

# 2017 Media Kit

Publication for the peening, blasting, cleaning and vibratory finishing industries

- read in 78 countries  
- circulation 6463

**Vol. 16**  
**November**  
**Issue**  
**Year 2015**

Publication for the Peening, Blasting, Cleaning and Vibratory Finishing Industries

**Metal Finishing News INTERNATIONAL MFN**

Distributed in North & South America, Europe and Asia

**Optional practical evening classes**  
MFN Shot Peening Workshop in Germany 12-14 April, 2016 (see page 65)

Supported by  
Advanced Industrial Technology Centre

**15<sup>th</sup> MFN Asian Workshop & Trade Show in Singapore**  
1<sup>st</sup>-3<sup>rd</sup> December 2015 (see page 25)

**CHINA 2016 S'EXPO**  
Surface Finishing Expo

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page 12-13

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**ROLL WASCH**

**...ce, Your Results! (**

**Vol. 17**  
**March**  
**Issue**  
**Year 2016**

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**Optional practical evening classes**  
MFN Shot Peening Workshop in Germany 12-14 April, 2016 (see page 65)

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**OTEC**



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**Vol. 17**  
**July**  
**Issue**  
**Year 2016**

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**July**  
**Issue**  
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Publication for the Peening, Blasting, Cleaning and Vibratory Finishing Industries

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**Vol. 15**  
**September**  
**Issue**  
**Year 2014**

Publication for the Peening, Blasting, Cleaning and Vibratory Finishing Industries

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Distributed in North & South America, Europe and Asia

**adap**  
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**Peen Service**

**Almen Saturation Curve From A Statistical Perspective (p. 18-20)**

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# Circulation Information 2017

The purpose of Metal Finishing News (MFN) is to create a truly global platform to inform readers about applications, products and services in **peening, blasting, cleaning and vibratory finishing**. With a circulation of 6471 issues, mailed to 67 countries, MFN is pleased to be read on 5 continents (see detailed information in the tables below). Besides editorials received directly from companies in related industries, MFN regularly publishes inputs from universities around the globe. These contributions appear in a column called "Science Update". In addition, there are interviews with interesting personalities from the industry. There is a total of 9 columns written by a core team of around 20 authors from around the globe which are published in every issue.

The magazine is published every two months, in **January, March, May, July, September** and **November**.

In most issues one finds contributions from North & South America, Europe and Asia. It is distributed to decision-makers mainly in the **aviation, automotive, foundry and metal finishing industries**.



### Circulation North & South America

USA	1493
Canada	309
Brazil	98
Mexico	50
Argentina	19
Chile	5
Colombia	3
Ecuador	3
Peru	3
Puerto Rico	2
Bolivia	1
Costa Rica	1
Venezuela	1
<b>Sub-Total</b>	<b>1988</b>

### Circulation Europe

Germany	696	Czech Republic	11
France	248	Portugal	11
England	220	Russia	9
Spain	195	Greece	8
Italy	113	Hungary	8
Netherlands	93	Croatia	7
Switzerland	68	Denmark	5
Turkey	59	Ukraine	5
Poland	48	Scotland	4
Sweden	38	North Ireland	3
Belgium	37	Lithuania	2
Israel	32	Luxembourg	2
Romania	21	Belarus	1
Slovakia	19	Bosnia	1
Finland	18	Estonia	1
Ireland	17	Macedonia	1
Austria	16	Serbia	1
Norway	13		
<b>Sub-Total</b>	<b>2031</b>		

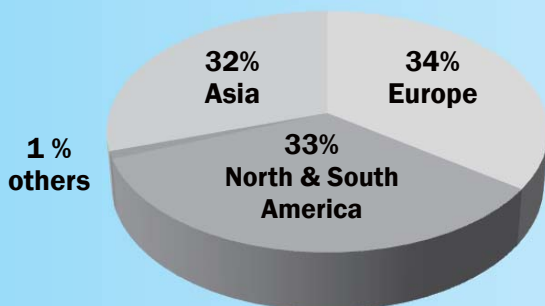
### Circulation Asia

China	889
Singapore	203
India	162
Japan	122
Malaysia	63
Taiwan	57
Thailand	36
Australia	28
Indonesia	27
Korea	24
Hong Kong	14
New Zealand	9
Philippines	2
Sri Lanka	2
Vietnam	1
<b>Sub-Total</b>	<b>1632</b>

