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\$20,000 WILL BE AWARDED TO THE NEXT TITANIUM APPLICATIONS DEVELOPMENT AWARD WINNER

The International Titanium Association (ITA), Broomfield, CO, is seeking nominations for its 2009 Applications Development Award. June 1 is the deadline for nominations. The annual award, now in its third year, recognizes individuals or groups demonstrating significant advances in the expanded use of titanium. An inscribed plaque and monetary award of \$20,000 will be presented to the winner at the ITA's annual conference, which this year will be held Sept. 13-16 at the Hilton Waikoloa Village, Hawaii.

Any person(s) within the titanium sector may nominate several different candidates for consideration. All nominations will be presented to the ITA Grant Committee. Those making nominations can include supplemental materials (such as a letter of recommendation or certificates) for the committee to review in determining the final selection. Nominations received will be kept confidential by the ITA, grant committee members, and ITA's board of directors.

Candidate(s) qualifications and considerations should include: significant design, material or process achievements towards improving and expanding the use of titanium; promoting titanium products into new applications or enhancing the performance of titanium in an existing application; unveiling a technical breakthrough that specifically expands the use of titanium; inaugurating or influencing outstanding research or marketing programs leading to the expansion of the titanium market or titanium products; and initiating new, imaginative uses for titanium.

Visit the ITA's Web site (www.titanium.org) or call the ITA (303-404-2221) for more information and to download nomination forms.

Brett Paddock, president and chief operating officer of Titanium Industries Inc., Rockaway, NJ, has served as the committee chairman of the ITA's Applications Development Award for all three years. "The committee remains focused on recognizing and rewarding individuals or organizations who contribute to emerging market trends and new ideas for the future of titanium," he said.

Considering the ongoing global expansion for metal and sponge capacity, spurred mainly by robust aerospace demand, there are fewer availability concerns for titanium in today's market--concerns that in previous years may have limited the use of titanium for certain applications. According to Paddock, this expanded production capability should translate into more metal available for non-traditional markets that, in turn, may yield new innovative titanium applications for the committee to consider, this year and beyond.

Expanded production capacity could give small organizations and individuals the opportunity to specify titanium for new applications and new markets, he reasoned. "Small, emerging markets--that's where the future may lie for titanium. Who knows what the next big application will be."

Paddock was reluctant to identify specific new market applications that would be considered for the award. However, he did note the growing interest in titanium's vast potential to work in concert with composites. "There is a lot of good work being done by metallurgists and engineers on how well titanium interacts with composites; how it provides added strength and specific ductility in demanding applications." Paddock said titanium also could emerge as a material of choice for "green" power generating applications.

Last year's winner, Susan Abkowitz, the vice president of technology and operations for Dynamet Technology Inc., Burlington, MA, said the Applications Development Award was "wonderful to receive" and an honor that continues to inspire her work. "I think the award highlights the direction of future growth for our industry," Abkowitz said, adding that it also underlines the progress on expanded use for titanium.

Abkowitz was honored for her contributions to the development of CermeTi®, a family of metal-matrix composites marketed by Dynamet Technology. According to information on the company's Web site, CermeTi has been demonstrated in an application for lightweight knife blades. Abkowitz said CermeTi represents Dynamet's advanced powder-metal technology capabilities. The metal-matrix composite is a ductile titanium alloy with ceramic particles dispersed uniformly throughout the alloy, resulting in a material that combines the ductility of titanium with the the hardness of ceramic. Future developments will explore the use of CermeTi in industrial components and medical devices, especially applications that call for an enhanced level of wear resistance, she said.

Dr. Hideki Fujii, chief researcher for Nippon Steel Corp., Tokyo, was the initial winner of the award, which recognized his work in the application of titanium for automotive and motorcycle exhaust components. "I am so honored to be a laureate of the Titanium Application Development Award because it (demonstrates) that Nippon Steel's research and development activities to expand titanium markets are highly appreciated," Fujii wrote in an e-mail correspondence from Japan. "I am convinced that the application range of titanium will expand in the coming years. I would like the ITA to continue this prestigious award."

Since winning the award in 2007, Fujii said he has remained focused in expanding the use of titanium for automotive applications. His team has gained considerable attention in Japan due to the prestige of the award. "The news of the award was announced in several Japanese newspapers and we have enjoyed its advertisement effects since then," he said. "We have had a lot of inquiries from automotive makers, parts manufacturers and institutes conducting related studies."

He said Nippon Steel believes there are promising business opportunities for titanium in the near term with regard to the reduction of global warming. This would include energy-saving applications such as the significant weight reduction of automobiles, utilization of renewable green energies such as geo-thermal, wind, solar, ocean/thermal energy conversion (OTEC) and hydrogen-related technologies such as fuel cells.

For more information contact the organization at 1-303-404-2221 for details or visit www.titanium.org for registration, topics and schedule.

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