



Supplier of Quality Magnetic Materials and Assemblies

1450 Clark Drive., Valparaiso, Indiana. Tel: 219-548-3799 Email: sales@allianceorg.com www.Allianceorg.com

Alliance Company Information

- *Key products are Magnets for Motor and Sensor Components*
- *Main office is in NW Indiana with 8 satellite offices throughout the US*
- *6 Warehouses strategically located throughout North America:
Valparaiso, IN. Mexico City, MX.
Minneapolis, MN. Toronto, Canada.
McAllen, TX. Louisville, KY.*
- *Sales to OEM Automotive, Industrial Automation, Motor and Sensor markets*

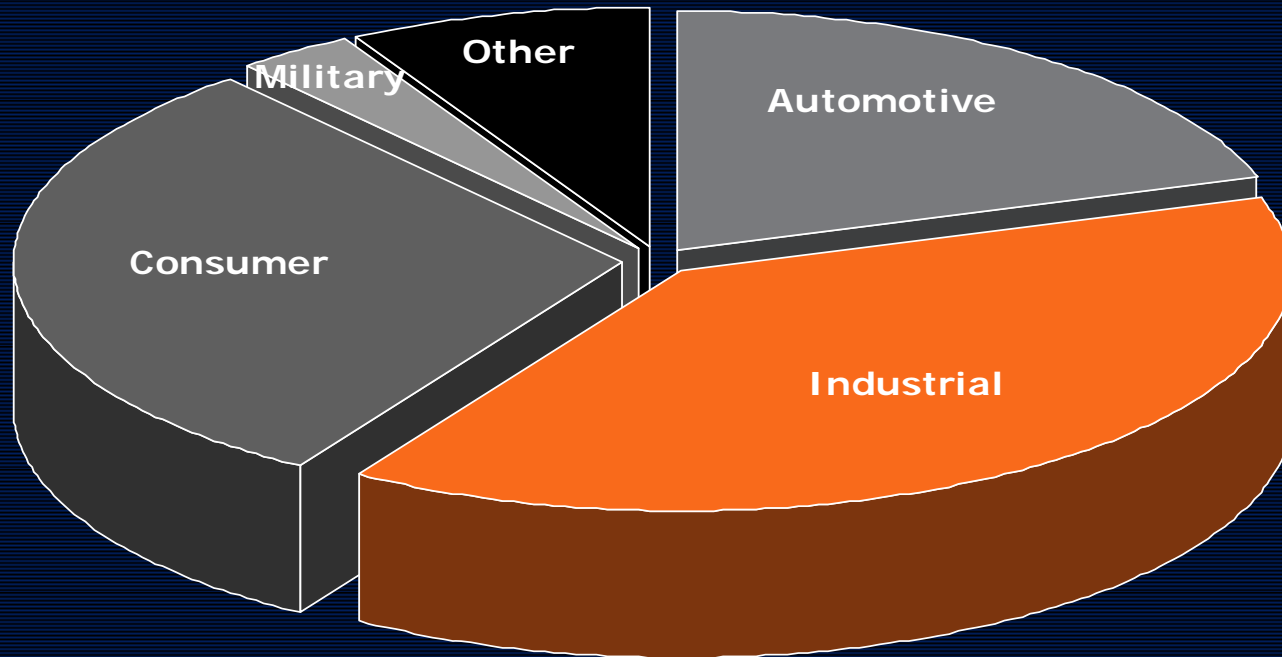


Office and Warehouse Locations

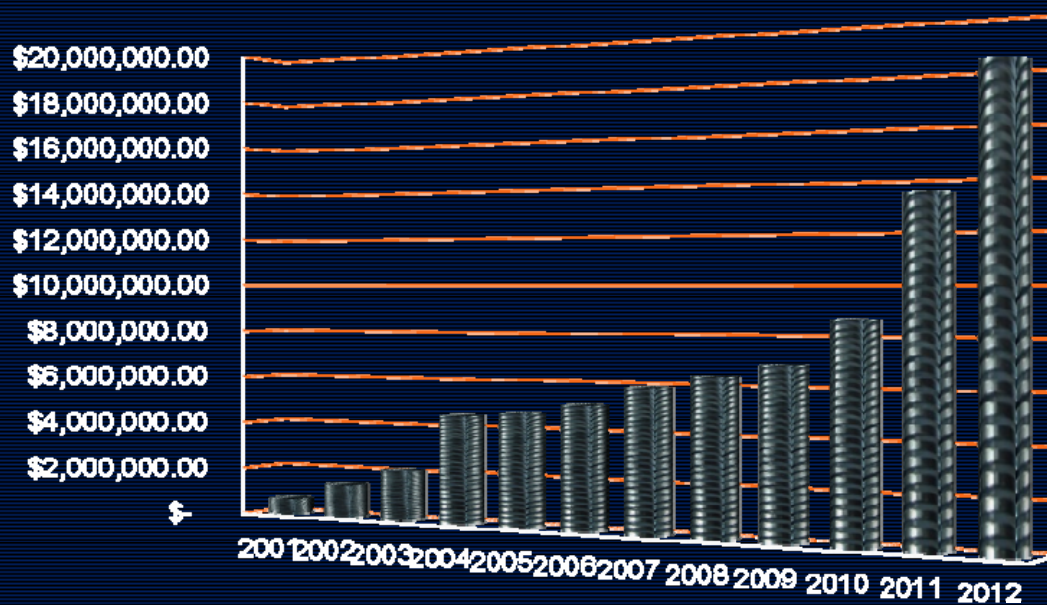


*Our warehouses
and sales offices
are conveniently
located near all
major markets*

