

Founded in 2004, Positive Coating SA is characterized by the development of innovative solutions in the field of decorative surface treatments for luxury goods based on the PVD (Physical Vapor Deposition) and CVD (Chemical Vapor Deposition) technologies.

# Patented white treatment called «BLANC»



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1. New treatment «BLANC» (Beluga-Like Advanced Nanotec Coating).
2. CVD & PVD treatments

Nowadays, the company counts more than 20 qualified collaborators on its production site and an infrastructure to the forefront of technology. It has several industrial PVD and CVD equipments of variable sizes and capacities allowing to treat large or small series on economically advantageous conditions.

With an experience of more than 10 years, its expertise and its know-how are recognized by the most famous watchmaking brands and by market leaders in the fields of leather goods, jewelry, writing instruments and medical.

Placed in the heart of a prestigious microtechnical industry, Positive Coating elaborates premium technological products which make the world fame of the Watch Valley.

### PVD technology (Physical Vapor Deposition)

Sputtering is the technology used by Positive Coating to coat luxury items with decorative and/or functional thin films. Layers with a thickness of about 1 micron can be deposited with a perfect control of color, adhesion, hardness and durability. The mechanical structure of surfaces (polished, glossed, sanded, etc.) are preserved after treatment.

It is a deposition process under vacuum functioning in a gas maintained with re-

duced pressure. Application of an electrical field leads to a cold luminescent plasma which allows to deposit every type of material on various metals and ceramics: steel, titanium alloys, copper alloys, yellow/white/red gold, sintered tungsten, zirconia, alumina, sapphire.



«Innovation is our prime motivation which leads us to always get a step ahead.»

Pierre-Albert Steinmann,  
President Director

### CVD technology (Chemical Vapor Deposition)

In 2014, the company has revealed a new family of treatments, called «NanoDeCo», resulting from the CVD technology.

These metallic oxide coatings apply to the internal components of the watch. The main applications of this new technology are the coloring of movement elements, the colorless protection against oxidation/tarnishment of silver plated dials and the realization of two-colored parts without shielding. Thanks to a nanometric thickness control, CVD layers of oxides offer a wide range of perfectly reproducible colors

and are applicable on complex three-dimensional parts. Moreover, tiny extra thickness ensures intact preservation of the mechanical surface structure.

CVD NanoDeCo treatments guarantee an excellent protection against corrosion of metallic substrates. In spite of a very strong chemical stability, processes are reversible.

Taking advantage of exceptional technical characteristics, CVD NanoDeCo technology offers a superior quality and an irreproachable esthetics fulfilling the requirement of the watchmaking sector.

### Innovation and R&D

Mainly active in the decorative treatment of watchmaking components, Positive Coating develops novelties, in terms of coatings color, by combining dry- and wet-way technologies.

As an example, the R&D department recently developed a patented white treatment called «BLANC» (Beluga-Like Advanced Nanotec Coating).

Unceasingly in search of innovation, the R&D department of Positive Coating is committed to remain to the forefront of technology and to offer its customers a quality and a variety of top-of-the-range services.

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