

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

Advantage Tungsten Carbide



When is Tungsten Carbide Preferable to Specialty/CPM Steel?

As a production engineer, you're always trying to achieve optimum efficiency in your production runs. So, when do you sacrifice the upfront savings of Specialty/CPM Steel for the extended wear life of Tungsten Carbide?

Applications Engineering

At General Carbide, our applications engineers can help you find the ideal solution, and determine how it will perform based on your specifications, including:

- Production Volume
- Operation (Stamping, Forming, Blanking)
- Material Thickness
- Temperature
- Press Type (Pressure, Tonnage, Impact)
- Production Run Duration

Advanced Metallurgy for Exceptional Grades

Through extensive R&D, General Carbide can adjust hardness, toughness, corrosion resistance, wear and galling properties, high temperature performance and other characteristics to meet the most stringent requirements.

Ideal Applications for Tungsten Carbide

Tungsten Carbide tooling out-performs tool steels in manufacturing:

- Brake Pads & Components
- Catalytic Converters
- Clutch Liner Materials

- Deep Draw Products (Oil Filters, Pans)
- Electronic Connectors
- Electronic Motor Components
- Forming & Swaging Dies
- Hardened Spark Plugs
- Non-Ferrous Components
- Transmission Components

Justifying the Cost of Tungsten Carbide Tooling

Although Tungsten Carbide tooling costs more than tool steels, it has 10x-100x more tool life than steel. In fact, Tungsten Carbide's higher upfront costs are more than offset by extended production runs and reduced downtime.

Additional Solutions: WEDM Tungsten Carbide Blocks

If you're using Specialty/CPM Steel bar stock or blocks, our Tungsten Carbide Wire EDM Blocks are a solid

alternative. Available in 40 sizes for a wide range of stamping applications, we offer two specialty grades through our Express Delivery Program.

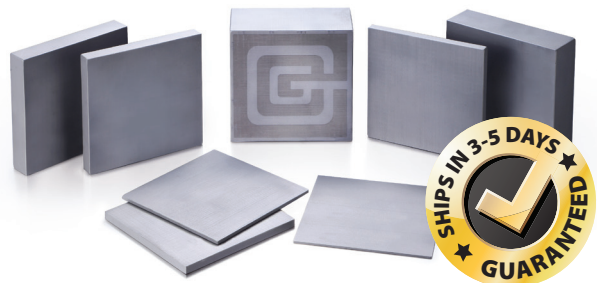
Key advantages of our premium tungsten carbide grades include:

- > Extended Die Life
- > Reduced Downtime
- > Increased Productivity

From Powder to Polish

As a leading formulator of Tungsten Carbide grades and manufacturer of

custom Tungsten Carbide tooling, General Carbide's vertical integration optimizes quality and accelerates turnaround time. Because we control formulation, engineering, production and finishing, our tooling does an exceptional job of driving our customers' success.



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