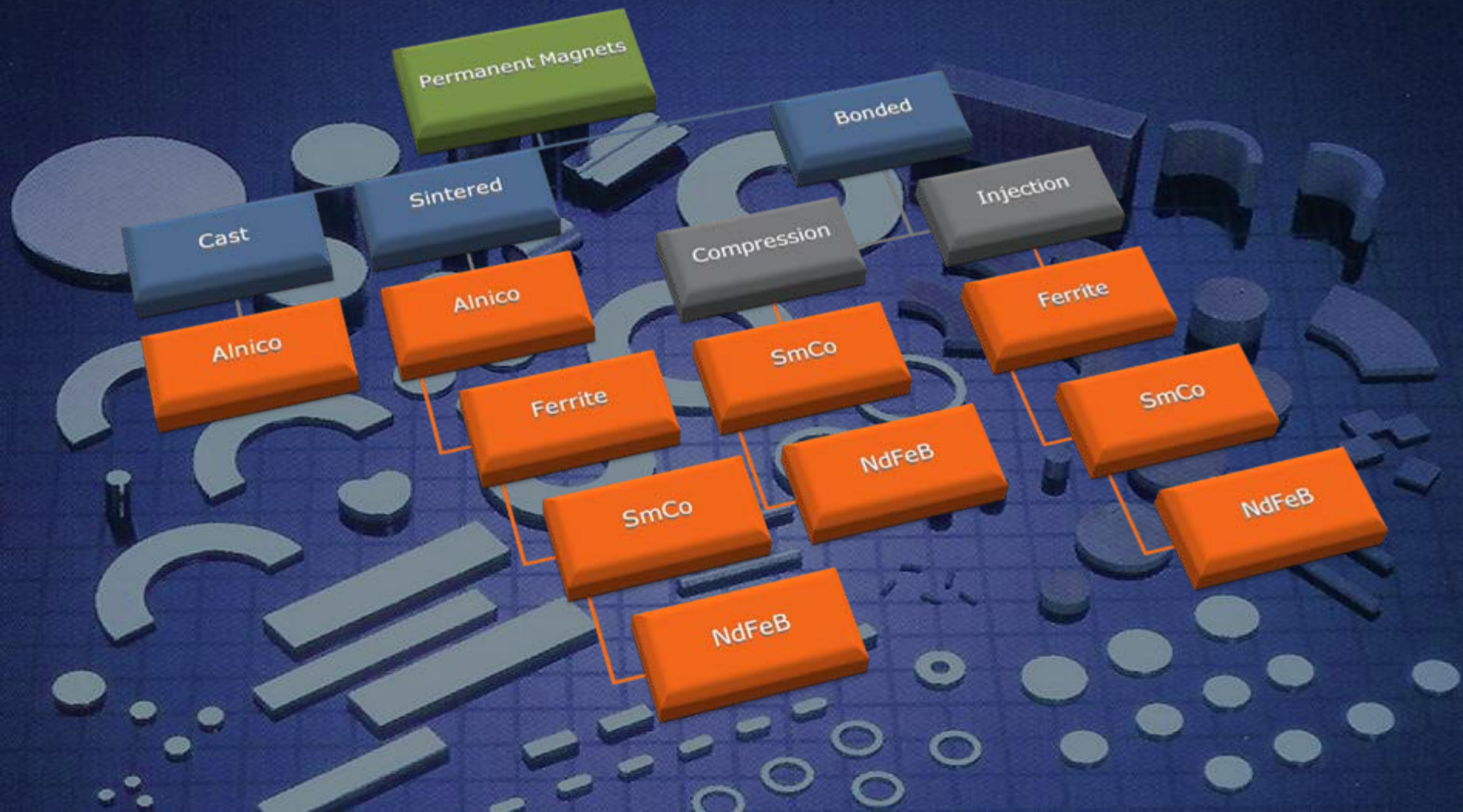
Main Industries Served



Alliance LLC Sales Growth



Available Magnet Materials



Sample Magnet Data Sheets



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		Typical	Minimum
Residual Induction Br	G	6,400	6,800
Coercive Force Hc	Oe	5,320	5,720
Intrinsic Coercive Force Hci	Oe		9,420
Max. Energy Product (BH)max	MGOe	10.3	?
Material Density	g/cm ³	4.5	
Max. Operating Temperature	C	150	
Temperature Coefficient for B	-%/C	0.03	
Temperature Coefficient for H	-%/C	0.30	
Required Magnetizing Force	Oe	25,000	
Material Composition	SmCo powder w/ various resins		

Injection Molded Samarium Cobalt magnets are made with SmCo powder compounded with a binder material which is then molded into highly complex shapes or co-injected with other materials to form complete assemblies. Very low magnetic degradation at elevated temperatures.

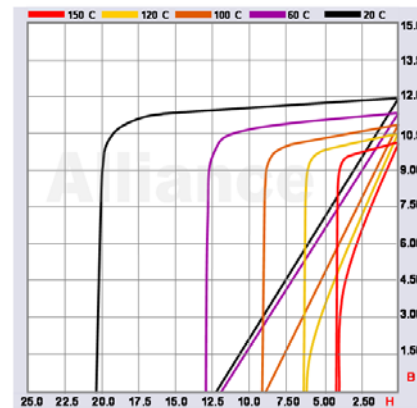