### Circulation other regions

U A Emirates	33
South Africa	18
Pakistan	10
Jordan	6
Egypt	5
Bangladesh	3
Ethiopia	3
Malta	2
Saudi Arabia	2
Tunisia	2
Azerbaijan	1
Bahrain	1
Ghana	1
Nigeria	1
Oman	1
<b>Sub-Total</b>	<b>62</b>

**Mailed: 5713 ea.**  
**Distributed: 750 ea.**  
(at workshops & exhibitions, MFN training centres, etc.)  
**Total Worldwide: 6463 ea.**



**- circulation of 6463**  
**- read in 78 countries**

Metal Finishing News (MFN)  
Frohbergstrasse 38, 8620 Wetzikon, Switzerland  
Tel.: +41.44.831 2644, Fax: 831 2645  
www.mfn.li, info@mfn.li

# Print Advertisement Rates 2017

US\$ Price: Only for North America  
€ Price: Europe, Asia and Others

	1 x	3 x	6 x
full page no frame (hwx=297x210mm)	US\$ 1920 / € 1450	US\$ 1820 / € 1340	US\$ 1720 / € 1280
1/2 page vertical (hwx=250x85mm), horizontal (hwx=122x176mm)	US\$ 960 / € 730	US\$ 910 / € 670	US\$ 860 / € 640
1/3 page vertical (hwx=250x55mm), horizontal (hwx=80x176mm)	US\$ 640 / € 460	US\$ 605 / € 440	US\$ 570 / € 420
1/4 page vertical (hwx=122x85mm), horizontal (hwx=58x176mm)	US\$ 470 / € 360	US\$ 430 / € 330	US\$ 410 / € 310
<b>NEW:</b> 1/3 page vertical no frame special position on right page (hwx=297x55mm)	US\$ 960 / € 730	US\$ 910 / € 670	US\$ 860 / € 640

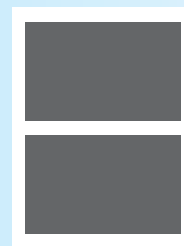
No agency commissions are offered, rates are non-commissional.



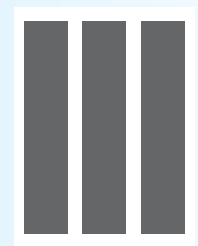
Full Page  
No Frame



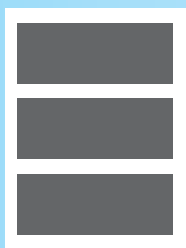
1/2 Page  
Vertical



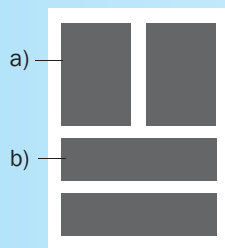
1/2 Page  
Horizontal



1/3 Page  
Vertical



1/3 Page  
Horizontal



a) 1/4 Page  
Vertical

b) 1/4 Page  
Horizontal



1/3 Page Vertical  
**SPECIAL POSITION**  
Right Page

Special position of advertisement is subject to charge as below:

- 1<sup>st</sup> cover: not sold
- 2<sup>nd</sup> cover: +30% (+US\$ 576/€ 435)
- 3<sup>rd</sup> cover: +20% (+US\$ 384/€ 290)
- 4<sup>th</sup> cover: +50% (+US\$ 960/€ 725)

Any other special position request:  
US\$ 200 / € 150

	2016	2017										
	Dec.	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.
issue		issue 1		issue 2		issue 3		issue 4		issue 5		issue 6
closing date <sup>(*)</sup>	10th. Dec.		10th. Feb.		10th. April		10th. June		10th. Aug.		10th. Oct.	

