



Press Release

Zircotec announces restructuring to better serve its customers

New managing director leads reorganisation and new identity for growing Oxfordshire company

Leading specialist coating company Zircotec, based in Harwell is reorganising thanks to continuing expansion of the firm. Among the key changes is the appointment of Terry Graham to become managing director. Terry brings with him considerable experience in the development and management of a broad range of high technology businesses. In addition, and in response to a growing presence in the market, Peter Whyman is now solely dedicated to the automotive division.

The company has updated its identity with a new logo and comprehensive website serving all areas of the automotive business, and is now focussing its efforts on serving the automotive sector.

“Zircotec has expanded rapidly in the last twelve months,” says Terry Graham. “We now have higher volume OEM automotive contracts and are experiencing a surge in interest in the classic and performance car markets. For these customers, each application is unique and we needed a dedicated manager to best serve their requirements.” Zircotec is also recruiting additional manufacturing and administration staff, hiring a new spray person and office manager.

The use of fuels that burn hotter, more restricted packaging space and requirements for higher performance are driving the increased demand, so much so that the company has invested over £300,000 in new plasma spraying facilities at Harwell in 2007. The

installation reduces spraying time for volume production runs achieving competitive pricing for the OEMs.

The company is forging ahead with new developments in coatings too, their most recent development being a more durable black OEM specification finish for a prestigious sports car manufacturer. "Our OEM work is pushing us to develop more aesthetic and more durable offerings," says technical director Andy McCabe. "Designers and engineers are looking to use ceramics in more inventive ways to solve a range of issues. We have other products that are under development and testing, and we expect these to further broaden our overall offering."

Originally developed by the nuclear energy industry and used effectively by Formula One and other race teams, Zircotec's high temperature plasma-sprayed ceramic coating provides a lightweight, easily packaged and highly durable thermal barrier for all engine components. When applied to an exhaust system, the Zircotec coating inhibits the radiation of heat from the surface of the material, holding the heat inside.

www.zircotec.org.uk

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