

From: Leaser, Andrew C.

Sent: 6/27/2014 7:31:59 PM

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Subject: U.S. TRADEMARK APPLICATION NO. 76706714 - METAL PREP - 61908-3266 - Request for  
Reconsideration Denied - Return to TTAB - Message 1 of 0

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Attachment Information:

Count: 6

Files: metalprep01b.jpg, metalprep02b.jpg, metalprep03b.jpg, evidence04-1.jpg, evidence04-2.jpg,  
76706714.doc

**UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)  
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION**

**U.S. APPLICATION SERIAL NO.** 76706714

**MARK:** METAL PREP



**CORRESPONDENT ADDRESS:**

Lisa R. Hemphill

GARDERE WYNNE SEWELL LLP, IP SECTION

1601 ELM ST STE 3000

DALLAS, TX 75201-4761

**GENERAL TRADEMARK INFORMATION:**

<http://www.uspto.gov/trademarks/index.jsp>

**APPLICANT:** NCI Group, Inc.

**CORRESPONDENT'S REFERENCE/DOCKET NO:**

61908-3266

**CORRESPONDENT E-MAIL ADDRESS:**

**REQUEST FOR RECONSIDERATION DENIED**

**ISSUE/MAILING DATE:**

This Office action is in response to applicant's response filed on June 2, 2014.

This application was initially refused on the ground that the applied-for mark is merely descriptive. Applicant was advised that the applied-for mark appeared to be generic as well. After the refusal was made final, applicant amended to seek registration on the Supplemental Register. The application was then refused on the ground that the applied-for mark was generic and incapable of registration. In response to that refusal, applicant appeared to indicate that the applied-for mark had acquired distinctiveness. The examining attorney treated applicant's response as a request to register the applied-for mark on the Principal Register under Trademark Act Section 2(f), with an alternative request to register the mark on the Supplemental Register. Both requests were refused on the grounds that the applied-for mark is generic (and incapable of registration on either register), or it is so highly descriptive that applicant's evidence is insufficient to demonstrate that the applied-for mark has acquired distinctiveness and thus is unregistrable on the Principal Register in any event (the Supplemental Register would be available to applicant if the applied-for mark is determined not to be generic but the evidence of acquired distinctiveness is found to be deficient).

The trademark examining attorney has carefully reviewed applicant's response and is denying the request for reconsideration for the reasons stated below. See 37 C.F.R. §2.64(b); TMEP §§715.03(a)(2)(B), (a)(2)(E), 715.04(a).

#### SECTION 2(e)(1) REFUSAL – DESCRIPTIVE / NO ACQUIRED DISTINCTIVENESS

As indicated below, the applied-for mark is generic in connection with applicant's services. A generic mark is incapable of acquiring distinctiveness. See 15 U.S.C. §1052(f); *In re Bongrain Int'l (Am.) Corp.*, 894 F.2d 1316, 1317 n.4, 13 USPQ2d 1727, 1728 n.4 (Fed. Cir. 1990); *H. Marvin Ginn Corp. v. Int'l Ass'n of Fire Chiefs, Inc.*, 782 F.2d 987, 989, 228 USPQ 528, 530 (Fed. Cir. 1986); TMEP §1212.02(i). However, if the applied-for mark is ultimately determined not to be generic by an appellate tribunal, then the refusal of registration based on the applied-for mark being descriptive of applicant's services is continued and maintained for the reasons specified in the previous Office actions. Trademark Act Section 2(e)(1), 15 U.S.C. §1052(e)(1); see TMEP §§1209.01(b), 1209.03 *et seq.* Indeed, applicant acknowledges in its request for reconsideration that the mark is descriptive.

When asserting a Trademark Act Section 2(f) claim, the burden of proving that a mark has acquired distinctiveness is on the applicant. *Yamaha Int'l Corp. v. Yoshino Gakki Co.*, 840 F.2d 1572, 1578-79, 6 USPQ2d 1001, 1004 (Fed. Cir. 1988); *In re Meyer & Wenthe, Inc.*, 267 F.2d 945, 948, 122 USPQ 372, 375

(C.C.P.A. 1959); TMEP §1212.01. Applicant argues that the applied-for mark has acquired distinctiveness based on substantially exclusive and continuous use of the mark in commerce “for over forty years.” However, as noted in the previous Office action and the evidence attached herein, even an allegation of 40 years of use is insufficient to show acquired distinctiveness because the applied-for mark is highly descriptive of applicant’s services. *In re Outdoor Recreation Grp.*, 81 USPQ2d 1392, 1399 (TTAB 2006); *In re Kalmbach Publ’g Co.*, 14 USPQ2d 1490, 1492 (TTAB 1989); TMEP §1212.05(a).