(\*): closing date for editorial contributions is 20 days earlier than the given date



**Metal Finishing News INTERNATIONAL**

# MFN Online Advertisement Rates 2017

Distributed in North & South America, Europe and Asia

**www.mfn.li: over 2'000 direct visitors(\*) per day and 60'000 per month!**

MFN made it one of its priorities to increase the number of direct visitors(\*) at www.mfn.li as much as possible. Choosing the shortest possible address, offering "A Value" at the home page, cooperating with leading exhibitions, local magazines, international organizations, placing partner-links, etc, constantly improved the rating. However, the largest impact is MFN's global database of nearly 250'000 e-mail addresses from the surface preparation industry. MFN sends far over 1.5 million e-mails/year that are all linked to www.mfn.li the web-site.

**Benefit from this success by placing an online banner ad, which compliments your print advertisement!**



Top Banner

Side Banner

**Automated Feedback:**

Every months customers get an automated E-mail to inform them about the number of visits to their banner.

**Web Statistic available:**

Depending on the month, there are significant differences in the number of direct visits(\*). However, MFN guarantees an average of 60'000 per month over a period of 12 months.

	size	100% visibility	per year (**)	per month (***)
<b>Side Banner</b>	W=160 pixels, H=56 pixels GIF file, maximum 15 KB	Side banners are visible in <u>every</u> menu <u>at all time</u> . Banner position rotates every time to maximise awareness of the web site. Number of banners limited to 26.	US\$ 3400 / € 2490 (20% discount to monthly rate)	US\$ 355 / € 260
<b>Top Banner</b>	W=323 pixels, H=63 pixels GIF file, maximum 27 KB	2 banners available, no rotation	US\$ 6240 / € 4600 (20% discount to monthly rate)	US\$ 650 / € 480

(\*): Direct visitors are those who deliberately visit a particular web page and these are the ones to be targeted. Web statistics available on request.

(\*\*): The enrolment will be extended automatically. Can be cancelled at any time after a 12-month minimum period.

(\*\*\*): 3 months minimum enrolment will be extended automatically. Can be cancelled at any time after a 12-month minimum period.

# “Search & Find” Registration Form

We hereby like to give MFN the order to enter our company in the “Search & Find” section of the magazine MFN for the price of US\$ 9.20 / € 6.20<sup>(\*\*)</sup> per line, category and issue for the following categories (please mark the requested categories). US\$ 45 / € 32 per issue for the optional 1st logo, US\$ 22.50 / € 16 per issue for all others. The minimum enrolment duration is 12 months (six issues), respectively 6 issues. The enrolment will be extended automatically; however, it can be cancelled at any time after the 12-month minimum period.

In addition, the companies that register for the print magazine, will also be listed online at “Search & Find” in the same categories

<sup>(\*\*)</sup>:  
US\$ Price: only for North America  
€ Price: only for Europe, Asia and others



