

PRESS RELEASE

Morgan Advanced Materials bolsters Halsic-N production capability in response to growing market demand

As recent forecasts* estimate enviable growth of 69% in the global ceramics industry between 2014 and 2020, one global materials specialist is already boosting production capability for the luxury ceramic tableware market, in response to demand from across Europe.

Morgan Advanced Materials has further developed a range of kiln furniture made from a specially-formulated material which offers significantly increased strength and resilience and therefore, lower maintenance costs over the course of its projected lifetime.

The material, known as Halsic-N, is a nitride-bonded silicon carbide, with a microstructure which offers increased mechanical strength and greater durability than typical materials used for kiln furniture. It is an advancement of Morgan's popular Halsic-R range, designed to have a longer lifespan, with enhanced refractory properties including resistance to oxidation, and thermal shock. All components are available in a range of standard and bespoke whitewash coatings, allowing for porcelain articles to be easily removed from the kiln furniture.

Dr. Michael Rozumek, R&D Director at Morgan Advanced Materials explained: "Throughout Europe we are seeing increasing demand for luxury ceramic products. With the threat of low-cost ceramic products from emerging markets, greater material performance and quality are highly valuable USPs.

"Halsic-N is our response to this demand. A material with a flexural strength of 160MPa, improved oxidation resistance and resistance to creep deformation, it delivers all of the key performance attributes demanded by kiln users. Morgan also has the capability to form shapes to the exact dimensions required by customers, delivering a material that can be relied upon for repeated use during rapid heating and cooling."

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Drawing on decades of expertise in ceramic materials, Morgan employs state-of-the-art production and digital prototyping technologies to refine bespoke kiln furniture designs in line with specific end user requirements, including specific requests for reduced weight.

For further information please visit: <http://www.morgantechnicalceramics.com/halsicn-capability>

*Source: <https://www.pdfdevices.com/global-ceramics-market-2020-industry-growth-trends-key-players-competitive-strategies-and-forecasts-acute-market-reports/>

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About Morgan Advanced Materials

Morgan Advanced Materials is a global materials engineering company which designs and manufactures a wide range of high specification products with extraordinary properties, across multiple sectors and geographies.

From an extensive range of advanced materials we produce components, assemblies and systems that deliver significantly enhanced performance for our customers' products and processes. Our engineered solutions are produced to very high tolerances and many are designed for use in extreme environments.

The Company thrives on breakthrough innovation. Our materials scientists and applications engineers work in close collaboration with customers to create outstanding, highly differentiated products that perform more efficiently, more reliably and for longer.

Morgan Advanced Materials has a global presence with over 10,000 employees across 50 countries serving specialist markets in the energy, transport, healthcare, electronics, petrochemical and industrial sectors. It is listed on the London Stock Exchange in the engineering sector.

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