



**FOR THE EXCLUSIVE USE OF
CONTACT@PAULWERTH.COM**

From the Columbus Business First:

<http://www.bizjournals.com/columbus/news/2016/07/15/people-to-know-mark-ormiston.html>

People to Know: Mark Ormiston

🔑 **SUBSCRIBER CONTENT:** Jul 15, 2016, 6:00am EDT

Mark Ormiston

Vice president, technology and innovation, Anomatic Corp.

How did you get into this profession? I've always been fascinated with science and how things worked. I grew up during the space race and watched every Gemini and Apollo launch. I was also one of those kids that liked to take things apart to see how they worked. I wasn't quite as good at putting them back together. The catalyst leading to my current role with Anomatic happened while I was a student at Ohio State University, where I started out studying mechanical engineering. After my first set of chemistry classes, I saw how things worked on a molecular level and that fascinated me. After college I worked in aerospace electronics, but then an opportunity opened at Anomatic that seemed a better fit with my chemistry and material science background. Much of what we do at Anomatic ultimately relies on how things work on an atomic or molecular level. I've now been at the

company for 25 years.

How can the United States revive its culture of scientific discovery, where children dream of careers in science and technology? I think

it needs to begin by instilling in kids a sense of adventure and exploration. We captured the public's imagination during the space race, where we were competing with the Soviets in trying to beat them to the moon. Along the way, advances in space technology needed to get us farther and more quickly into space have led to spinoffs that help us in our everyday lives. We wouldn't have lithium batteries or solar panels without the scientific efforts involved in space exploration, for example. One big dream

shared by many people around the world is to send people to another planet. Manned exploration of space can be highly dangerous and more expensive than sending robotic probes, but part of being human is pursuing big dreams, which often pay off with unexpected benefits. The United States needs more than big dreams; we need big projects that bring scientists and others together to achieve big goals. We're not only behind other countries in STEM learning, but we have no nationally directed program like the one President John F. Kennedy challenged us to when he said we would put a man on the moon by the end of the 1960s, or the Manhattan Project before that. Today's children have the opportunity to solve some important problems like cheap sustainable energy, easily available clean water, worldwide internet communication and reaching for the other planets. For



Mark Ormiston

example, what if we put resources behind a program to nationalize the electrical grid allowing electricity to be supplied by demand throughout the country with cheaper, more sustainable generation sources? This would lower energy costs, enhance economic growth and allow older, unsustainable generation sources to go offline. We need something that gives scientific discovery a national identity. Parents are also part of the equation. When I talk to STEM educators, one of the things they tell me about is that some parents discourage their kids from thinking about entering industry. They don't want their kids to work for Ford, Apple or Boeing – they want their kids to solve scientific problems while working for a university or government laboratory. While these laboratories perform essential work, what they may not understand is that most scientific discoveries happen within industry because commercialization drives innovation.

What is the most exciting thing happening in science and technology at your organization?

The most exciting thing for me is the constant exploration of new ways to integrate materials and manufacturing methods to enhance our product offerings, as well as producing products using highly sustainable processes. When I joined the company 25 years ago, Anomatic was just a smaller anodizing company. The anodizing process converts the surface of aluminum to aluminum oxide and makes it harder, more durable, more corrosion-resistant and able to be offered in any color. Those parts can then be used anywhere – cars, cell phones, cosmetics, medical and machinery. Over the last 25 years, we have continued to add new technologies to our capabilities. Our team has a healthy understanding of materials science, and that's been important. We're constantly playing at combining materials in new ways to give new looks to a lot of things we sell. Today we can decorate things that previously couldn't be decorated and are adding materials together to give new looks to our products. Most people are familiar with the product inside of cosmetic bottles, which is one of our major products. What isn't understood very well is the packaging. Billions of pieces pass through our factories,

which requires a high level of automation, and that means parts whizzing by at high rates of production. Materials have to withstand impacts, abrasion and the ability to be decorated. Then after you've got all that worked out, you've got to be able to withstand temperature extremes of shipping and storage and consider the compatibility of the products themselves with the packaging materials. Then when you get all that worked out, the result has to be a real eye-catching thing that stands out on the shelf. This becomes a challenge for the materials itself.

What is the greatest challenge at your organization in the next five years? Remaining competitive in the worldwide economy continues to be a challenge that requires technological solutions. Automation, robotics, resource conservation, new materials and new processes all will be key to a viable future. The performance of the packaging, its compatibility with contents and production repeatability are challenges, as is doing all this at a competitive price. We also continue to look for new technologies that are environmentally friendly. Combining materials sometimes makes it difficult to recycle packaging, but we think it's important to continue innovating in ways that reduce the impact of packaging on landfills.

People to Know is coordinated by freelance writer Susan Deutsche.

Katy Smith

Print editor

Columbus Business First

