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Technology Helps U.S. Companies Compete Charlotte, NC Hosts UV & EB Technology Expo & Conference

Chevy Chase, MD (March 3, 2004) — Leading industrial and consumer product companies from around the globe will meet in Charlotte, NC May 2-5 at the world's largest Ultraviolet Light (UV) and Electron Beam (EB) technology exposition and conference, May 3-5, 2004 at the Charlotte Convention Center. Manufacturing companies throughout the region are rapidly transitioning to the technology as it offers significant operational and performance benefits in processes involving coatings, inks, adhesives and composites.

These benefits are helping to keep domestic manufacturing in the United States. "To compete with the Asian market you have to build up your line with more automation. Using UV/EB technology is a step in that direction," says Ola Ahlstrand of IKEA. "UV and EB technology has enabled the Scotts Company to differentiate ourselves from our competitors in the growing media market," says Arden Haynes of the Scott's Company.

At the event, sponsored by RadTech—The Association for UV & EB Technology, *Masterfoods USA, E&J Gallo Winery, Microsoft, Visteon, The Scotts Company, Bacardi, Ikea, Armstrong World Industries, Hon Industries/Gunlocke, Dassault Falcon Jet, Robert Weed Plywood, Premier Coating & Finishing, Dar Tape Technologies, General Motors, Volkswagen AG, Lexmark International, Inc., Anderson Lithograph, Grafika Commercial Printing, Lithotype, Alcan Packaging, and more*, will share their experiences and offer insight on "why" and "how" their companies moved to UV/EB to improve their US domestic manufacturing processes. Presenters at the event will discuss transitioning to UV/EB, the benefits of conversion for Printing & Packaging, Wood Finishing, Automotive Repair & Refinish, Automotive OEM & Supplier, Adhesives – PSA and Assembly/Industrial, Ink Jet and Plastic Parts.

To demonstrate the uses and provide further educational materials on UV and EB, RadTech is building a 5,000 square foot area on the convention center floor that will be called a "TechCell!" A Super Store display in the TechCell will showcase the numerous consumer products already printed and packaged with UV and EB technology. Also featured is an Automotive Dealership with vehicles that have been manufactured using UV technology, a parts department, and body shop with demonstrations of UV Repair & Refinish. In addition, the TechCell will showcase a "House that UV/EB Built." The House will feature fixtures and products finished with UV/EB technology you would find in a living room, dining room, kitchen, and home office as well as other specialty products. Please visit www.radtech.org for more information.

RadTech is a nonprofit trade association dedicated to the technical, educational and market advancement of ultraviolet and electron beam processes. RadTech has over 700 members that supply and use the technology.

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