cross if listing under this category is requested

## SUMMARY OF CATEGORIES

### PEENING & BLASTING INDUSTRIES

- |   | Listing                  | Logo                     |
|---|--------------------------|--------------------------|
| A1: Air Blasting Machines   | <input type="checkbox"/> | <input type="checkbox"/> |
| A2: Air Peening Machines  | <input type="checkbox"/> | <input type="checkbox"/> |
| A3: Manual Air Peening & Blasting Machines                                    | <input type="checkbox"/> | <input type="checkbox"/> |
| A4: CNC Air Peening & Blasting Machines                                       | <input type="checkbox"/> | <input type="checkbox"/> |
| A5: Wet Peening & Blasting Machines   | <input type="checkbox"/> | <input type="checkbox"/> |
| A6: Mobile Blasting Systems   | <input type="checkbox"/> | <input type="checkbox"/> |
| A7: Media Flow Rate Valve for Air Peening & Blasting                          | <input type="checkbox"/> | <input type="checkbox"/> |
| B1: Wheel Blasting Machines   | <input type="checkbox"/> | <input type="checkbox"/> |
| B2: Wheel Peening Machines  | <input type="checkbox"/> | <input type="checkbox"/> |
| B3: Peen Forming Machines   | <input type="checkbox"/> | <input type="checkbox"/> |
| B4: Job Shops for Peening & Blasting  | <input type="checkbox"/> | <input type="checkbox"/> |
| B5: Job Shops for Peen Forming  | <input type="checkbox"/> | <input type="checkbox"/> |
| B6: Ultrasonic Peening Machines & Job Shops                                   | <input type="checkbox"/> | <input type="checkbox"/> |
| B7: Laser Peening Machines & Job Shops  | <input type="checkbox"/> | <input type="checkbox"/> |
| B8: Deep Rolling Machines & Tools   | <input type="checkbox"/> | <input type="checkbox"/> |
| B9: Used Equipment  | <input type="checkbox"/> | <input type="checkbox"/> |
| C1: Spare Parts for Peening and Blasting Machines                             | <input type="checkbox"/> | <input type="checkbox"/> |
| C2: Portable Peening & Blasting Machines                                      | <input type="checkbox"/> | <input type="checkbox"/> |
| C3: Blast Rooms   | <input type="checkbox"/> | <input type="checkbox"/> |
| C4: ALMEN-Products (Strips, Gages, Blocks)                                    | <input type="checkbox"/> | <input type="checkbox"/> |
| C5: Nozzles for Peening & Blasting  | <input type="checkbox"/> | <input type="checkbox"/> |
| C6: Dust Collectors for Blasting & Peening                                    | <input type="checkbox"/> | <input type="checkbox"/> |
| C7: Media Classification, Sieves and Spiral Separators for Peening & Blasting | <input type="checkbox"/> | <input type="checkbox"/> |
| C8: I.D. Pipe Blast/Peen Nozzles & Tools                                      | <input type="checkbox"/> | <input type="checkbox"/> |
| D: Residual Stress & Stress Profiles Measurement                              | <input type="checkbox"/> | <input type="checkbox"/> |

### E: Media of all Kinds (Peening & Blasting)

- |                                      | Listing                  | Logo                     |
|--------------------------------------|--------------------------|--------------------------|
| E1: Media, Cut Wire                  | <input type="checkbox"/> | <input type="checkbox"/> |
| E2: Media, Cut Wire, Stainless Steel | <input type="checkbox"/> | <input type="checkbox"/> |
| E3: Media, Cut Wire, Aluminum        | <input type="checkbox"/> | <input type="checkbox"/> |
| E4: Media, Cut Wire, Zinc            | <input type="checkbox"/> | <input type="checkbox"/> |
| E5: Media, Cut Wire, Copper          | <input type="checkbox"/> | <input type="checkbox"/> |
| E6: Media, Cast Steel Shot           | <input type="checkbox"/> | <input type="checkbox"/> |
| E7: Media, Cast Stainless Steel Shot | <input type="checkbox"/> | <input type="checkbox"/> |
| E8: Media, Customized Solutions      | <input type="checkbox"/> | <input type="checkbox"/> |
| E9: Media, Steel Grit                | <input type="checkbox"/> | <input type="checkbox"/> |
| E10: Media, Stainless Steel Grit     | <input type="checkbox"/> | <input type="checkbox"/> |
| E11: Media, Aluminium Oxide          | <input type="checkbox"/> | <input type="checkbox"/> |
| E12: Media, Cast Zinc Shot           | <input type="checkbox"/> | <input type="checkbox"/> |
| E13: Media, Glass Bead               | <input type="checkbox"/> | <input type="checkbox"/> |
| E14: Media, Ceramic                  | <input type="checkbox"/> | <input type="checkbox"/> |
| E15: Media, Plastic                  | <input type="checkbox"/> | <input type="checkbox"/> |
| E16: Media, Walnut Shell             | <input type="checkbox"/> | <input type="checkbox"/> |
| E17: Media, Paint Stripping          | <input type="checkbox"/> | <input type="checkbox"/> |
| E18: Media, Garnet / Micro Garnet    | <input type="checkbox"/> | <input type="checkbox"/> |

