

Catalus Corporation

End-To-End PM Solutions for Cost and Design Optimization

The genesis of Catalus Corporation has been a cornerstone in the landscape of new-age powder metallurgy. They started as a carbon plant in 1939 and expanded their focus to powder metallurgy in the 1950s. Earlier known as SMC Powder Metallurgy, they recently rebranded themselves to Catalus to convey their catalytic impact in the industry in embracing PM-friendly methodologies and creating new innovative products that meet the current industry demands. Today, with their rich heritage and expertise, they are one of the powder metallurgy leaders, helping companies leverage the opportunities of converting non-PM components into PM parts. “We rebranded to better differentiate ourselves in the market and not limit ourselves to powdered metal products,” mentions David Parsons, the Vice President of Sales at Catalus.

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Stephen Lanzel

Catalus is primarily engaged in conversions of non-PM components into PM parts across several market segments. These conversions have made it possible to develop metal parts in more manageable and cost-effective ways with better finishing than earlier. Their diverse product catalog comprises a wide range of products, including manufacturing engine components, oil segments, gears, and sprockets in the automotive industry to lawnmowers, generators for outdoors, and parts for marine and recreation sectors. One of the key factors helping them succeed in product diversification is their large press sizes that enable efficient production of large and small-sized components.

Over these years, Catalus has assisted OEMs as well as suppliers, extending complete support with assemblies and design assistance. In addition to this, Catalus has a seminar, called PM101, for the clients to develop a thorough understanding of powder metallurgy and efficiently incorporate PM friendly methodologies into their manufacturing. “We offer PM 101, which is an introduction to the powdered metal process

for people who are not familiar with it,” mentioned David.

Substantiating the opportunities of converting non-powdered metal parts to powdered metal, David narrates a case study of manufacturing an engine’s access cover that transfers oil. Catalus promised a compact one-piece design with zinc-nickel plating for resisting corrosion that can also reduce leakage. The final PM product is cost-effective, lesser in weight by 25 percent, and is less bulky, making it easier to ship across borders.



David Parsons

As a strategy to stay ahead of the competition, Catalus’ culture encourages change to ensure their equipment and processes are up-to-date. They have invested in an on-site materials laboratory for conducting metallurgical tests. They further participate in the MPIF Test Methods Assurance Program (TMAP) for validation of testing processes and results. They also have representatives on Metal Powders Industries Federation and Powder Metallurgy Parts Association committees that helps them learn more about PM’s current trends, improve processes, and excel in the industry.

Today, under the massive impact of COVID-19, Catalus has redefined and improvised some of their existing workflows. They have switched over to virtual client meetings from the old, face-to-face visits. Now they can engage a bigger audience and share screens, navigate the changes in designs on the fly, and assess the impact. Likewise, the manufacturing group is working on automating processes more for greater efficiency.

As Catalus has grown as a powder metal parts producer, much of the credit goes to its team led by Stephen Lanzel, President and CEO of Catalus. They have effortlessly imbibed the family culture among the workforce that motivates them towards serving their clients and provide the best customer services. With the engineering and sales professionals working in synchronization, their integrated team provides better engineering collaboration and customer support. Besides the existing workforce and facilities, with the new development at St. Marys designed for powder metal products flow, Catalus is looking forward to housing the state of the art equipment and expanding their R&D. With Catalus’ innovative PM solutions, unique team approach, and commitment towards customer loyalty, they have rightly preserved their rich heritage in the industry. 