Thus, applicant’s evidence is insufficient to establish that the applied-for mark has acquired distinctiveness, and the applied-for mark is refused registration on the Principal Register under Trademark Act Section 2(e)(1).

#### SECTION 23(c) REFUSAL – APPLIED-FOR MARK IS GENERIC

On April 11, 2013, applicant amended the application to seek registration on the Supplemental Register in response to the Section 2(e)(1) refusal as part of a request for reconsideration. Then, in applicant’s November 6, 2013, request for reconsideration, applicant indicated that amendment to the Supplemental Register should be made in the alternative to registration on the Principal Register under Section 2(f). Registration is alternatively refused on the Supplemental Register because the applied-for mark is generic and thus incapable of distinguishing applicant’s services. Trademark Act Section 23(c), 15 U.S.C. §1091(c); *see* TMEP §§1209.01(c) *et seq.*

Determining whether a mark is generic requires a two-step inquiry:

- (1) What is the genus of services at issue?
  
- (2) Does the relevant public understand the designation primarily to refer to that genus of services?

*In re 1800Mattress.com IP, LLC*, 586 F.3d 1359, 1363, 92 USPQ2d 1682, 1684 (Fed. Cir. 2009) (quoting *H. Marvin Ginn Corp. v. Int’l Ass’n of Fire Chiefs, Inc.*, 782 F.2d 987, 989-90, 228 USPQ 528, 530 (Fed. Cir. 1986)); TMEP §1209.01(c)(i).

Regarding the first part of the inquiry, the genus of the services is often defined by an applicant's identification of services. See *In re Cordua Rests. LP*, 110 USPQ2d 1227, 1229 (TTAB 2014) (citing *Magic Wand Inc. v. RDB Inc.*, 940 F.2d 638, 640, 19 USPQ2d 1551, 1552 (Fed. Cir. 1991)).

In the present case, the identifications state that applicant cleans, paints, and slits steel coils. Thus, this is the genus of the services.

Regarding the second part of the inquiry, the relevant consumer would be those interested having steel coils cleaned, painted, and slit. As such, the inquiry must be whether these relevant consumers understand "metal prep" to refer to the cleaning, painting, and slitting of steel coils.

Here, the applied-for mark is a "compound term" made up of a combination of two words, namely, "metal" and "prep." For a mark that is a generic "compound term," the evidence of record must show that each of the constituent words is generic, and that each word retains its generic meaning when combined such that the composite formed is generic and does not create a different, non-generic meaning. See *In re Gould Paper Corp.*, 834 F.2d 1017, 1018-19, 5 USPQ2d 1110, 1111-12 (Fed. Cir. 1987); *In re Wm. B. Coleman Co.*, 93 USPQ2d 2019, 2021 (TTAB 2010); TMEP §1209.01(c)(i).

Here, the services involve "steel coils," and "steel" refers to a type of metal. See, e.g., Merriam-Webster, <http://www.merriam-webster.com/dictionary/steel> (defining "steel" as "a strong, hard metal made of iron and carbon"). Thus, the word "METAL" in the applied-for mark refers to a key characteristic or feature of the services, and the name of a key characteristic or feature of services may be generic for those services. See, e.g., *In re Eddie Z's Blinds & Drapery, Inc.*, 74 USPQ2d 1037, 1042 (TTAB 2005) (holding BLINDSANDDRAPERY.COM generic for online retail store services featuring blinds, draperies, and other wall coverings); *In re Candy Bouquet Int'l, Inc.*, 73 USPQ2d 1883, 1888 (TTAB 2004) (holding CANDY BOUQUET generic for "retail, mail, and computer order services in the field of gift packages of candy"). Thus, the word "METAL" is generic in connection with applicant's services.

