

**FOR IMMEDIATE RELEASE**

**CLAD METAL “BEST IDEA CONTEST 2009”**

**OFFERS STUDENTS \$15,000 TOP PRIZE.**

Innovative-thinking engineering students can win up to \$15,000 in a contest seeking new applications for clad metals. The Clad Metal “Best Idea” competition offers cash prizes—\$3,000 for third, \$7,000 for second and the \$15,000 first prize—to the students who submit the best ideas for new ways to use clad metals. The contest is open to Materials Engineering students in colleges and universities throughout the U.S. and Canada. The contest is sponsored by Engineered Materials Solutions (EMS, Attleboro, MA) and Wickeder Westfalenstahl GmbH (Wickede an der Ruhr, Germany), world leaders in the development and production of clad metals by cold roll bonding, and by the ASM Materials Education Foundation.

Clad metals, two or more distinct metals or alloys that are metallurgically bonded together in layers, are used in an exceptionally wide array of industrial and commercial products: from button cell batteries to coinage, thermostat metals to truck bumpers, catalytic converters to cookware. Virtually any

combination of ductile metals can be clad. Clad metals can be made by several distinct processes and the principal method of manufacture used by Wickeder and EMS is a continuous roll bonding process. The Clad Metal “Best Idea” competition offers engineering students the chance to win cash for developing new product ideas that capitalize on this process.

Students can learn all about clad metals, many of their applications and the room temperature cold roll bonding process used to produce them, by studying the companies’ web sites: [www.cladit.com](http://www.cladit.com) and [www.wickeder.de](http://www.wickeder.de). Of particular use will be the Clad It brochure which can be found under technical information on the EMS website ([www.emsclad.com](http://www.emsclad.com) or [www.cladit.com](http://www.cladit.com)).

Registration for the Clad Metal “Best Idea” contest closes on October 16, 2009. All entries must be received by December 18, 2009. The winners will be announced in early 2010.

Complete entry information as well as rules and regulations for the Clad Metal “Best Idea” contest can be found at: [www.cladit.com](http://www.cladit.com) or [www.wickeder.de](http://www.wickeder.de)

#####

The Wickeder Group companies, headquartered in Wickede an der Ruhr, Germany, are worldwide leaders in the design, development and production of clad metals.

**For more information please contact:**

Mr. Gerald Johnson  
Mobile phone: +1 2484702875  
Email: [geraldjohnson2@aol.com](mailto:geraldjohnson2@aol.com)