### VIBRATORY FINISHING INDUSTRIES

- |   |                          |                          |
|---|--------------------------|--------------------------|
| F1: Vibratory Finishing Equipment           | <input type="checkbox"/> | <input type="checkbox"/> |
| F2: Vibratory Finishing Chips and Compounds | <input type="checkbox"/> | <input type="checkbox"/> |
| F3: Job Shops for Vibratory Finishing       | <input type="checkbox"/> | <input type="checkbox"/> |

### CLEANING INDUSTRIES

- |                                      |                          |                          |
|--------------------------------------|--------------------------|--------------------------|
| G: Cleaning                          | <input type="checkbox"/> | <input type="checkbox"/> |
| H: Training & Test Centres           | <input type="checkbox"/> | <input type="checkbox"/> |
| I: Consulting & Engineering Services | <input type="checkbox"/> | <input type="checkbox"/> |

**Text:** (entry shall have a maximum of 26 characters per line, minimum of 4 lines/category)

- line 1 \_\_\_\_\_ (Company Name)
- line 2 \_\_\_\_\_ (e.g. Street / P.O. Box)
- line 3 \_\_\_\_\_ (e.g. Zip Code / Country)
- line 4 \_\_\_\_\_ (e.g. Tel. / Fax)
- line 5 \_\_\_\_\_ (e.g. E-mail)
- line 6 \_\_\_\_\_ (e.g. Home Page)
- etc. \_\_\_\_\_ (Additional Text, e.g. Brand Name)

Calculation Example for one Category and Issue:

**Logo** (E-mail logo separately in JPG format)

Example Ltd  
90000 Example City  
Tel: 0000.999999

(Date, Signature, Company Stamp, Name in Print)

Mail or fax to:

Metal Finishing News, Frohberstr. 38  
8620 Wetzikon - Switzerland  
Fax: +41.44.831 2645

(or use on-line registration at [www.mfn.li/advertisement](http://www.mfn.li/advertisement))

- in total, 3 lines for US\$ 9.20 / € 6.20<sup>(\*\*)</sup> per line and category
- 3 x 9.20 = US\$ 27.60 per category
- US\$ 45 / € 32 per issue for 1st logo (US\$ 22.50 / € 16 per issue for all others)
- minimum duration of contract is 1 year (6 issues)
- invoicing for 3 issues in advance, -enrolment will be extended automatically

# Regular Columns at MFN

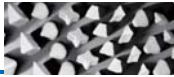
Good columns and editorials are the backbone of every magazine. MFN places great emphasis on its regular columns in order to ensure that its published texts maintain the best possible quality standards. A core team of about twenty highly-qualified specialists in different fields from around the globe have been handpicked to write nine columns, published in every issue. This is an unusually high number of features for a magazine in the surface preparation industry and allows MFN to create its own unique image within the publishing world. The columns are supplemented with editorials and press releases from the industry.



## Science Update

This three-page column is designed to inform about the latest scientific developments and technologies in metal finishing from around the globe. MFN has a number of authors from universities and research institutes who publish in this column on a frequent basis. Greatest care is taken in the selection of the topics and authors. Being an international magazine we have authors from North and South America, Europe and Asia, all together from over 10 countries. With this feature, MFN wishes to maximise the interaction between scientists and industries to create a mutually-beneficial relationship.

## Good Vibrations



Covering the diverse field of vibratory (mass) finishing this column provides unbiased application examples, latest equipment and process developments, product news and industry facts. Both contributing editors have many years experience in the field of metal finishing and both share the same passion for the industry in which they work. With applications from aerospace to automotive, machine shops to foundries the technique of vibratory finishing is common place so the features in this column are always interesting and varied. Vibratory (mass) finishing does not replace shot blasting or shot peening - it is a complementary process that runs side by side.



by Paul Rawlinson,  
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by Dirk Gather,  
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by Thomas Hogenkamp,  
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## STANDARDS FORUM

Processes within our industry are governed by published specifications and standards, so knowledge of these standards is a key ingredient to a successful enterprise. The Standards Forum allows the dissemination and examination of industry standards and specifications. New and revised standards are announced and the principal areas of interest or change are identified and explained. Readers are invited to send enquiries or information about standards so that the knowledge can be shared throughout the industry. The contributing editor for this column also engages other MFN specialists to participate in articles which benefit from their particular expertise.



by Paul Huyton,  
MFN Course Director  
World Wide  
E-mail: Paul@mfn.li



## Off the Beaten Track...

One day, the editor of MFN asked me to consider writing a new column, something that would offer readers a short break from the magazine's fine technical articles.

