



CALIFORNIA ENVIRONMENTAL PROTECTION AGENCY
Department of Toxic Substances Control

Media Advisory

Maziar Movassaghi, Acting Director

FOR IMMEDIATE RELEASE

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DTSC Recognizes Central Valley Firm For Pollution Prevention

SACRAMENTO – The California Department of Toxic Substances Control (DTSC) will honor the Valley Chrome Plating and its president Ray Lucas for taking steps to significantly prevent pollution in the Clovis/Fresno area and leading the industry in greening their business. Valley Chrome, which joined DTSC's Metal Finishing Model Shop program in 2008 implemented a "cleaner, greener way" to manufacture truck bumpers and truck accessories. Click here for pictures of trucks. <http://tinyurl.com/2bgvm53>

An award ceremony will be held on Thursday Oct 7th 2010, followed by a media tour of the facility.

During the past two years, DTSC experts helped Valley Chrome make its business more environmentally friendly and reduce pollution. The company, a leading manufacturer of truck bumpers and accessories, has now switched chemicals used during its manufacturing process from hexavalent chrome, a carcinogen, to trivalent chrome, which is much less toxic. This means:

- Eliminating about 3,000 pounds per year of potential lead waste that could have ended up in landfills
- Eliminating 6,000 pounds per year of hexavalent chrome waste.
- A safer, less-toxic manufacturing process

By participating in DTSC's Metal Finishing Model Shop program, Valley Chrome has demonstrated its commitment to being "green" while aiming for innovation and industry leadership.

WHAT: Award ceremony for Valley Chrome Plating, followed by a media tour of the facility.

WHO: Maziar Movassaghi, Acting Director DTSC ,
Ray Lucas, President of Valley Chrome

WHEN: Thursday Oct 7th, noon Valley Chrome, 1000 Hoblitt, Clovis, CA

Visuals include tour of facility

DTSC's Metal Finishing Model Shop program helps companies to reduce the wastes they create, and the expense of dealing with that waste. The Metal Finishing Model Program is a partnership between industry and regulatory agencies.

<http://www.dtsc.ca.gov/PollutionPrevention/MFMS/index.cfm>

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FOR GENERAL INQUIRIES: Contact the Department of Toxic Substances Control by phone at (800) 728-6942 or visit www.dtsc.ca.gov. To report illegal handling, discharge, or disposal of hazardous waste, call the Waste Alert Hotline at (800) 698-6942.

The Mission of the Department of Toxic Substances Control is to provide the highest level of safety, and to protect public health and the environment from toxic harm.