



**SOCIETY FOR THE ADVANCEMENT  
OF MATERIAL AND PROCESS  
ENGINEERING  
NEW JERSEY CHAPTER**

**DECEMBER NEWSLETTER & MONTHLY NOTICE**

**DECEMBER 4, 2008 (1<sup>ST</sup> THURSDAY)  
ANNUAL HOLIDAY/SPOUSES NIGHT**

**THE ROLE OF FRAGRANCE IN  
CONSUMER PRODUCTS**

**LAUREN CASTELLI  
GIVAUDAN CORPORATION  
Email: [formulatorenova@yahoo.com](mailto:formulatorenova@yahoo.com)**

**MEETING DETAILS**

Place: Bridgewater Manor, Bridgewater, NJ; (908) 658-3000  
Time: 5:30 Cocktails (Cash Bar); 6:15 Dinner; 8:30 Adjourn  
Cost: \$10.00 Advanced Registration; \$15.00 at Door; Students - Free

**This meeting is open to all SAMPE members, spouses, guests, and other interested parties**

Reservations please contact John Osterndorf at 973-248-5885 or by email at [sampejohn@yahoo.com](mailto:sampejohn@yahoo.com)  
by noon the Wednesday before the meeting.

**Directions to Bridgewater Manor:** From I-287 north, take exit 22A (206 south). Go thru two lights, Bridgewater Manor is on right. From I-287 south, take exit 22. Make right at end of ramp. Make next left, a jughandle to cross 202/206 to go south on 202/206. Go thru three lights, Bridgewater Manor is on the right.

**SAMPE BEST CHAPTER AWARD WINNER**

**1990, 1991, 1992, 1993, 1995, 1996, 1997, 1998, 1999, 2000, 2001**

**SAMPE CHAPTER SERVICE EXCELLENCE AWARD WINNER**

**2002, 2003, 2004, 2005, 2006**



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### 2008 – 2009 MEETING SCHEDULE

September 8 – 11, 2008 – 40 <sup>th</sup> International SAMPE Technical Conference, Memphis, TN Sponsored by Great Lakes Chapter
October 2, 2008 – FRP Strengthening of the Concrete Pier at the Naval Station Earle at Sandy Hook NJ, Dr. Howard S. Kliger, H. S. Kliger & Associates
November 6, 2008 – Tour of Alcan/Baltek Facility, Northvale, NJ
December 4, 2008 – The Role of Fragrance in Consumer Products, Lauren Castelli, Givaudan Corporation
February 5, 2009 – TBD
March 5, 2009 – TBD
April 2, 2009 – TBD
May 7, 2009 – Election of Officers – TBD
May 18 - 21, 2009 – 53 <sup>rd</sup> International SAMPE Symposium & Exhibition, Baltimore Convention Center, Baltimore, MD Sponsored by Baltimore/Washington, Midwest and Ohio Chapters
June 4, 2009 – TBD
July 9, 2009 – 26 <sup>th</sup> Annual NJ SAMPE Golf Tournament, Picatinny Arsenal, NJ

**THE NEW JERSEY CHAPTER HAS A  
STUDENT CHAPTER AT DREXEL  
UNIVERSITY**

### NOVEMBER MEETING

The November meeting of the NJ Chapter was a tour of Alcan Baltek facility in Northvale, NJ. Dr. Kurt Feichtinger and Mr. Russell Elkin showed the attendees the foam and balsa production facilities.

The New Jersey Chapter wishes to thank Dr. Kurt Feichtinger and Mr. Russell Elkin for the excellent tour.

### UPCOMING SAMPE EVENTS

2009 SAMPE International Symposium and Exhibition, Baltimore Convention Center, May 18 – 21, 2009, Baltimore, MD

### “LEVERAGING M&P TECHNOLOGIES FOR A GREENER FUTURE”

The Baltimore/Washington, Midwest and Ohio SAMPE Chapters are sponsoring the 2009 ISS&E 2009 International SAMPE Technical Conference, Wichita, KS, October 19 – 22, 2009

### GLOBAL MATERIAL TECHNOLOGY SOARING TO NEW HORIZON

The New Jersey and Wichita Chapters are co-sponsoring the 2009 ISTC



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### THE ROLE OF FRAGRANCE IN CONSUMER PRODUCTS

**LAUREN CASTELLI**  
**GIVAUDAN CORPORATION**  
**Email: [formulatorenova@yahoo.c](mailto:formulatorenova@yahoo.c)**

#### BIOGRAPHY:

Lauren Castelli previously worked for the Lonza Group in Allendale, NJ and currently is an engineer with Givaudan Corporation.

#### ABSTRACT:

Odor perception or the act of smelling is a fascinating process where the nose acts as the interface to convey an impression of the world around us. Fragrance can trigger a memory of Grandma's apple pie, influence our mood or warn us of danger.

Fragrances play an important role in consumer products by creating an acceptable sensory experience for the consumer. The right fragrance can provide product branding (Irish Spring), mask less pleasant odors from the base material and play a large role in the consumer's initial purchase intent and repurchase potential.