Inj Molded SmCo BIS-82

For more information please call or email Alliance technical support at:

Phone: 219-548-3799 Fax: 219-548-7071 email: engineering@allianceorg.com



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		Typical	Minimum
Residual Induction Br	G	13,300	13,700
Coercive Force Hc	Oe	10,800	11,200
Intrinsic Coercive Force Hci	Oe		14,000
Max. Energy Product (BH)max	MGOe	43	46
Material Density	Lb/in ³	.2673	
Max. Operating Temperature	C	100	
Temperature Coefficient for B	-%/C	0.11	
Temperature Coefficient for H	-%/C	0.60	
Required Magnetizing Force	Oe	60,000	
Material Composition	Nd, B, Fe, Dy, Co		

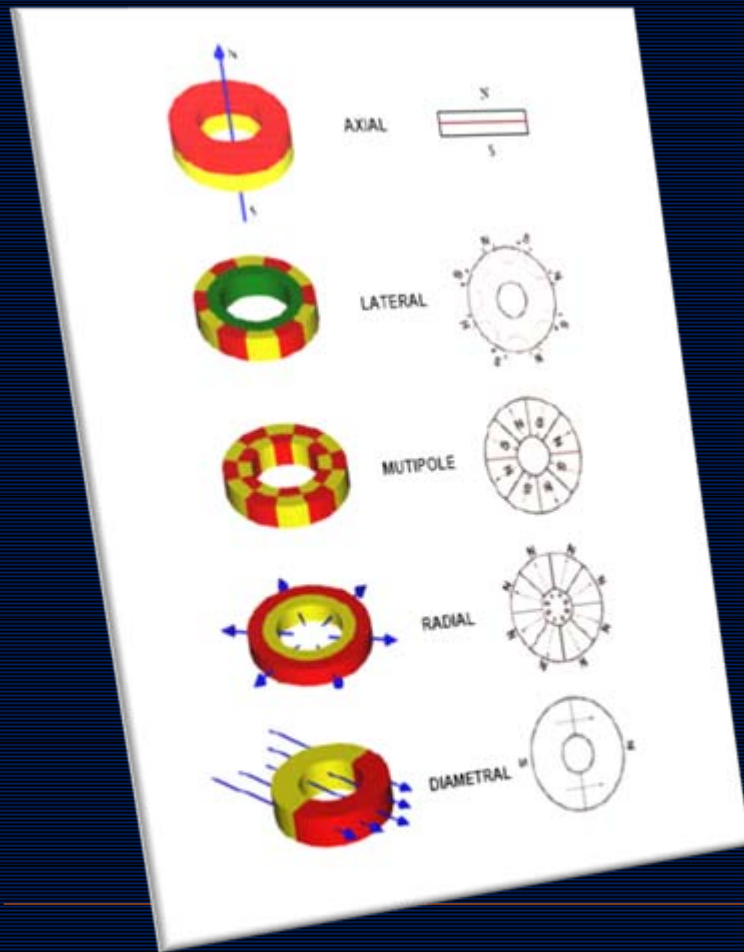
Neodymium Iron Boron magnets, also known as Rare Earths or Neo, have the highest energy product of all permanent magnet materials today. In most cases, no tooling charges exist. Various grades are available, depending on maximum operating temps.

