

PR CAMPAIGN

Allied's purchase of competing product line

January 2018

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Allied Mineral Products to own and supply select Graftech products

COLUMBUS, Ohio: Allied Mineral Products, Inc., a global refractory manufacturer, has purchased the intellectual property rights to a collection of refractory cements and pastes previously owned by Graftech Advanced Graphite Materials.

The purchase is in response to restructuring at Graftech Advanced Graphite Materials, which ended production of several staple products for the steel, ferroalloy and iron industries. Allied seized the opportunity to meet market needs. It will now own and supply nine key products previously from the Graftech line, including carbon and graphite based cements, ramming materials and grout.

“The acquisition of these product formulas complements ongoing initiatives at Allied and in our technical services group, AMTS, Inc.,” said Paul Jamieson, president of Allied. “They build out an existing line of installer-friendly products that will further enhance and compliment the refractory solutions we offer to our customers.”

Allied will market its new products under existing trade names, such as C34 Cement and C46 Cement. These products will join Allied’s existing product line of clean-carbon mortars, grouts and ramming materials, marketed under the “HC” name. By offering two product lines to the niche applications, Allied is positioned to serve both current and new markets in the United States and internationally.

For more information, contact Doug Cales, Sales Representative, Carbon Monolithics at Doug.Cales@alliedmin.com

Allied Mineral Products, Inc. supplies an entire line of monolithic refractories and precast refractory shapes for the foundry, steel, aluminum, copper and zinc metals markets as well as the cement, power, incineration, mineral processing and boiler industries. For more information visit <http://alliedmineral.com/>

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- External release sent to media and industry publications.
- Story picked up by at least 4 publications

1/15/2018

Allied has purchased and will supply select Graftech products

As of January 15, 2018, we are the provider of a portion of Graftech Advanced Graphite Materials' line of refractory cements and pastes.


In response to restructuring at Graftech Advanced Graphite Materials, we have purchased the intellectual rights to and will be assuming production of nine key products:

- C34 - Carbonaceous Cement
- C38 - Carbonaceous Cement
- C46 - Carbonaceous Cement
- CP9 – Carbon Ram
- EZRAM RP10 – Graphite Ram
- SMART RAM RP20 – Graphite Ram
- GR37 – Grout
- RP3 – Carbon Ram
- RP4 – Carbon Ram

These products are used in blast furnace, cupola, ferroalloy furnace, and other steel/metallurgical applications, and are known industry staples. They will be marketed under existing trade names, such as C34 Cement and C46 Cement, and will join our existing product line of clean-carbon mortars, grouts and ramming materials, marketed under the “HC” name.

It is important to note that from day one, the products will be toll processed for us by *GT Refractory Solutions, LLC* from their Lawrenceburg, TN plant. We intend to maintain this production relationship, and there will be no addition of work, manpower or equipment to the AMP production schedule.

The goal of this purchase is to meet urgent market needs and enhance and compliment the refractory solutions we offer to our customers. By offering two product lines to the niche applications, Allied is positioned to serve both current and new markets in the United States and internationally.

Sales questions and product inquiries should be directed to 



- Internal announcement sent to employees

Thank you.