Perfumery in the various rinse-off applications spanning from cosmetic to industrial and household have different functionalities and must be engineered to fulfill certain needs and objectives. As the main function of a "rinse off" product is to remove dirt and oil, deposition of fragrance is a true challenge.



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### SPONSORS UPDATE

#### UTILITY DEVELOPMENT CORP

Utility Development Corporation is proud to announce the addition of Exceline Paints™ to its product catalog. Exceline Paints™ are completely waterbased and entirely free of Hazardous Air Pollutants (HAPs) and Volatile Organic Compounds (VOCs), providing superior performance while exceeding all current environmental regulations.

Exceline Primers will provide extended corrosion protection on treated steel and aluminum surfaces at a thickness of 2 mils. Primers may be applied by spray or brush and will be ready for field use in 7 days. The Exceline Primer is compatible with any standard military topcoat formulation and meets or exceeds almost all of the criteria set forth in Mil-P-53022.

Exceline Topcoats provide perfect color matching and quality performance for all industrial coating applications. The Exceline Topcoat will meet and exceed most of the performance specifications of Mil-PRF-85285 and is compatible with all solvent based military primers. Topcoats are available to match all color standards of Fed-Std-595B, and can be provided as a gloss, semi-gloss, or low gloss finish.

The Exceline Single Coat eliminates the need to apply both a primer and a top coat to a substrate. The Exceline Single Coat can be applied direct to

an aluminum or steel surface and provide both the corrosion resistance associated with a primer and durability and performance of a standard topcoat. The Exceline Single Coat helps avoid costly delays and downtime associated with a standard primer/topcoat double layer system. The Exceline Single Coat is available in any color of Fed-Std-595 and can be supplied as a gloss or semi-gloss finish.

Exceline Paints™ are supplied as ready to use one component systems, eliminating complicated mixing procedures and induction periods. Exceline Paints™ can be applied either by brush, roller, or spray application. Any dilutions for spraying may be made with ordinary tap water. Exceline Paints™ are available in both 1 gallon & 5 gallon quantities. For more information, call: +1 973.994.4334 Web site: [www.udccorp.com](http://www.udccorp.com).

### EDITORS NOTE

If you are a sponsors of the NJ Chapter of SAMPE, please submit your company updates to John Osterndorf at [sampejohn@yahoo.com](mailto:sampejohn@yahoo.com) for inclusion in the newsletter.



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### **41<sup>ST</sup> INTERNATIONAL SAMPE TECHNICAL CONFERENCE SAMPE 2009 – WICHITA**

#### **SAMPE Heads for Wichita “Air Capital of the World” EXHIBITS**

SAMPE's 2009 fall exhibition will be in Wichita, Kansas on October 20-21, 2009. Recognized for extraordinary strength in aircraft and aerospace manufacturing, Wichita also is a strong regional composites center.

SAMPE exhibitors in Wichita can expect unprecedented exposure to both aircraft and engineered materials. You will experience face-to-face encounters with Airbus, Boeing, Bombardier/Learjet, Cessna Aircraft, Hawker Beechcraft and Spirit Aerosystems, among many others. Limited exhibiting space is expected to result in an exhibit hall sell-out so early sign-up for exhibit space is strongly recommended.

#### **Do Not Hesitate – Reserve Your Space Now!**

Attendees and exhibitors agree that our technical trade show environment lends to conversations

that turn into new business. Select a 8'x10' booth or 6ft. tabletop with prices starting at just \$850. Here's what some prior fall tech exhibitors have to say:

“Quality traffic – no wasted time” “Pleased with the Technical Attendees” “High quality contacts” “Very productive” “Generated great leads” “Great exposure” “Worth the investment” “Cost-effective venue” “Very productive”

#### **Exhibit Set Up**

Monday Oct. 19, 2009; 12:00 noon – 5:00 p.m.

#### **Exhibit Hall Hours**

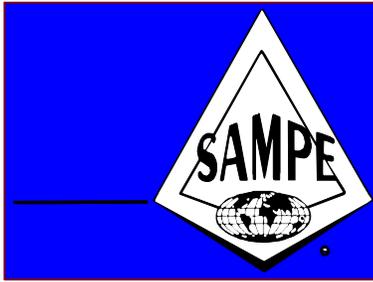
Tuesday & Wednesday Oct. 20-21, 2009  
10:00 a.m. – 4:00 p.m.

#### **Move Out**

Wednesday Oct. 21, 2009; 4:00 p.m. – 8:00 p.m.

***Exhibitor Packages Include:*** one free conference registration, (a \$695 value), post conference attendee mailing list, free electronic exhibit hall passes, company description in Final Program plus unlimited exposure to highly qualified buyers.

**To reserve your exhibit space in Wichita, complete the enclosed Contract for Exhibit Space and fax it to Karen at +1 626.966.4318.**



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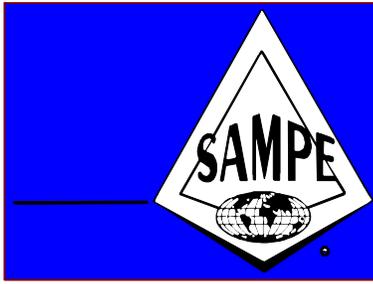
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