"Great!", I replied enthusiastically, but then I paused. "What am I supposed to write about?", I asked.

"About anything you want, as long as you make it interesting", came the reply.

With this rather broad objective in mind, I pondered my options. Like a small fish which suddenly finds itself swimming in the sea after a lifetime spent in a fishbowl, I had no idea which way to turn. The only thing that came relatively easy was the title, "Off the Beaten Track", which I hoped would convey the spirit of the column.

For the rest, I'm still trying hard, more often struggling, to "make it interesting"!



By Giovanni Gregorat,  
Contributing Editor MFN  
E-mail: giovanni@mfn.li

# Interview

Readers will find at least one or two interviews in every issue. MFN talks with interesting personalities and key figures, most often company owners or senior management, from corporations around the globe in order to gain an insight into the strategies and concepts which enable them to run their businesses successfully. Personal background stories and original, at times unusual, points of view are presented in a lively and eye-catching format.



## TRAINER COLUMN

The MFN Trainer Column is written by one of our MFN trainers or by the editorial staff. MFN has designed different training courses and this column is a platform for the trainers to communicate with their readers. This editorial informs about training means and philosophies, process education and technology. MFN has over 30 trainers from 15 countries and offers courses in 8 languages. For more information about the trainers, see our website [www.mfn.li/trainers](http://www.mfn.li/trainers).

## NEWSBEAT



Rather than present a prearranged list of dry and impersonal questions and answers exchanged via e-mail, Newsbeat offers face-to-face interviews held in person or by videoconference calls with leading figures drawn from a broad spectrum of industries, ranging from aerospace to automotive, from shot peening to surface treatment and more.



By Rosanne Baiker,  
MFN Vice President and  
Business Development  
E-mail: rosanne@mfn.li

By encouraging relaxed and friendly conversations with the interviewees, our Contributing Editor attempts to bring out the human side of the personalities whose commitment and experience contribute to the success of the industries for which they work.

Readers are thus given the opportunity to learn more about leading companies and about the professional figures behind them.



## Nadcap - The Column

This column has been designed to provide MFN readers with current news about Nadcap, the leading worldwide cooperative program of major companies designed to manage a cost-effective consensus approach to special processes and products and provide continual improvement within the aerospace and automotive industries. Nadcap is the flagship program of PRI, a not-for-profit organization which provides value-added Customer Solutions & Support to Industry in the form of process, product and personnel qualification, professional development and cutting-edge technology. Comprehensive, product and personnel quality in any industry requires significant commitment and resources. The Performance Review Institute (PRI) works closely with Industry to achieve these goals together. As a result the Nadcap model is being applied to several PRI programs and initiatives such as NUCAP (Nadcap Users Compliance and Audit Program), QPLs (Qualified Products Listings), and emerging programs such as eQuaLearn quality professional development programs.



## Shot Peening in the Automotive Industry

The automotive sector is one of the main fields of application of shot peening, both in terms of production volumes and of the technological effort required to achieve the desired results. This is even truer now that the automotive market is becoming global and more and more competitive. Our Contributing Editors give an updated panorama about shot peening applications in the automotive environment and point out the problems that can arise when shot peening is applied to car components, giving their point of view, both academic and industrial, on how to solve them. Our Editors discuss particular cases, historical episodes or curious anecdotes, all part of their professional experience, making the column both interesting and pleasant to read. Enjoy this column!



by Michele Bandini (Ph.D.)  
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