•Website news article posted

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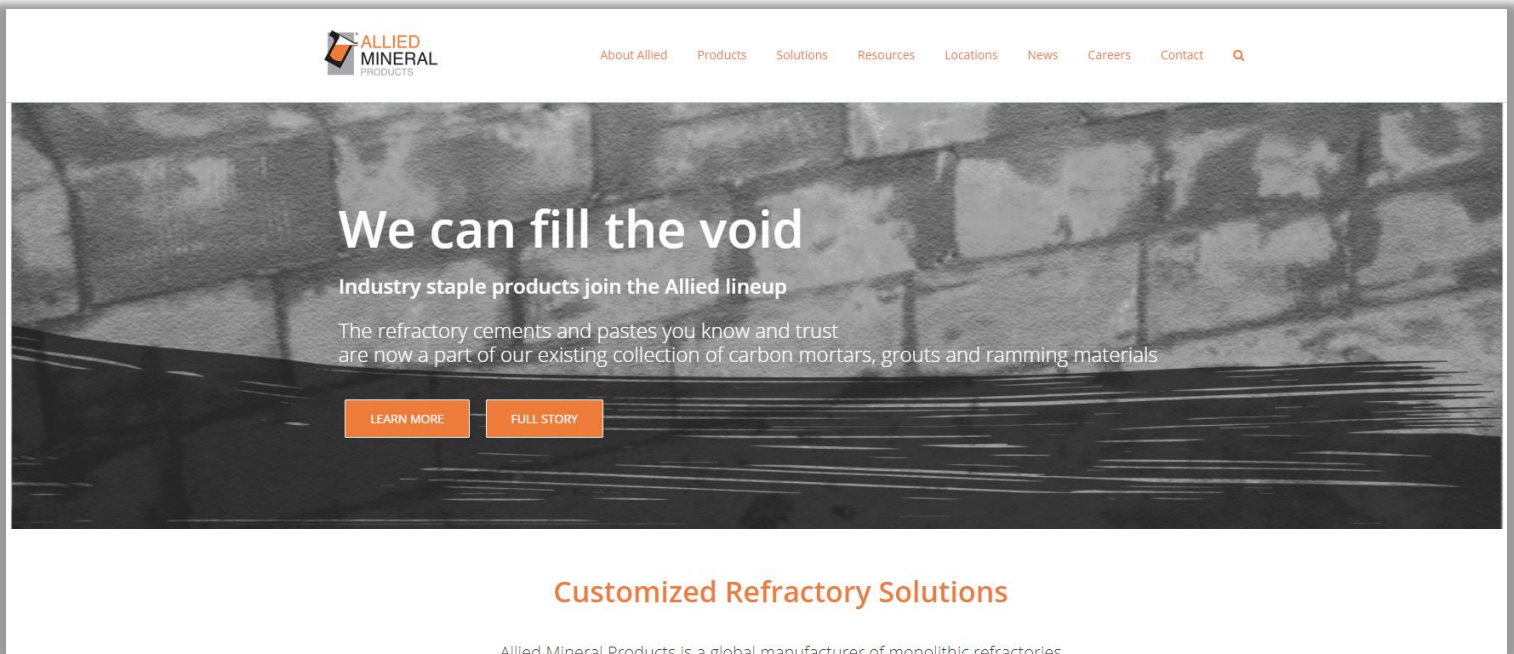
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You can learn more about the products that are joining our collection [here](#).

For more information, contact Doug Cales, Sales Representative, Carbon Monolithics, at Doug.Cales@alliedmin.com