The word "prep" is an abbreviation of "preparation." Merriam-Webster, <http://www.merriam-webster.com/dictionary/prep>. The word "preparation" refers to "the action or process of making something ready for use or service." *Id.* at <http://www.merriam-webster.com/dictionary/preparation>. Applicant cleans, paints, and slits steel coil for others. Thus, applicant is making the steel coils ready for use by others by cleaning, painting, and slitting the steel coils. Indeed, applicant's specimen of use states that it "cleans, pretreats and roll applies coatings in a continuous process for use in a wide variety of structural shapes," and applicant's website states that it provides "prepainted hot rolled steel for use

in metal building applications and other manufactured products.” See Metal Prep, *Facilities*, [http://www.metal-prep.com/about\\_facilities.html](http://www.metal-prep.com/about_facilities.html). As such, the word “PREP” is also generic because it names the services being provided. The fact that “PREP” could refer to services other than cleaning, painting, or slitting does not mean that it would not be understood by the relevant consumer as also referring to these services. A consumer interested in having steel coils cleaned, painted, and slit would primarily understand “PREP” to refer to these services.

Both “METAL” and “PREP” are generic when considered in relation to applicant’s services. Thus, the applied-for mark METAL PREP is the combination of two generic terms joined to create a compound that indicates that applicant makes metal ready for use by others. The relevant consumer would understand METAL PREP to primarily refer to making metal in the nature of steel coils ready for use by others by cleaning, painting, and slitting the steel coils. As such, the applied-for mark is generic and incapable of registration. See *In re Wm. B. Coleman Co.*, 93 USPQ2d 2019, 2025 (TTAB 2010) (finding ELECTRIC CANDLE COMPANY generic for “light bulbs; lighting accessories, namely, candle sleeves; lighting fixtures”):

Thus, *Gould*-type evidence showing the generic nature of the two terms is sufficient to establish that the separate terms retain their generic significance when joined to form a compound that has “a meaning identical to the meaning common usage would ascribe to those words as a compound.” *In re Gould Paper Corp.*, 5 USPQ2d 1110, 1111-12 (Fed Cir. 1987). The space between the generic terms “electric candle” and “company” does not disqualify this type of proposed mark from the *Gould* analysis. If anything, the terms appearing as they should in normal usage make it even more common. There is no logical basis upon which to conclude that *Gould* would have yielded a different result if the mark had been SCREEN WIPE rather than SCREENWIPE. Therefore, the *Gould* analysis applies under these circumstances.

Even if the applied-for mark is considered a “phrase,” it would still be generic. For a mark that is a generic “phrase,” the evidence of record must show that the composite mark, as a whole, is used generically and thus would be perceived by the relevant purchasing public as a generic phrase when used in connection with the relevant services. See *In re Dial-A-Mattress Operating Corp.*, 240 F.3d 1341, 1345-46, 57 USPQ2d 1807, 1810-11 (Fed. Cir. 2001) (quoting *In re Am. Fertility Soc’y*, 188 F.3d 1341, 1348-49, 51 USPQ2d 1832, 1837 (Fed. Cir. 1999)); *Alcatraz Media, Inc. v. Chesapeake Marine Tours Inc.*, 107 USPQ2d 1750, 1760 (TTAB 2013); TMEP §1209.01(c)(i). In the previous Office actions, the examining attorney attached evidence showing third parties using “metal prep” generically in connection with services involving making metal ready for use. As noted by applicant, this evidence includes use of “metal prep” to refer to “wet spray painting” and “cleaning.” See also:

- 3M, *Scotch-Brite Cleaning and Flap Brushes*, [http://multimedia.3m.com/mws/mediawebserver?mwsId=SSSSuH8gc7nZxtUnx\\_e4xm1evUqe17zHvTSevTSevTSeSSSSSS--](http://multimedia.3m.com/mws/mediawebserver?mwsId=SSSSuH8gc7nZxtUnx_e4xm1evUqe17zHvTSevTSeSSSSSS--) (“These long-lasting, precision-made brushes give you improved consistency and greater control over a number of critical **metal prep** and finishing tasks, including cleaning, stripping, deburring, polishing, aesthetic finishing and more”)
- Green Marble Chemicals, <http://greenmarblechemicals.com/industrial.html> (“These products can be used for electrical cable cleaning, **metal prep**, telephone wire cleaning, and more.”)
- House Painting Advice, <http://www.house-painting-advice.com/etching-metal.html> (“A Jasco product, ‘Prep & Prime’ is an example of a Phosphoric Acid solution designed to be used for **metal prep**.”)
- QuestVapco, <http://www.questvapco.com/products/2090-Rescue-Foaming-Soy-D-Limonene-Degreaser.html> (“Excellent for parts and equipment cleaning, pre-paint cleaning, **metal prep**, ink, coating and adhesive removal, final polish on tools, industrial equipment, sealed concrete floors and formica, fiberglass, aluminum, glass and most plastic surfaces.”)
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Thus, the applied-for mark is generic for applicant’s services and must be refused registration on the Supplemental Register under Trademark Act Section 23(c).

