

NOMOREHEX Launches New Informational Website

CHARLOTTE, N.C., Aug. 20, 2014 (SEND2PRESS NEWSWIRE) – NOMOREHEX (<http://nomorehex.org/>), the online resource for trivalent chromium technology, has been launched to alert manufacturers and electroplaters of the pending European mandate banning the use of hexavalent decorative chromium chemistry in virtually all products finished in or exported into the EU.

The new website will be updated continuously as the mandate draws closer to assist all finishers and manufacturers in their efforts to effectively meet the directive. As of right now, the EU mandate goes into effect on September 21, 2017. The reason for the mandate is because trivalent chromium solutions are deemed a viable alternative. This will impact all metal finishers in Europe along with all manufacturers who export finished goods into the EU.

Hexavalent chromium solutions have been a long-standing threat to the environment and health. Hexavalent chromium is carcinogenic, mutagenic and reprotoxic. These reasons are the driving factors behind the impending directive.

According to Gary Underwood, Marketing Director for NOMOREHEX.org, “Our goal is to inform and educate the industry of the alternatives to hexavalent chromium before the deadline gets too close. While trivalent chromium solutions provide many benefits, it is not an overnight changeover.”

NOMOREHEX.org was introduced to the electroplating industry at its recent SUR/FIN trade show this past June in Cleveland, Ohio.

Visit <http://www.nomorehex.org/> to view the relevant documents to better understand this legislation and how it affects you.

For more information about becoming a sponsor or marketing partner contact:
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