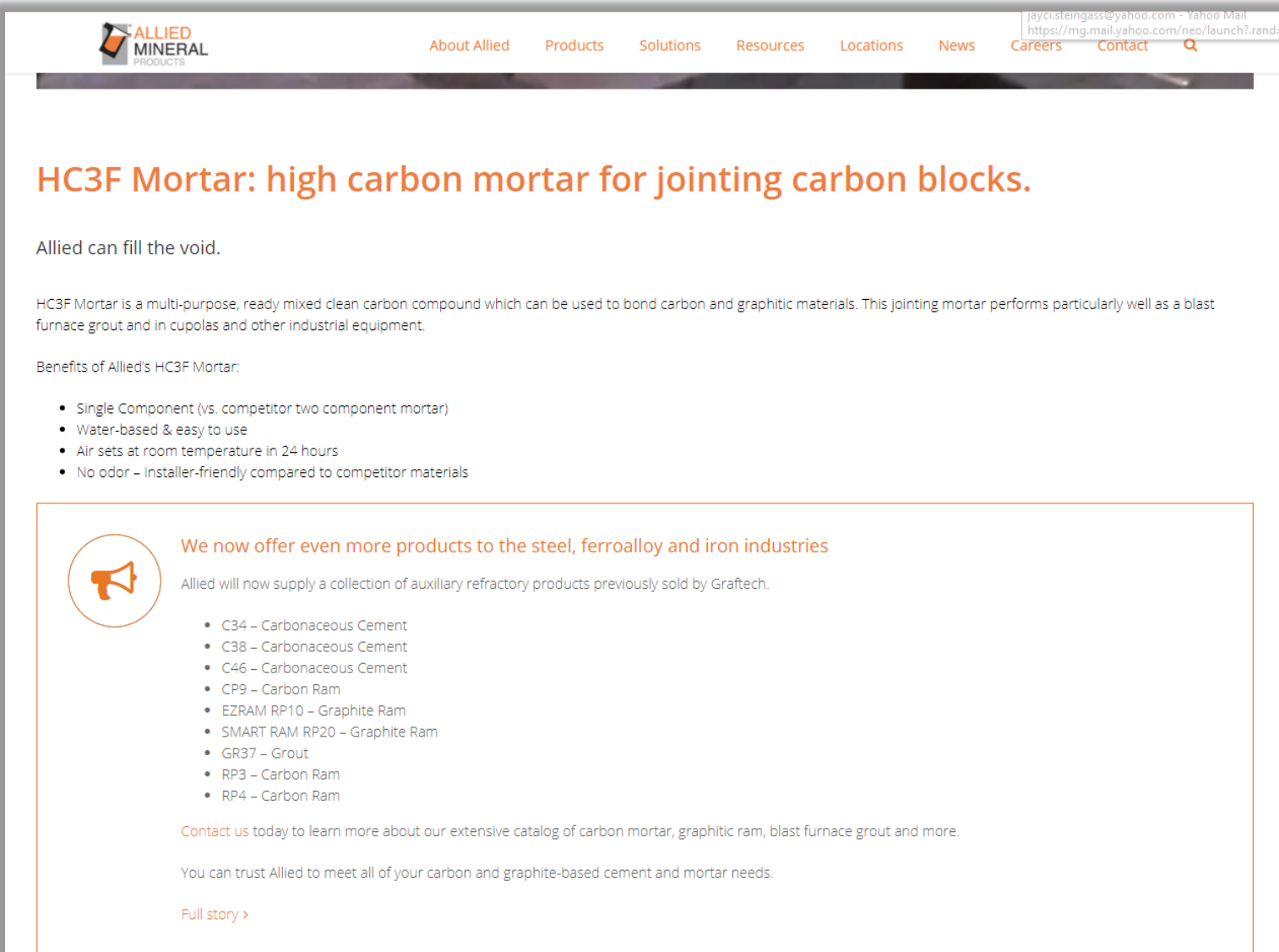
January 11th, 2018 | [Announcements](#)

• Rotator image with links to article and page with more info



The banner features a background image of a brick wall with a dark, reflective surface in the foreground. The Allied Mineral Products logo is in the top left, and a navigation menu is in the top right. The main text reads: "We can fill the void" followed by "Industry staple products join the Allied lineup" and "The refractory cements and pastes you know and trust are now a part of our existing collection of carbon mortars, grouts and ramming materials". Two buttons, "LEARN MORE" and "FULL STORY", are positioned below the text. Below the banner, the text "Customized Refractory Solutions" is centered, followed by a smaller line of text: "Allied Mineral Products is a global manufacturer of monolithic refractories."

• Announcement added to existing product page



The product page for HC3F Mortar features the Allied Mineral Products logo and navigation menu at the top. The main heading is "HC3F Mortar: high carbon mortar for jointing carbon blocks." Below this, the text states "Allied can fill the void." and provides a description of the mortar's uses. A section titled "Benefits of Allied's HC3F Mortar:" lists several advantages. A callout box with a megaphone icon contains the announcement: "We now offer even more products to the steel, ferroalloy and iron industries" and lists a collection of auxiliary refractory products previously sold by Graftech. The callout box also includes contact information and a "Full story" link.

HC3F Mortar: high carbon mortar for jointing carbon blocks.

Allied can fill the void.

HC3F Mortar is a multi-purpose, ready mixed clean carbon compound which can be used to bond carbon and graphitic materials. This jointing mortar performs particularly well as a blast furnace grout and in cupolas and other industrial equipment.

Benefits of Allied's HC3F Mortar:

- Single Component (vs. competitor two component mortar)
- Water-based & easy to use
- Air sets at room temperature in 24 hours
- No odor – Installer-friendly compared to competitor materials

We now offer even more products to the steel, ferroalloy and iron industries

Allied will now supply a collection of auxiliary refractory products previously sold by Graftech.

