

**COMMITTED TO
OUR MEMBERS**



WWW.PORCELAINENAMEL.COM







WHO WE ARE

The Porcelain Enamel Institute, Inc. (PEI) is an organization of volunteers who actively support the porcelain enamel industry in North America. This includes the actual enamellers as well as many companies who provide raw materials, equipment and technology. The institute accomplishes this support through our staff, office and a variety of operating committees – our committee participants are drawn from volunteers within our member companies. This collective effort from many individuals across the industry (enamellers and suppliers) enables PEI to successfully advance the common interests of our members and industry.

OUR COMMITMENT TO OUR MEMBERS

PEI's commitment to our members means giving great benefits and value in the simplest way possible. We've changed our structure to be more in line with the needs of our members and allow for varying levels of participation that suit your needs and budgets.

We firmly believe that offering various levels of participation can help customize the way that PEI and your company can work together to enhance your business results.



"The PEI is a tremendous technical resource for our industry. The annual Technical Forum is a great event where information, training and new ideas are shared by industry professionals."

**Walt Skovron: Senior Advanced Development Engineer
General Electric, Finishes & Adhesives ~ Lean 6σ BB**



"There were opportunities to grow and take the company to another level. We turned to the PEI for expertise. Using the PEI's network of suppliers, consultants, and industry professionals, we feel like we made the best decisions for our company."

**Debra Voges-Schneider:
Senior Vice President, Roesch, Inc.**



"PEI is a great source of Technical Information, Industry Contacts and Expert Networking that helps our business stay competitive in the marketplace."

**Liam O'Byrne: General Manager
West Coast Porcelain Industries, Inc.**

HOW WE CAN HELP

PEI generally focuses in the following three areas:

Technical | Marketing | Government/Industry Liaison

TECHNICAL

PEI has become the preeminent source for technical information on porcelain enamel materials, processing and products. We offer:

Textbooks, technical manuals, processing guides and data sheets which are periodically updated to keep them relevant to the “state-of-the-art” in the industry.

We conduct an annual Technical Forum (papers are presented on topics of current interest) and multiple Back-to-Basics training workshops aimed at line workers, supervisors, engineers and managers.

We host a Suppliers’ Mart during the Tech Forum where enamellers can meet suppliers and see what is new to help them enamel more efficiently.

We offer many networking opportunities for forum participants to meet suppliers, customers and industry peers in an atmosphere that supports a mutual exchange of information.

On an as-needed basis, PEI conducts supplier/customer forums on specific topics of interest to groups within the industry (topics have included water vapor defect elimination, new enameling steels, environmental regulations, electrostatic powder enameling, enamel reclaim techniques and new P/E technology for concrete reinforcing steel).

PEI’s website (porcelainenamel.com) saw over 600,000 hits in 2010 with almost 550,000 files of information viewed. The website activity continues to grow each year.

MARKETING

PEI remains the only association totally focused on the porcelain enamel industry. We work together as an industry to face the challenges of the changing global economy with an emphasis in two primary areas; expand the use of P/E in current markets and increase awareness/exposure of P/E in new markets.

We are active in a number of industry related trade shows which have included NAI Coatings Show, FABTECH, KBIS, HPBA Expo, Sears DealerFest, CSI Show, Associated Buyers and ACerS.

We are active in the industry trade press with both articles and advertisements.

We provide information and support to consumers via our website buyporcelain.org which is focused on P/E products and not P/E manufacturing.





We have produced “point-of-purchase” advertising and consumer information for the major appliance retailers. We encourage our members to use the PEI logo and attribute icons in their advertising, literature and packaging.

We conduct an annual business and marketing meeting which concentrates on current issues of relevance to our members.