Accordingly, the request for reconsideration is *denied*.

**PLEASE NOTE:** If it is determined by an appellate tribunal that (1) the applied-for mark is not generic but (2) applicant has also not demonstrated acquired distinctiveness under Section 2(f) such that the applied-for mark can be registered on the Principal Register, then registration on the Supplemental Register will be an appropriate response to the refusal.

CASE RETURNED TO TTAB FOR RESUMPTION OF APPEAL

Applicant has already filed a timely notice of appeal with the Trademark Trial and Appeal Board (“Board”), and the Board will be notified to resume the appeal. *See* TMEP §715.04(a).

/Andrew Leaser/

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Rubber & Plastics News

Print Version

March 10, 2014

SECTION: Pg. 9 Vol. 43

LENGTH: 1490 words

HEADLINE: Trostel CEO Dyer talks philosophies, differences between rubber, plastics;

Q&A Steven Dyer

BYLINE: Bruce Meyer

DATELINE: LAKE GENEVA, Wis.

BODY:

Steven Dyer was appointed president and CEO of Lake Geneva-based Trostel Ltd. last May, bringing more than 20 years of experience in manufacturing to the maker of precision molded seals and custom compounds.

He developed plenty of expertise along the way in polymers, particularly in plastics injection molding.

Dyer admittedly was new to elastomers and said he leaned heavily on Greg Vassmer, the firm's chief technology and quality officer, and others as he learned the differences between rubber and other polymers. Dyer recently talked with Bruce Meyer, Rubber & Plastics News' executive editor, about what he found at Trostel and what he brings to the company.

The following is an edited version of that interview.

What were some of the adjustments you had to make when you joined Trostel?

One of the main differences for me is understanding of the development and design cycle. A rubber seal, especially in the areas we play, is such a critical component that people don't make decisions lightly in those areas. There's a longer design cycle. There's a longer product validation cycle. There's a longer development and test plan. Therefore it's critical to be having those conversations today for product that fills your pipeline potentially 18-24 months down the road.

You hear a lot of talk in plastics injection about transfer tooling and transfer programs. You don't hear that going on in the rubber market. Presses are specific; tools are designed around presses. Processes are designed around secondary and value-added operations. Rubber products, for a lack of a better term, are rather sticky.

Because the industries and the markets that we serve are markets that I've served throughout my career, you always have those contacts. The nuance comes in where do you create value for that customer? We've learned as an organization that we're only going to be successful when we can bring value to that customer through design, through material selection, through speed to market, through fast prototyping. Getting it right the first time. When we can add value and really be an extension of that customer's engineering group, Trostel wins, and the customer wins. And we win because the customer sees the value and recognizes the value.

If you look at the core of the legacy of why this company has a reason to exist, this company started in 1854 making leather goods. It morphed into early seals, which were stack leather rings. That morphs into composite material. This facility was built in 1952. We've been here because throughout the years, we've been able to bring value through innovation, creativity, design and technology to a strong customer base. That gives you reason to exist.

What brought you to Trostel?

The ownership group that holds Trostel-Everett Smith Group in Milwaukee-I ran their plastics division. They brought me to Wisconsin in 2008, so I worked with Trostel as a sister company for several years. I was familiar with the products, customers, somewhat their processes, and how they were managed with common ownership.

When this position became available, I happened to be available at the time, and it happened to be a very good match.

What were your marching orders?

To define the value proposition and make sure the company was properly positioned with the right customers and the right markets that have an opportunity for growth. And to drive the growth engine,

to deliver that value proposition so customers would continue to come back, and new customers would be interested in coming.

Why were you interested?

One reason was the legacy and the history of this organization. It's not often that you get a chance to be part of something that has a history of 100-plus years that has such a great reputation of being a technology and thought leader in the marketplace. The Trostel brand is very strong in the marketplace. Those that know of the Trostel story value it. One of the problems is we want more people to know the Trostel story and understand the value proposition and what we can bring to the table and the problems that we can help them solve.

What did you find when you got here?

One of the things that was immediately evident was the depth of technical capability here. You can go with everything from cradle to grave. It was evident that we have a lot of both breadth and depth in that technical arena. That inherently to a large degree is easy to sell because you don't have to sell it. Customers need it. And if they need it and value it, they'll seek it out.