NdFeB N-45M

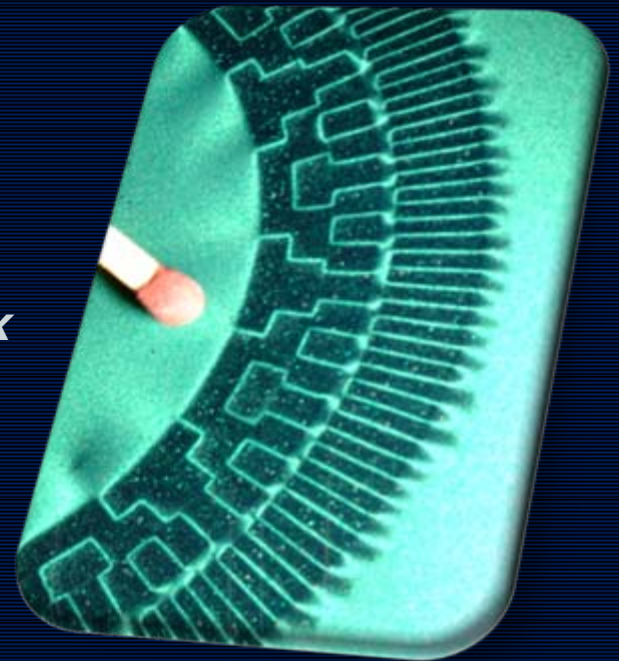
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Available Magnetization Types

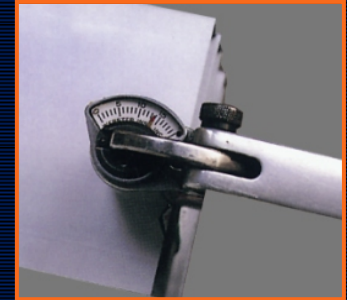


*Simple
to
Complex*



Testing and Quality Control

- Tri Axis and Standard Gaussmeters
- -40C to 300C Temperature Chamber
- Magnetization & Demagnetization
- 2" to 30" Helmholtz Coils
- Complete Metrology
- Functional Test Fixtures
- Fluxmeters
- Permeameter
- CMM



Why Choose Alliance?

PAYMENT TERMS

INVENTORY

INSPECTION

RETURNS GUARANTEE

Payment: **Alliance** offers Net 30-60 day payment per delivery with no fees such as wire transfer, L/C, etc. Payments can be made via ACH, EDI, check, PayPal, T/T. Deposits for blanket orders are not required.

China direct companies require advanced payment prior to parts being shipped, and in some cases, prior to them being made. Besides cash flow issues, this can be a major problem if the delivered parts are not made correctly.

Inventory: **Alliance** carries a large inventory of ordered parts. This allows for daily, weekly, or scheduled deliveries. Parts are available for overnight delivery using our own trucks for urgent cases.

China direct companies typically require large orders, forcing customers to purchase more than is necessary for current operations. When smaller shipments are accepted, freight costs are higher because individual pallet costs are roughly 30% more than container shipping.

Delivery: **Alliance** provides local delivery from one of our conveniently located warehouses. We handle all import customs documentation, fees, duties, and export regulations from China.

Products **direct from China** must have all paperwork properly filled out, requiring the use of a customs broker in China and a bonded one in the US. Knowledge of Chinese export regulations are crucial, as is knowledge of export quotas, US Anti-Dumping duties, and non-infringement of US patents.

Inspection: **Alliance** inspects its products, ensuring that they meet customers' requirements. We repair or replace products before they are shipped out to customers. We replace bulky ocean freight packing with lighter, more convenient, packing for local delivery.

Products **direct from China** may not comply to the required specifications, leaving you with parts that may have been prepaid and are non replaceable. Parts are normally crated in bulky non-manageable materials, forcing customers to spend time and money unpacking and discarding wood or metal crates.

Support: **Alliance** has a staff of engineers offering local technical and customer support. We have a complete testing laboratory capable of evaluating virtually all magnetic and physical properties.

Direct Chinese technical support is vague and not timely. Chinese factories have many orders and deadlines to meet, leaving little time for interaction with customers. Once an order is placed, communication is scarce until the next order.

Returns: If **Alliance** customers are not completely satisfied with their products, they may be returned at no charge for freight. We will provide credit, void the invoice, and fix or replace parts, paying for expedited air cargo if necessary.

When buying **direct from China**, customers who receive parts with damage or other errors will find it difficult to get credit or replacements. Typically, suppliers in China will place a burden on the customer to unequivocally prove that the parts do not meet specifications before a discussion can even be started about correcting the issue.