

## ***Chromalloy—A Profile in Patience and Performance***

### *Leader in Alternative Materials for Turbine Blades Upbeat on Future in Latin America*

For 20 years, Chromalloy has been quietly patient—not an easy task for the world technology leader in alternative materials for turbine blades. Even though Chromalloy entered the Latin American market decades ago, its global track record for cutting airline costs and boosting engine efficiency is one of the best-kept secrets in the region.

Revista recently interviewed Chromalloy’s Rob Church, Regional Sales Director for the Americas, on a trip back from Rio de Janeiro, where the company maintains on-site presence. “Our number one focus is to help Latin American airlines achieve considerable cost savings in engine performance and fuel consumption,” he begins.

Chromalloy is the world’s largest independent supplier of repairs, coatings, and FAA-approved replacement parts for turbine airfoils and other critical engine components, and a division of Sequa Corporation. What’s more, PMA powerhouse is the only non-OEM company globally to develop and deliver advanced coatings, repairs, castings, manufacturing and overhauls from a single source. Four thousand employees at 37 techno-modern facilities in 15 countries serve the complex needs of today’s commercial airlines and military forces.

#### **Major R & D Investment**

The company invests heavily in R & D to drive forward innovation in castings, coatings, as well as repair and manufacturing techniques. Breakthroughs include electron beam physical vapor deposition with ceramic materials; vacuum plasma; diffused precious metal/aluminide coatings; and vision-guided interactive laser welding and drilling. As a result, refurbished turbine engines now perform at improved efficiency levels, higher operating temperatures and under severe environmental conditions.

While Chromalloy continues to innovate, Rob Church continues his mission of patience. PMA parts utilization is relatively low in Latin America, roughly one percent of the overall MRO market, estimated at 100 million USD. As Church explains, “penetration of PMA parts on a global scale is still largely untapped with only 3USD out of every 100USD in material spend.

#### **Unlimited Market Potential**

North America was the first to adopt PMA utilization a decade ago when U.S. airlines drove hard to cut costs. Eventually, the European airline market opened up. And, in the last few years, Chromalloy has seen a dramatic business increase in Asia and the Middle East. Today, while Latin America is a second to China in terms of overall Gross Domestic Product growth, it still lags behind China and other areas of the world in PMA usage. Timing for increased usage has never been better. PMA parts have flown 300,000,000 hours and proven their value and integrity.

“We are quite pleased with increased knowledge and acceptance of PMA utilization in Latin America. And as more carriers fully recognize the benefits of performance at half the price of OEM parts, the decision to go Chromalloy is a natural,” smiles Church.

Like so many executives in the aviation industry, Rob Church travels hundreds of thousands of nautical miles every year. But he never tires of his trips to Latin America. “I am so impressed with the Latin drive for excellence and everyone’s passion for the way of life. . . it is inspiring.” Perhaps, his patience is paying off.

***Carolyn L. Smith***