Some of the challenges we had were improving the coordination and communication within the organization, because for a relatively small company, we are spread out geographically. We compound in Whitewater, Wis. We have kind of our technology center here in Lake Geneva with our engineers and test lab. We do **metal prep** in McAllen, Texas, and our rubber molding in Reynosa, Mexico.

We implemented things like a daily communication call. Every morning we step out of what we're doing, and we spend 12-14 minutes on the telephone kind of resetting the organization from the top to the bottom with critical things: What were your key metrics from yesterday? What's up today? What do we need to service our customers? And where are you stuck? By going around the horn, we stay involved with the pertinent information from department to department and from location to location. We're then able to reallocate resources to address real problems and service new problems that we weren't aware of.

What we find then is our weekly and monthly meetings are much more concise because we're not having these massive discoveries, because people have seen the progression of these issues over time.

How would you describe yourself as a leader?

I would describe myself as collaborative in approach. Everyone in the room and at the table has a voice, and that voice will be heard. But we're not a democracy, and we don't vote on everything. There are some things that someone has to take responsibility and accountability for and make a decision.

We communicate frequently, and that leads toward building a level of rapport and trust so that people then speak openly. Our mission vision and our core values spell out who are we and what are we all about. And it starts with people first because we fully believe and understand and expect that the people who know how to do the manufacturing best are the people who stand at the presses for 10 hours a day and do it every day. And the only reason that most of us exist, including myself, is to make their jobs easier. Because the easier their job is, the more productive they are, the better quality product that they can produce, the less process variation that we can introduce, and we get a better outcome for all the stakeholders.

We're also very big on the continuous improvement mindset, so we're constantly mapping this process and looking to drive waste out of every step of that process.

Can you provide some insight into the core values and mission?

The fundamental principle is this is how we as a management team are going to run the organization. In our minds the ends don't justify the means. There's a way to get there. There's a level of integrity. There's a level of respect. There's a way we're going to interact with each other. There's an expectation of this transparency and communication.

We're also rolling out a process we very simply call our decision tree. It's a way we evaluate new opportunities. It's simply a process driven, systematic way for us to look at new opportunities and answer for ourselves, 'Can we add value for this customer?' And if we can add value to this customer, then how do we optimize that value and communicate that value and solicit the business?

There have been times in our past where you try to be everything to everybody. We simply don't have unlimited resources in either manpower or capital to try to be everything to everyone. We also know we're a moderately sized organization competing in a land of giants that have much deeper pockets than we have. So we can't necessarily go toe-to-toe in projects that are in their sweet spots.

Where are they underserving? Where are areas that they do only because it's an afterthought that we can really bring value and service that customer?

How do you get people to buy into your initiatives and your philosophies?

In my view, there are two ways. One you have to walk the walk. People ask me all the time how many sales persons do you have, and I say 400. Because everyone in our organization has to be part of that process, you have to walk to the walk yourself. You have to be willing to live the value propositions and communicate.

Second, people begin to buy in when they see the critical mass. People want to be around winners, and people want to be on winning teams. When you get those people riding the fence, it's the only way you'll ever get them to vote is for them to see that it works and to see tangible proof.

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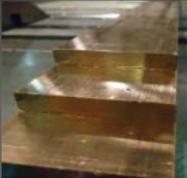
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'steel *noun* \stēl\

- : a strong, hard metal made of iron and carbon
- : the industry that makes steel
- : things (such as weapons) that are made of steel

Full Definition of STEEL

22

- 1 : commercial iron that contains carbon in any amount up to about 1.7 percent as an essential alloying constituent, is malleable when under suitable conditions, and is distinguished from cast iron by its malleability and lower carbon content
  - 2 : an instrument or implement of or characteristically of steel: as
    - a : a thrusting or cutting weapon
    - b : an instrument (as a fluted round rod with a handle) for sharpening knives
    - c : a piece of steel for striking sparks from flint
  - 3 : a quality (as hardness of mind or spirit) that suggests steel <nerves of steel>
  - 4 a : the steel manufacturing industry
    - b plural : shares of stock in steel companies
- [See steel defined for English-language learners »](#)  
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Examples of STEEL

- The beams are made of *steel*.
- *Steel* is an important industry in this area.
- The invaders were driven back by *steel*.
- the *steel* of a knife





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prep *noun* \ˈprep\

### Definition of PREP

Like 0

- PREPARATION
  - PREPARATORY SCHOOL
  - a preliminary trial for a racehorse
- See prep defined for English-language learners >

### Examples of PREP

- Painting a room involves a lot of *prep*.

