

Case Study

Case Study: Accelerating Growth Through ZinKlad™ Certification

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ePlating & Surface Engineering, based in Celaya, Mexico, has built a strong reputation for delivering high-performance surface treatments for demanding automotive and engineering applications. Specializing in complex functional plating, the company is known for its precision, reliability, and commitment to exceeding customer expectations.

That dedication was put to the test nearly a decade ago when a customer approached ePlating with a project that required ZinKlad 250 certification to meet a critical automotive specification. Recognizing both the challenge and opportunity, ePlating reached out to MacDermid Enthone to understand the ZinKlad program requirements and begin the path to certification.

“We were quoting a job for automotive engine fasteners where ZinKlad 250 was required,” recalled Francisco Granados, Director of ePlating. “We knew achieving certification would be challenging, but we also saw the long-term value it could bring to our business.”

MacDermid Enthone responded immediately, conducting a thorough assessment of ePlating’s production line and identifying the changes needed to pass ZinKlad audits and testing. The teams collaborated to create a detailed process conversion plan, transitioning the plating line to MacDermid Enthone chemistry and upgrading systems to align with certification requirements.

“From the first audit to final testing, our technical teams were on-site and fully committed to ePlating’s success,” said Rodolfo Gloria Contreras, Account Manager at MacDermid Enthone. “This collaborative approach made it possible for ePlating to achieve both ZinKlad 96 and ZinKlad 250 certification in under 12 months.”

This initial success set the stage for continued progress. After achieving ZinKlad 96 and 250, ePlating continued to raise the bar, earning ZinKlad 1000, ZinKlad 1000B, and the most rigorous certification, ZinKlad 1000B EXP, within the next five years.

Today, ePlating is the only applicator in Latin America to hold five ZinKlad performance certifications, a milestone that has fueled sustained growth. In the two years following their first certifications, the company doubled its sales, expanded production capacity, and won a wave of new projects. That momentum has continued, with ePlating securing OEM approvals and being named one of the top 10 plating companies in North America for two consecutive years.

MacDermid Enthone has remained present throughout ePlating's journey, supporting continuous improvement and helping to secure new OEM approvals through innovative solutions and sustainable technologies.

"ZinKlad isn't just a certification, it's a continuous process of innovation and refinement," said Gloria Contreras. "Our teams locally and across the organization have worked side by side with ePlating for nearly a decade and are proud of the technical progress and growth they've achieved."

"Our vision was always clear," added Granados. "We wanted to increase market share, grow profitably, and become a trusted partner to the automotive industry. ZinKlad certification has helped us turn that vision into reality."

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