

FOR IMMEDIATE RELEASE:

Superior Graphite Launches Rebranding of Advanced Ceramic Powders Products

Chicago, IL (November 4, 2015)— Superior Graphite, a graphite and carbon solutions company, recently rebranded and unveiled a redesigned advanced ceramic powders product line, now called Sinter-Pur. While Superior Graphite's previous advanced ceramic powders product line HSC ("Hopkinsville Silicon Carbide") contained alpha and beta silicon carbide grades, leaving boron carbide as a separate brand, Sinter-Pur envelops all three: alpha and beta silicon carbide, as well as boron carbide powder grades. Nomenclature of all grades has been also changed to give better understanding of grade composition to the market. This rebrand will provide convenience for customers to navigate between the products, add simplicity in placing and tracking orders, and get additional analytical lab services if needed.

Innovating and meeting customer's needs since 1917, Superior Graphite is a specialty supplier of high-quality ceramic powders and the company holds up to the highest standards as an ISO-certified company. Thus, Superior Graphite employs state-of-the-art milling technologies to create Sinter-Pur—sinterable non-oxide ceramic powders, which are manufactured as virgin powders, as well as ready-to-press formulations.

Sinter-Pur product line brings quality, convenience, and product breadth to the market. *Quality* is showcased in strength and durability of the materials which are also lightweight. *Convenience* comes with vertical integration since powders, ceramic tiles and shapes are all produced in one facility; with enhanced capabilities, such as in-house water-jet cutting, grinding and surface conditioning; and with extensive analytical lab. *Product breadth* is defined by alpha and beta silicon carbide, and boron carbide all being produced in one facility.



About Superior Graphite

Delivering unparalleled quality since 1917, Superior Graphite specializes in thermal purification, and advanced sizing, blending and coating technologies, providing graphite and carbon-based solutions to a wide range of markets including: agriculture, battery, fuel cells, ceramics, carbon parts, ferrous and nonferrous metallurgy, friction, hot metal forming, composites, powder metals, lubricity, and drilling additives.

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