

“Our ITW Gema® upgrade provides reliable powder coating unavailable from other suppliers!”



THE COMPANY

Augusta Coating & Manufacturing (ACM) is a full service contract coater of steel, stainless steel, and aluminum parts. ACM specializes in high corrosion and appearance coatings for the transportation, automotive, agricultural, electrical, and recreational and maintenance vehicle markets.

THE CHALLENGE

Having high reject rates when coating with metallic powders on extremely challenging parts, ACM realized the need to upgrade their powder coating equipment. The goal was to obtain a reliable and repeatable process which would reduce overall costs and increase flexibility in order to adapt to changing customer requirements.

THE SOLUTION

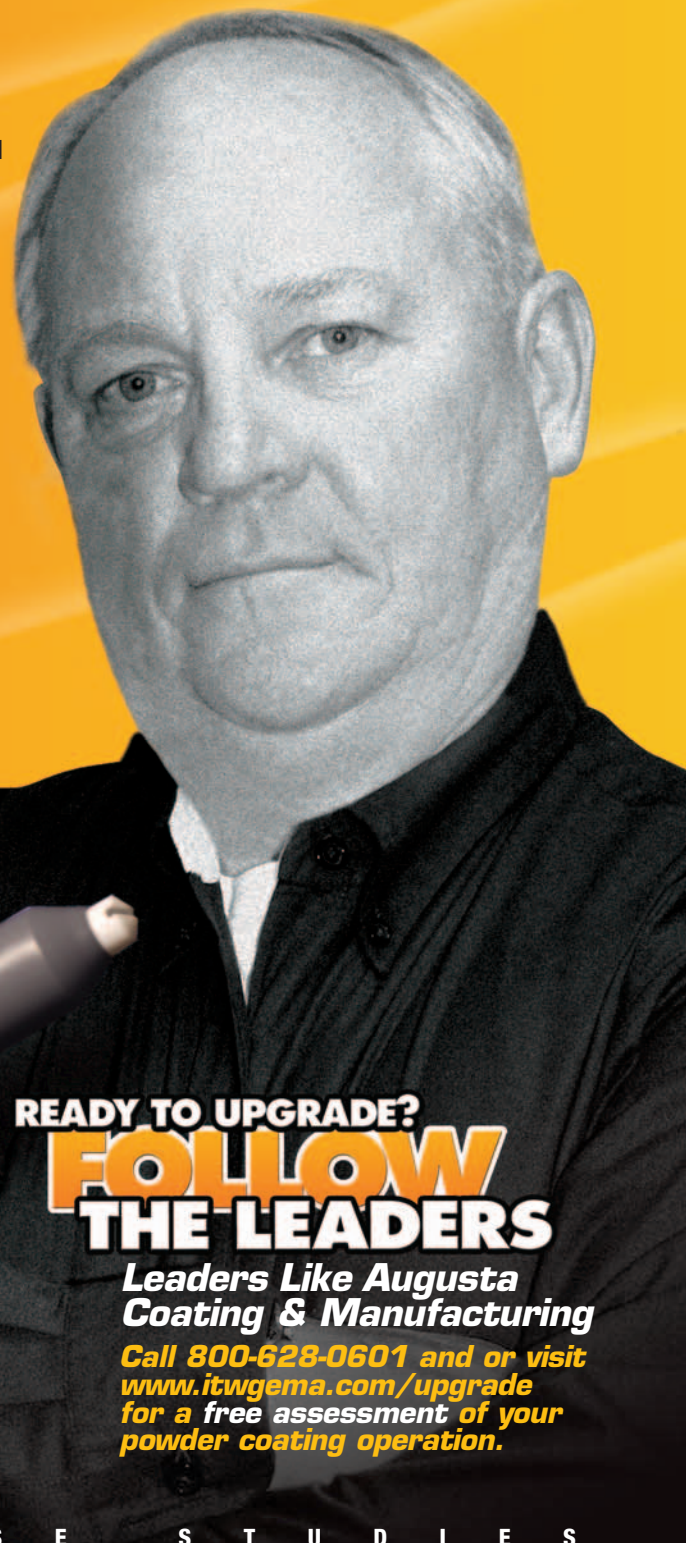
After lab demonstrations from several suppliers, ACM found the only powder coating equipment that met their needs was the OptiFlex™ Automatic Powder Coating system from ITW Gema. ACM's upgrade consisted of OptiGun® automatic powder guns, OptiStar™ control units, OptiFlow™ powder pumps, OptiFlex manual wall units, and an OptiFlex manual box unit.