### First Known Use of PREP

1862

### Rhymes with PREP

hep, pep, rep, skep, step, steppe, strep, yep

prep *verb*

- to make yourself ready for something
- to make (someone or something) ready for something

prepped | prep-ping

### Full Definition of PREP

*intransitive verb*

- to attend preparatory school
- [short for *prepare*]: to get ready

*transitive verb*

: PREPARE; especially: to prepare for an operation or examination <nurses prepped the patient>

See prep defined for English-language learners >

### Examples of PREP

- She spent all night *prepping* for the test.
- The runners are *prepping* themselves for the race.
- It took me about 20 minutes to *prep* the vegetables.





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preparation



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prep-a-ration *noun* \pre-pə-'rā-shən\

: the activity or process of making something ready or of becoming ready for something

**preparations** : things that are done to make something ready or to become ready for something

: a substance (such as a cream or lotion) that you use as medicine or to improve your appearance

Full Definition of PREPARATION

- : the action or process of making something ready for use or service or of getting ready for some occasion, test, or duty
- : a state of being prepared
- : a preparatory act or measure
- : something that is prepared; *specifically* : a medicinal substance made ready for use

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Examples of PREPARATION

- The festival involves a lot of *preparation*.
- To complete this recipe, plan on about 30 minutes of *preparation* and 40 minutes of baking.





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## About

### Company Overview

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### Facilities

Welcome to Metal Prep®, where *'Prime All the Time™'* is not just a slogan. It's what we deliver to our customers.

Metal Prep has served the construction industry for over 40 years by providing prepainted hot rolled steel for use in metal building applications and other manufactured products. The original Metal Prep facility was constructed in Houston, Texas and began operations in 1972. The Houston facility operated independently until 1987 when it was acquired by MBCI. Then in 1998, Metal Prep became a business unit of NCI Group Inc. (NYSE: NCS)

In 1994, a second Metal Prep facility was commissioned on a greenfield site in Memphis, Tennessee. The second facility provided Metal Prep with the capacity and geographic reach to serve customers throughout the United States. In the Metal Prep process, hot rolled steel substrate is cleaned. Then an



FAQ  
.....  
Employment

Prep process, hot rolled steel substrate is cleaned. Then an organic coating (paint) is roll applied to the substrate. The coatings applied by Metal Prep are formulated for use in a wide array of applications. For non-corrosive applications, they can serve as is, when the finished part is manufactured from it. In more corrosive (exterior) applications, the coating can serve as a primer and a topcoat can readily be field-applied to the finished product.



Metal Prep can supply prepainted hot rolled steel either as full-width master coils, or as slit mults. Metal Prep also can provide roll-formed angle pieces and plates, in addition to prepainted metal coils.

Metal Prep differentiates itself from the competition and can add value by providing just-in-time inventory availability of slit coil, plates and angles. Metal Prep also prides itself on providing individualized service and technical support to meet unique customer supply chain requirements.

Today, Metal Prep® together with its' sister business unit, Metal Coaters®, comprise the Metal Coil Coating Segment of NCI Group Inc.

As a complementary business to Metal Prep, Metal Coaters tolls processes light gauge steel and aluminum coil for numerous end markets, including construction, appliance, HVAC, office furniture and others. Construction market applications include pre-engineered building wall and roof panels, architectural building panels, agricultural building panels, entry doors, door frames, light fixtures and gas station canopies. Metal Coaters began operations in 1987 and today has four locations: Marietta GA, Middletown OH, Jackson MS, and Rancho Cucamonga CA. Learn how **'More than Color Matters'** by visiting the Metal Coaters website ([www.metalcoaters.com](http://www.metalcoaters.com)).

Both Metal Prep and Metal Coaters specialize in converting manufacturers who operate post-painting equipment to the use of environmentally-friendly prepainted metal. Substantial cost savings can normally be realized during the conversion process due to factors that include (but are not limited to); elimination of work-in-process inventories, reduction of material handling processes, reduced operating and insurance costs, increased warehouse space and improved environmental compliance.

Metal Prep & Metal Coaters both offer Electronic Data Interchange, Internet based information systems and Vendor Managed Inventory systems to support its customers' needs.