



**buyCASTINGS.com--**

*A New Institute Member  
With a New Idea for a Casting  
Industry in the New Millennium*

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BuyCASTINGS, is a new member of the Investment Casting Institute in 2001 with a new idea for a casting industry entering the new millennium.

The company is an independent business-to-business (B2B) e-marketplace where, buyers/designers, foundries, and suppliers to the metal casting industry come together as a community to take advantage of the efficiencies of e-commerce.

BuyCASTINGS facilitates business-to-business e-commerce for the metal casting industry. More than \$45 billion worth of castings and related supplies are bought and sold in the United States, and the market is more than \$120 billion worldwide. There are 3000 metal casters in the United States, with more than 450 of them in Ohio, which leads the nation.

Officials indicate the company gets three to five customers a week over the Internet. The customers, which include GE, P&G, Raytheon, Siemens, Mac, Trane, Phillips Electric, Superior Tool Co., Honeywell, SemiTool, Ingersoll-Rand and others (more than 250 Buyers), place purchase requests that are matched with the qualified foundries and supplier members on the site.)

More than 450 foundries and suppliers worldwide, from Germany, Australia, India, Israel, France, United States, and several other countries, are now participating.

Since inception in February 2000, the site has gained an average of one new foundry or supplier a day. The traffic is up significantly; the site is now getting over 4000 new visitors per week.

Neil Chaudhry, vice president, business development, indicated the slow economy during the last several months has actually helped buyCASTING's business.

"As more and more businesses look to cut costs and look for new customers, they are looking at the Internet as a tool to do that." he said.

The pilot phase, through October 2000, was funded by The Edison Materials Technology Center (EMTEC) of Kettering, OH.

The site and the associated assets were sold by EMTEC to Bob Dzugan and Neil Chaudhry, founder and cofounder, respectively, of buyCASTINGS Inc.

Since then, buyCASTINGS has built a team of partners including: Information Technology and Consulting Inc. (ITaC) of Kettering, OH to redesign and upgrade the website as well as build the e-commerce transaction functionality; The AGM Group LLC of Cincinnati, OH for marketing and sales assistance; New Economy Strategy of Cincinnati, OH as chief strategic officer; Deloitte & Touche of Dayton, OH for financial advice and assistance; and, Coolidge, Wall, Womsley & Lombard and Thompson Hine & Flory LLP, both of Dayton, OH for legal advice and assistance. BuyCASTINGS is looking for additional partners and investors to expand its marketing and sales operations worldwide.

BuyCASTINGS now has seven people in three offices in Ohio and Pennsylvania and expects to be profitable in its first full year of operation.

The company recently announced it has negotiated volume discounts with three major partners/suppliers in the last few months to help its member companies save money.

With these partnership agreements, all businesses using [www.buyCASTINGS.com](http://www.buyCASTINGS.com) may receive discounts on any purchases of freight/shipping, computer supplies, and now energy services, including electricity and natural gas. Member businesses may realize additional net savings of up to 5%.

In addition, buyCASTINGS has received approximately \$30 million in requests for quotes for metal castings and supplies in the past three months.

For further information, contact Chaudhry at 937-259-1317 or 1-866-buyCASTINGS, email: [nchaudhry@buyCASTINGS.com](mailto:nchaudhry@buyCASTINGS.com), or visit [www.buycastings.com](http://www.buycastings.com).