THE SAVINGS

Through the consistent and reliable application of metallic coatings on their challenging part geometries, ACM has recognized numerous benefits from their ITW Gema upgrade. ACM has reduced their rework costs and associated employee overtime, decreased throughput time, reduced spare parts usage by 20%, and reduced powder usage by 20%. ACM estimates a payback time under one year for the purchase of the new ITW Gema powder coating application equipment.

“Upgrading to ITW Gema has helped us meet changing customer requirements by providing a reliable coating process, while reducing costs to meet the financial challenges of today's business climate.”

Bud Rehl, Augusta Coating & Manufacturing



ITW Gema®

Superior By All Measures



READY TO UPGRADE?
FOLLOW
THE LEADERS

Leaders Like Augusta Coating & Manufacturing

Call 800-628-0601 and or visit www.itwgema.com/upgrade for a free assessment of your powder coating operation.

I T W G E M A C A S E S T U D I E S

Augusta Coating Exceeds Customer Demands with their OptiFlex™ System Upgrade.

"ITW Gema worked successfully with us to develop a very reliable coating process to meet our needs."

– Bud Rehl

Retrofitting their booth with the ITW Gema OptiFlex system has enabled ACM to provide a high quality coating on difficult to coat parts.

A case study from Augusta Coating & Manufacturing

ACM focuses on exceeding customer expectations through continuous improvement processes, by acquiring the newest technology available.

Company Background

Augusta Coating & Manufacturing, located in Thomson, GA, was founded in 1999. ACM specializes in custom coating and packaging services for off-road vehicles, agricultural and automotive products, retail consumer products, and the recreational golf industry.

ACM required a system that would produce a consistent high quality finish on difficult to coat parts, using metallic powder coatings. "We could not get competitor guns to coat our parts," stated Scott Washam, ACM Finishing Manager, "It was like magic when we started using the ITW Gema equipment."

Through good pre-planning and excellent team work between ACM, ITW Gema, and local ITW Gema distributor Air Power, Inc., the installation went as planned and met ACM's schedule.



ACM operates out of a modern 65,000 square foot facility that services customers in the south and beyond. The ability to take on new customers is easily accomplished using a 9-stage zinc phosphate pretreatment system, a cathodic epoxy E-coat tank, and an environmentally housed three booth roll-on roll-off powder coating system.



Existing Equipment and Challenges

ACM found their existing powder coating application equipment to be inefficient and unable to produce a quality finish while coating difficult to coat parts with metallic powder coatings. Due to increasing costs associated with rework, ACM decided to upgrade their system. Having many years of experience with ITW Gema equipment while employed at other companies, Bud Rehl, ACM Vice President of Operations, found the choice for new equipment an easy one. Prior to purchase, ITW Gema worked with ACM to develop a process that was reliable and consistent, meeting ACM's needs.

ACM's goals for the upgrade consisted of:

- Consistent and reliable coating application
- Improved yield and reducing reject costs
- Reducing spare parts usage
- Reducing powder consumption

Equipment Installed

For the upgrade, ACM selected twelve OptiGun automatic powder guns, OptiStar Control Units, OptiFlow powder pumps, and two ITW Gema reciprocators. For touch-up work in hard to coat areas, ACM also selected OptiFlex manual wall units and an OptiFlex manual box unit. Since their upgrade, ACM has converted a second booth to ITW Gema technology by replacing the manual powder guns, powder pumps, and hoses.

"Air Power is always available when we need them and they support us with consignment inventory of consumable spare parts," noted Bud Rehl, "After the installation, follow-up by ITW Gema has insured our goals were met and that our success is permanent."

Savings

Following the powder coating system upgrade, ACM has managed to meet their goals in the following areas:

- Acquired a consistent and reliable coating process
- Reduced rejects and associated rework costs
- Reduced spare parts usage by 20%
- Reduced powder usage by 20%

Future Outlook

Augusta Coating's upgrade has given them a definite advantage in the market place by increasing yields, reducing customer lead times, and has allowed them to seek new business in the area of metallic coating applications. ACM's goal is to continue to exceed customer expectations by expanding their operations, continuously upgrading their technology, and providing the highest quality finish possible. "We plan to continue our partnership with ITW Gema in the future, implementing new technology that will help us to meet our future goals," remarked Bud Rehl.