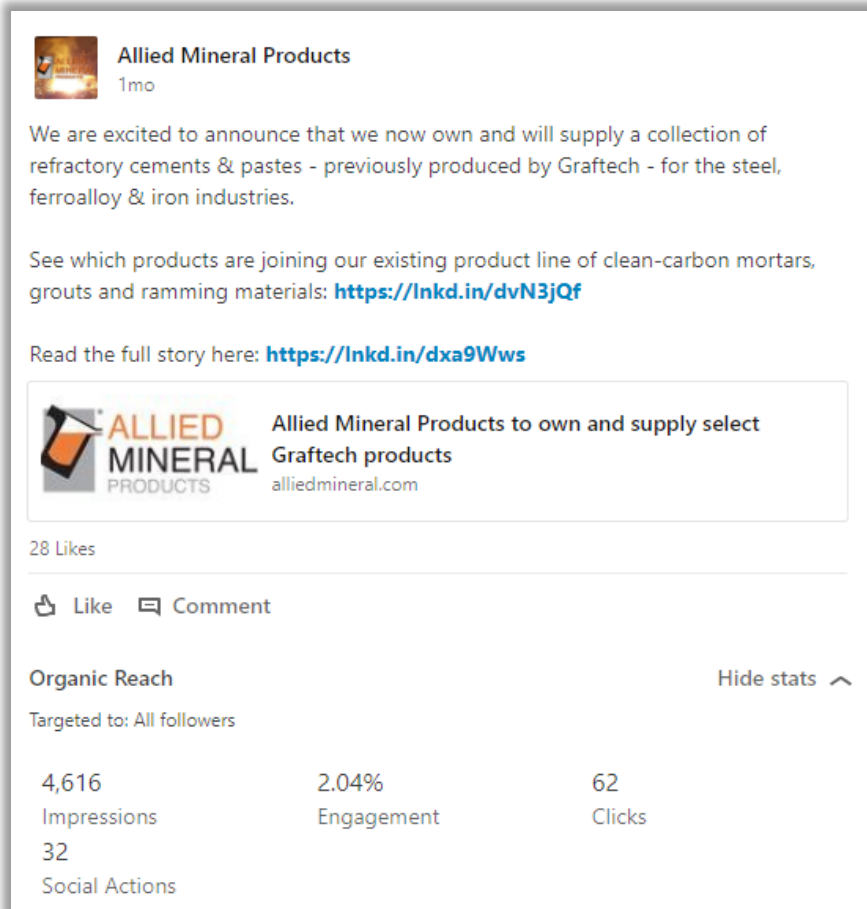
- C34 – Carbonaceous Cement
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- SMART RAM RP20 – Graphite Ram
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- RP3 – Carbon Ram
- RP4 – Carbon Ram

Contact us today to learn more about our extensive catalog of carbon mortar, graphitic ram, blast furnace grout and more.

You can trust Allied to meet all of your carbon and graphite-based cement and mortar needs.

[Full story >](#)

• Social media announcements with links to relevant website pages




Allied Mineral Products
1mo

We are excited to announce that we now own and will supply a collection of refractory cements & pastes - previously produced by Graftech - for the steel, ferroalloy & iron industries.

See which products are joining our existing product line of clean-carbon mortars, grouts and ramming materials: <https://lnkd.in/dvN3jQf>

Read the full story here: <https://lnkd.in/dxa9Wws>



Allied Mineral Products to own and supply select Graftech products
alliedmineral.com

28 Likes

Like Comment

Organic Reach Hide stats

Targeted to: All followers

4,616	2.04%	62
Impressions	Engagement	Clicks
32		
Social Actions		

LinkedIn

Twitter



Allied Mineral
@AlliedMineral

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See which products:
[alliedmineral.com/products/hc3f- ...](https://alliedmineral.com/products/hc3f-...)

Full story:



Allied Mineral Products to own and supply select Graftech ...
Allied has purchased the intellectual property rights to a collection of refractory cements and pastes previously owned by Graftech Advanced Graphite Materials. The purchase is in response to...
alliedmineral.com

8:08 AM - 12 Jan 2018

1 Retweet 4 Likes

Reply 1 Like 4

- New, more robust page created along with downloadable pdf flyer.

