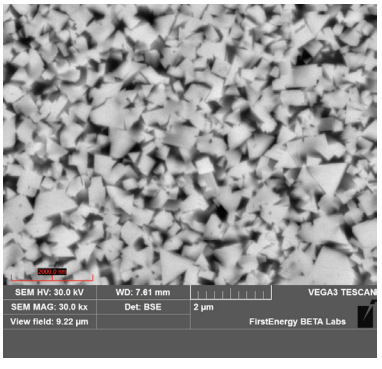
WHY SHOULD THE LEADER IN TUNGSTEN CARBIDE POWDERS MAKE YOUR TOOLING?

Improving Productivity at the Metallurgical Level

Superior Grades

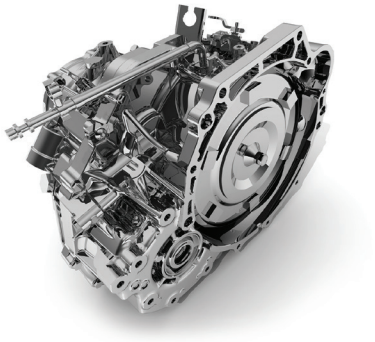
Since the beginning of time, people have challenged themselves to discover and develop better materials. At General Carbide, we help our customers leverage a wide range of quality carbide grades through R&D and engineering expertise. We use our knowledge and expertise to adjust hardness, toughness, corrosion resistance, wear properties, high temperature performance and other properties to meet the stringent requirements of the most challenging applications.



A typical SEM micrograph of a General Carbide ultrafine grade

Quality

Our laboratory is equipped with the most modern, cutting-edge testing tools, leveraged by our experienced technical staff to test product at every stage of production, from raw material to fully processed powder to finished tooling ready for shipment. The control we bring to bear over each metallurgical property is critical to the production of carbide tooling that stands above the rest. Those properties include average grain size, distribution of grain size, purity level, composition and concentration of alloying elements.



Tight control over each metallurgical property is critical to the production of carbide tooling that stands above the rest.

Unique applications require customized testing and analysis. At General Carbide, we develop test methods specific to our out-of-the-box formulations that meet customers' specialized needs.

Experiment with Us

Development of customized powders and quality tooling often begins with failure analysis. Whether the cause of deficient tooling is premature wear, cracking, corrosion or another factor, we have the expertise and equipment to pinpoint the cause and develop a better solution. What sets General Carbide apart from other tooling manufacturers is that we collaborate extensively with customers to learn about their needs. By working together, we develop experiments that accurately represent field conditions and help customers determine the best materials for their particular applications. It's a formula that's served us well for more than 45 years.

ASK THE EXPERT

Drew Elhassid
Director of Metallurgical Services

Drew has the practical and theoretical knowledge to guide development of the best carbide tooling for our customers' specific needs. Before joining General Carbide, he held technical managerial positions with ISCAR and Cabot Corporation. Drew is an experienced innovator, and has published numerous technical papers and patents. He holds a Bachelor of Science in Materials Science and Engineering.

Key advantages of our premium tungsten carbide grades include:

> Extended Die Life

> Reduced Downtime

> Increased Productivity

GENERALCARBIDE®
REDEFINING POSSIBLE™

Call **800.245.2465** speak to one of our **Technical Sales Managers** or visit **generalcarbide.com** to learn more about our premium grade tooling

ISO 9001:2008 CERTIFIED

Certified WBENC Women's Business Enterprise