

Market Development

THIS SHOT PEENER is a sampling of the new and unique products and services in our industry. If you feel like your company was left out after you read the magazine, don't. My associate editor wouldn't even entertain the idea of getting a 400-page magazine out in three months so we're going to include additional success stories in upcoming issues.

If you still need to feel better, Electronics Inc. doesn't have an article in this issue either. That's because one of our most exciting ventures isn't a success story yet. Introducing valves and controllers for automotive and aerospace applications isn't new to us but now we're trying to take on the medical implant industry. It's a whole new ball game.

While testing shot peening for tissue adhesion, we discovered a shot peening process that reduces bacteria growth in medical implants. Infections after implant surgery are a big problem for patients but in keeping with the sports analogy, we weren't sure how to get into the medical implant manufacturing game with our research results. We didn't know the key players, much less the rules. What we do know is shot peening and how to engage the services of professionals to get us where we want to go. And if we don't win this game, we have a Plan B.

Many of us in the shot peening industry should have a plan to join the "shot peening for medical implants" game. It's a considerable market because the demand for joint replacements, spine implants, and pacemakers is going to grow as the baby boomer generation ages. Our SAE committee is working on a spec for medical implants that will go a long way in helping us. I'll extend an invitation to anyone that wants to contribute to, and benefit from, the work of this committee. Send me an email at jack.champaigne@electronics-inc.com.

As a shameless plug for this magazine and Electronic Inc.'s shot peening workshops and trade shows, both are attracting more medical implant manufacturers. EI's successful entry into this game will make more shot peening fans for everyone. We'll keep you posted.

**JACK CHAMPAIGNE****THE SHOT PEENER**

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