The screenshot shows the Allied Mineral Products website. At the top left is the logo with the text "ALLIED MINERAL PRODUCTS". To the right is a navigation menu with links: "About Allied", "Products", "Solutions", "Resources", "Locations", "News", "Careers", and "Contact". Below the navigation is a breadcrumb trail: "Home / Products / Graphite & Carbon". A prominent orange header bar contains the text "Graphite & Carbon Products". Below this, the text reads: "We can fill the void." followed by a paragraph: "Allied offers a comprehensive collection of carbon and graphite based cements, mortars, ramming materials and grouts. These dependable, industry-leading products are designed to fulfill ancillary needs in blast furnaces, cupolas and ferroalloy furnaces." Another paragraph follows: "Our product catalog, previously comprised of our 'HC' products, has expanded to include several industry staple products, now known as our 'GC' line. These are the same refractory cements and pastes that you know and trust, now manufactured and sold under the Allied name." In the center, there is a large grey rectangular button with the text "HC & GC Product Information".

The flyer features the Allied Mineral Products logo on the left and the title "Graphite / Carbon Product Lines" in large orange text on the right. Below the title, a paragraph states: "Allied offers a comprehensive catalog of carbon and graphite based cements, mortars, ramming materials and grouts. These dependable, industry-leading products are designed to fulfill ancillary needs in blast furnaces, cupolas and ferroalloy furnaces." This is followed by the slogan "We can fill the void." and another paragraph: "Our product collection has expanded to include several staple products for the steel, ferroalloy and iron industries. These are the same refractory cements and pastes that you know and trust, now manufactured and sold under the Allied name."

Product	Information	Product	Information
C34	Two part carbonaceous heat setting cement developed specifically as a mortar for use between carbon or graphite structural shapes.	HC3F	One component, clean carbon mortar for bonding carbon and graphitic materials, especially block and brick in blast furnace hearths and ferroalloy furnaces. Product is air cured and has good thermal conductivity.
C38	Two part carbonaceous heat setting cement developed specifically as a bonding agent for use between large carbon or graphite refractory shapes.	HC4F	One component, water-based grout designed for cold grout applications, specifically filling the gaps between steel shell and carbon bricks in cupolas and blast furnaces.
C46	Single-component carbonaceous heat setting cement developed specifically as a mortar for use between carbon or graphite structural shapes.	HC5F	Glycol-based hot grout for filling in the gaps between steel shell and carbon bricks in blast furnace hearths and cupola furnaces.
CP9	Carbonaceous hot ramming paste.	HC6F	Two-component collector bar and cathode block bonding mix with visible metal beads.
EZRAM RP10	Highly thermally conductive graphitic ram, primarily used in sub-hearth, cooling pipe, and annulus between steel work and refractories.	HC8F	High conductivity, multi-purpose ramming mix used to repair carbon and graphite bricks in blast furnace hearths or as a patch for cracks in high carbon refractory linings.
SMART RAM® RP20	Ram with specially treated graphite flake, designed to provide excellent thermal conductivity, ease of installation and a unique expanding characteristic which can "self-correct" in case refractory movement or voids due to improper installation result in loss of cooling contact.		
GR37	Two-part carbonaceous grout with expanding flake graphite. It has been used to reestablish contact between carbon refractory and cooling members, as well as stop gas leaks in blast furnace applications.		
EZRAM RP3	Single component carbonaceous ram.		
EZRAM RP4	Single component, carbonaceous ram for filling in contained areas behind forms or between carbon structural shapes and furnace shells.		

Below the tables is a photograph showing a person in a white protective suit working with large, dark, rectangular refractory blocks in an industrial setting.

At the bottom of the flyer, there is a logo for "IN OUR element" and the text "Global Refractory Solutions". A footer bar contains the contact information: "Phone: +1 614-876-0244 | Email: info@alliedmin.com | alliedmineral.com".

- AdWords campaign created to increase traffic to website resources.

Ad

SMART RAM

Allied's new ramming paste

www.alliedmineral.com/ramming_paste

Allied now owns and supplies nine key products previously from the Graftech line

C34 high carbon mortar

Allied's newly acquired tech.

alliedmineral.com/C34_cement/carbon_mortar

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