

anopol newsletter

Surface Treatment for Stainless Steel

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70 Bordesley St
Birmingham
B5 5QA
Tel: 0121 632 6888
Email: info@anopol.com
Website: anopol.com

Services for Stainless Steel

Pickling

Electropolishing

Passivating

Finishing Plant

Electrolytes

Cleaning Products

Weldkleen machines

Test Kits

Thank goodness, its spring again!

We are now into the fourth month of 2017.

April signals the start of better things to come, and that extends beyond the weather.

With BREXIT, the die has been well and truly cast, one hopes for the best. Many questions still wait to be answered, but in the meantime business appears to be thriving or at the very least not to be suffering.

Our company continues to co-operate in certain fields with our Italian partner Delmet. One area of success for Delmet was the introduction of a fully self-contained cabinet for spray pickling stainless steel items.

Pickling solution is recirculated and the unique design of the cabinet ensures that all surfaces of the items are wetted. Following the pickling, parts are thoroughly rinsed in clean water. The cabinet is fully enclosed during the processing so that no operator is endangered.

A number of these cabinets are operational at diverse companies on the Continent. This plant is available to UK customers through Anopol.



Men love a business like their baby

Have you ever heard an entrepreneur refer to his company as his “baby”? Does he talk about gestating the business, or helping it grow to maturity – perhaps while guiding it through a “difficult adolescence”?

Well, it may be more than an annoying metaphor. When a male entrepreneur looks at his company’s logo, scientists claim that he experiences the same surge of pride, hope and attachment that a father feels when he looks at his children. Finnish scientists have studied the bond between self-made men and their business empires, using brain scanning equipment to measure their emotions towards their progenies.

They were prompted by the observation that business people regularly compare their role to that of a parent. A recent column on the *Forbes* business website, for instance, explicitly argued that creating a company was like raising a child – “The first two years are brutal. No one cares as much as you do...It’s very, very hard to outsource.”

The Helsinki university researchers made similar observations but added that the level of commitment meant that business owners could suffer from similar delusions to parents. “Entrepreneurs make altruistic and sacrificing acts for their ventures and frequently put the ventures’ needs ahead of their own,” they write in the journal *Human Brain Mapping*. The flip side, they said, is that entrepreneurs’ relationship with their company is often characterised by unrealistic expectations that cannot be met. Similarly, parents create idealistic images of their children and put their children on an unachievable pedestal.

To test the strength of this analogy, they took 21 fathers and 21 male entrepreneurs. Men were chosen because past work had shown that they typically have more overconfidence in their business compared with women. They were asked about their feelings towards their children and business respectively, and then put in a brain scanner. The entrepreneurs were shown a picture of their business logo, while the fathers were shown a photograph of their child. As they did so, the scientists saw similar activation patterns in the brains of the two groups. Some were sceptical as to whether this equated to the same thing. A British neuroscientist, who blogs anonymously under the name of Neuroskeptical, told *The Times* that there was reason to be cautious. “The data showed widespread brain activity decreases in fathers viewing pictures of their own children versus pictures of other children....A problem with the methodology is that all of these differences might have reflected familiarity, rather than emotional attachment, because the participants were presumably more familiar with their own children. This might mean they needed less brainpower to process their images.”

Is this an April shower pending?

Our Chairman, John Swain, could not resist taking this photograph as he arrived at Birmingham’s New Street Station from London on 3rd April. The sun was shining brilliantly, the sky was mostly blue, but something sinister was approaching. Should you have a photo you couldn’t resist taking, we would love to see it. Please submit it to: john.swain@anopol.com should it appear in a future NEWSLETTER, we will show our appreciation by presenting you with a little something (not a jar of pickling paste.)



Introducing Ian Bayley

A man used to handling precious metals, Ian Bayley is now involved in chemistry revolving around the noble metal of stainless steel. Ian joined the Anopol team recently following 33 years with the Birmingham Assay Office. In the Assay Office he rose to the position of Chief Chemist and Quality Manager. One of his tasks in Anopol is ensuring that the acid solutions in the numerous treatment tanks are analysed regularly to ensure consistent good results when electropolishing and pickling. Ian is a family man with 2 grown children and enjoys the outdoors, especially camping. He is also a member of the Stourbridge Cycling Club.



Delmet's small pickling cabinet (see also front page)

This plant is ideal for those companies which wish to keep control of their own pickling requirements in-house. The configuration of the movable trolley can be designed to hold specific shaped stainless steel items if required. Fabrication techniques allow the cabinet to be constructed as short or as long as the items requiring pickling dictate.

