



## **Malyn Industrial Ceramics: Blasting a niche with boron carbide nozzles.**

They're used to make everything from stonewashed jeans to golf balls to dentures. They help prepare surfaces such as buildings and bridges for painting, cleaning and sand-blasting. They come in all sizes, shapes and styles. They're boron carbide nozzles, and they are the only product Malyn Industrial Ceramics, Inc. makes.

**S**ucceeding in such a specialty area takes hard work, perseverance and, of course, a good product for which there is a need. How then, in a specialty industry such as boron carbide nozzles, does a small, family-owned business in tiny Akron, New York keep up with its larger competitors? For Malyn Industrial Ceramics, Inc. (MICI), it's all about personal customer service.

"Producing boron carbide products is our only business," says Michael Malyn. "My customers come to me with a need, knowing I will help them find the solution, and then provide them with a product that is as good as everyone else's and competitively priced."

Malyn Industrial Ceramics, Inc. was formed in 1986. Michael Malyn, its founder, knew he would be able

to take advantage of proprietary processing techniques to become a low-cost producer of advanced ceramic components. Malyn had worked in the refractory technology industry for years before deciding to start his own company, and began with three full-time employees and a few distributor and OEM clients.

Establishing himself and his company was difficult at first because the company was virtually unknown. But Michael Malyn persevered, doing test parts for clients and developing a reputation for on-time delivery of affordable, high-quality products. Nearly 20 years later, the company is still thriving, manufacturing custom-made boron carbide nozzles and other boron carbide components to meet the needs of its worldwide customers.

Today, MICI produces and ships more than 50,000 boron carbide nozzles annually from its factory outside Buffalo, New York to specialty clients throughout the world. Its nozzles are used for all types of processes in the metal finishing industry.

"Boron carbide is very durable and dependable, and third in hardness only to diamond and cubic boron nitride," says Malyn. "That gives our customers many options."

MICI produces a variety of sizes and styles of boron carbide nozzles, and also produces specialty sizes and styles to meet unique customer needs. All of the manufacturing is done at the company's 15,000-square-foot plant in Akron. The company runs two shifts per day, and Michael – along with Pat, his wife – maintains a hands-on involvement in all aspects of his business. MICI can produce, from scratch, a client order and ship it out within 48 hours.

Says Malyn, "Being small isn't a hindrance, it's a help. My customers know they can come straight to the owner of the company with any problems and concerns, and they will be immediately addressed."

Customers such as Steve Zavarella, general manager of Pressure Blast Mfg. Co., in Connecticut, concur. "I've dealt with larger companies. They don't try to get to know you. Michael, on the other hand, makes a point of developing a personal relationship. He knows me and my company well, and gives us that personalized service that makes all the difference."

Jay Richardson, co-owner of Abrasive Finishing Industries and a MICI customer for many years, says, "Malyn provides the whole package: immediate response, quality, affordability and personal contact with the owner."

For more information on Malyn Industrial Ceramics, Inc., or for a no-obligation quote, contact Michael Malyn, president, at (716) 542-9353, via email at sales@malyn.com, or visit www.malyn.com.