During our last three Manufacturing Symposia (2010, 2011 and 2012) we have had presentations on the impact of a number of issues relating to manufacturing in the US and North America:

- ▶ Outlook for natural gas and electricity prices
- ▶ FED monetary policy impacts on business
- ▶ Impact of the Yuan on US manufacturing
- ▶ Partnership opportunities with PEI for Advanced Engineering Education
- ▶ Use of social media in B2B selling
- ▶ Novel coatings for harsh environments
- ▶ Selling in the 21st century
- ▶ Industry cooperation for new technology development
- ▶ A ‘2020’ view of investing in US manufacturing
- ▶ New environmental regulations

PORCELAIN ENAMEL - THE CLASSIC FINISH



GOVERNMENT/INDUSTRY LIAISON

PEI actively monitors a variety of legislative and regulatory issues of concern to our industry and serves as the industry voice when needed.

We deal with a number of US government agencies: EPA, OSHA, FDA, CPSC and GSA. Most recently we worked to keep the wastewater limits at their current levels. We are also working with other associations to keep EPA from changing the chemical inventory classifications for porcelain enamel and glass products.

We work with other associations on projects or topics of mutual interest, including NSA, CSA, ANSI and AWWA.

In the area of standards we work closely with ASTM as well as ISO, CEN, DIN, etc. to be sure that our members manufacture products that comply with industry norms and “best practices” both in North America and abroad.

The PEI office and staff serve as a clearinghouse for porcelain enamel technology, information and sources.

The more any organization participates in meetings, programs and activities of the association, the more benefit can be realized.

MEMBERSHIP

BENEFITS AND SUPPORT

BENEFITS

Additional Benefits	Sustaining	Sponsoring	Supporting	Basic
Corporate membership	*	*	*	*
Source listing	*	*	*	*
Active website link	*	*	*	
Lead referrals	*	*	*	
Sponsorship ad	*	*		
Publications purchases	30% off	20% off	10% off	List
Tech Forum registration	5 included	2 included	10% off	List
Suppliers' Mart fees	1 included			
MFG Symposium registration	2 included	1 included	10% off	List

INDUSTRY SUPPORT COMMITMENTS*

Support Commitments	Sustaining	Sponsoring	Supporting	Basic
PEI officer or director	2	2	1	
Tech Tweets (per year)	5	2	1	
Guest Blogs (per year)	2	1		
Technical Forum papers	2	1		

* Recommended support activities by which you are helping other PEI members and the overall industry.

INDUSTRY SEGMENT DUES*

Industry Segment Dues	Sustaining	Sponsoring	Supporting	Basic
Appliance manufacturers	\$ 6675	\$ 4275	\$ 2775	\$ 2275
Color suppliers	\$ 5450	\$ 2950	\$ 1550	\$ 1150
Consultants	\$ 5000	\$ 2550	\$ 1075	\$ 675
Equipment suppliers – large	\$ 7950	\$ 5450	\$ 4050	\$ 3775
Equipment suppliers – small	\$ 6950	\$ 4450	\$ 3050	\$ 2775
Frit suppliers – large	Contact PEI	Contact PEI	Contact PEI	Contact PEI
Frit suppliers – medium	Contact PEI	Contact PEI	Contact PEI	Contact PEI
Frit suppliers - small	Contact PEI	Contact PEI	Contact PEI	Contact PEI
General enamellers – large	\$ 6950	\$ 4950	\$ 3550	\$ 3250
General enamellers – medium	\$ 5950	\$ 4450	\$ 3050	\$ 2750
General enamellers – small	\$ 5475	\$ 2975	\$ 1575	\$ 1175
Steel suppliers	\$ 6575	\$ 4575	\$ 3175	\$ 2800
Suppliers – other	\$ 5950	\$ 3450	\$ 2050	\$ 1675
All others	\$ 5450	\$ 2950	\$ 1550	\$ 1150

Overall PEI is strong because of the support and participation of its member companies. We are here to serve our members and strive to respond to any specific needs or requests as a strong, visible force training the enamellers, sustaining the technology and promoting the advantages of porcelain enamel.

*Definitions of large / medium / small are listed on the enclosed commitment reply form.



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We'd like to thank the following committee members for their work and efforts on this new annual dues structure which will help PEI better serve the Porcelain Enameling Industry for many years to come: Jack Waggener (PEI President), Kevin Coursin, Cullen Hackler, Jerry Trostle and Miles Votava.



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