Renaissance for the Italian language.....everywhere but Italy

Mangled and maligned at home, the Italian language is enjoying a boom abroad as foreigners queue up to learn it. Italian émigrés rediscover it and marketers pounce on its potential to sell products. This year 2.3 million people outside Italy are studying the language, a leap from 1.5 million two years ago, according to the foreign ministry. It has set up a web portal advising Italophiles around the world where they can sign up for classes. "Italian has become cool thanks to cinema, design, food and cars, and is now the world's second language for marketing," Mario Giro, the deputy foreign-minister, said. He said it was paradox that in its homeland Italian was rapidly being replaced, with buzzwords such as "lo shopping" and "quantitative easing" taking hold as Italians did their utmost to learn English. Matteo Renzi, the former prime minister, is even naming legislation in English, including his Jobs Act. Many Italians are thought to feel little attachment to their language since one or two generations ago their families mainly spoke dialects. Abroad, amongst the grandchildren of Italian émigrés, the opposite is true, Lucia Pasqualini, the foreign ministry's head of Italian promotion, said. "Their parents – the De Niro and Scorsese generation – wanted to integrate, but this generation is coming back to Italian," she said. "New York mayor Bill de Blasio, who speaks Italian, is a good example." Many companies use English words to sell products in Italy, but they are learning that in export markets one Italian word on the label can boost sales. Two years ago the makers of San Pellegrino mineral water decided to add the words "Toscana, Italia" to the label of its still-water brand Acqua Panna. "We wanted a reference to the source in Tuscany," Clement Vachon, a company spokesman, said at a conference held by the government in Florence to promote the use of Italian. "We decided to use Toscana, not the English word, Tuscany – and after 18 months sales had increased by 14 per cent.

"Italian is an emotional language, not mechanical like German, and speaks to the heart. Just say the word 'Armani' and you think of passion and style." Mr Giro said that Italian has a growing role in diplomacy: "Italian is not a language of power, but of soft power – and this is the way to carve out a role for Italian in a globalised world."

Away dull care – here are a few light hearted stories

The only cow in a small Worcestershire town stopped giving milk. The people did some research and found that they could buy a cow just across the county line in Warwickshire for £200. They brought the cow from Warwickshire and the cow was wonderful. It produced lots of milk all of the time, and the people were very happy. They decided to acquire a bull to mate with the cow to produce more cows like it. They would never have to worry about their milk supply again.

They bought the bull and put it in the pasture with their beloved cow. However, whenever the bull tried to mount the cow, the cow would move away. No matter what approach the bull tried, the cow would move away from the bull and he could not succeed in his quest. The people were very upset and decided to ask the Vet, who was very wise, what to do. They told the Vet what was happening. "Whenever the bull tries to mount our cow, she moves away. If he approaches from the back, she moves forward. When he approaches her from the front, she backs off. An attempt from the side, she walks away to the other side."

The Vet thought about this for a minute and asked, "Did you by chance, but this cow in Warwickshire?"

The people were dumbfounded, since no one had ever mentioned where they had bought the cow. "You are a very wise Vet," they said. "How did you know we got the cow in Warwickshire?"

The Vet replied with a distant look in his eyes, "My wife is from Warwickshire."

Lady to pharmacist: "I'd like to buy some cyanide to kill my husband."

Pharmacist: "Sorry, it's against the law. I can lose my license, could go to jail."

The lady reached into her purse and pulled out a picture of her husband in bed with the pharmacist's wife.

Pharmacist looked at the picture and said, "You didn't tell me you had a prescription."

A father told his 3 sons when he sent them to university, "I feel it is my duty to provide you with the best education possible, and you do not owe me anything for providing that. However, I want you to appreciate it. As a token, I want each of you to put £1,000 into my coffin when I die."

And so it happened. His sons became a doctor, a lawyer and a financial planner, each very successful financially. When their father's time had come and they saw their father in the coffin, they remembered his wish. First, it was the doctor who put twenty £50 notes on to the chest of the deceased.

Then came the financial planner, who also put £1,000 pounds there.

Finally, it was the heartbroken lawyer's turn. He reached into his jacket pocket, took out his chequebook, wrote a cheque for £3,000, put it into his father's coffin, and took the £2,000 cash. He later went on to become a Member of Parliament.

Jimmy, from Birmingham, appeared on 'Who Wants To Be A Millionaire' and towards the end of the programme has already won £500,000. "You've done very well so far," said the show's presenter, "but for a million pounds you've only got one life-line left, phone a friend. Everything is riding on this question. Will you go for it?" "Sure," said Jimmy, "I'll have a go!"

"Which of the following birds does NOT build its own nest? Sparrow, Thrush, Magpie or Cuckoo."

"I haven't got a clue," said Jimmy, "so I'll use my last life-line and phone my friend Billy."

Jimmy called up his mate, told him the circumstances and repeated the question to him.

"That's simple," cried Billy, "it's a cuckoo." "Are you sure?" "I'm sure." Jimmy hung up the phone and told Chris, "I'll go with cuckoo as my answer." "Is that your final answer?" asked Chris. "It is." There was a long pause and then the presenter screamed, "Cuckoo is the correct answer! Jimmy, you've won 1 million pounds!" The next night, Jimmy invited Billy to their local pub to buy him a drink. "Tell me Billy. How on earth did you know it was the cuckoo that doesn't build its own nest?" "Because he lives in a clock!"

IN BRIEF

Golf and sex are the only things you can enjoy without being good at either of them **Raymond Willis**

Sometimes it's better to be silent and look stupid than open your mouth and remove all doubt **Oscar Wilde**

Waiting for the light to emerge from the tunnel **Greek newspaper on the Greek economy**

