meters (see earlier question), except that they respond to specific chemical ions rather than to acid concentration.

If you need answers to other chemical concentrations questions or want to take a deeper dive into solving your specific challenges, please contact Accessa Chemical Solutions: 800-593-0126 or info@accessa.com.

GETTING IN FRONT OF CUSTOMERS & PROSPECTS AT TRADE SHOWS



Bill Adams and Jim Pryor get warmed up before talking to people about their businesses and how Accessa might be a fit.

Accessa representatives participated in our annual regional trade shows in January and February. The first was the Midwest Tool Expo & Auction inside the Michiana Event Center in Shipshewana, Ind., on January 26 and 27. There, we met visitors taking advantage of the Expo's tool sales, informative seminars and exciting auctions. The popular event specializes in woodworking, carpentry and construction. Accessa also served as a sponsor.

On February 15-17, we attended the Mount Hope Showcase in Mt. Hope, Ohio. The expanded Mt. Hope Event Center made room for more than 140 vendors this year. Visitors also enjoyed two days of educational seminars featuring discussions on influence and management, mentoring, protecting yourself from scam artists, and nearly every type of woodworking equipment.

These kinds of events allow Accessa reps to connect more directly with customers and industry people like you as we continue to grow in these regions of the country.



SOCIAL TIP

Social media is popular, but is it useful to yours and our team? Yes! If you use LinkedIn consistently and effectively, social media can be valuable. With over 360 million members, LinkedIn is the top social media choice for monitoring competition, business networking and sales prospecting.



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