

# "Upgrading to ITW Gema equipment made a tremendous difference!"



US PATENT 5,532,710

## THE COMPANY

Winegard® is a leading manufacturer of high-quality television reception products, and distributes over 1,000 various items across the United States and around the world.

## THE CHALLENGE

Winegard's paint line capacity for satellite reflectors was limited and uniformity was inconsistent. This problem wasted powder and made application of the logo to the reflector difficult. Dick Garnjobst, manufacturing engineer for Winegard, looked to ITW Gema for a solution.

## THE SOLUTION

ITW Gema devised a system that would significantly increase the number of reflectors sprayed at a time. The upgrade included a new OptiSystem, with powder guns and control units.

## THE SAVINGS

Winegard saw a drastic increase in production. Their coating thickness has been significantly reduced, translating to a 15% reduction in powder usage. Based on powder savings and cost, this translates into a **total payback in less than 10 months.**

*"ITW Gema's OptiSystem™ has allowed us to increase our throughput by 67% and reduce our powder costs by 15% — which will save Winegard a substantial amount of money. We couldn't ask for a better return on investment."*

*Dick Garnjobst, Winegard Company*

# ITW Gema

Superior By All Measures



**READY TO UPGRADE?**  
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**THE LEADERS**

*Leaders Like Winegard®*

*Call 800-628-0601 and ask for Deborah or visit [www.itwgema.com/upgrade](http://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

# Winegard® Creates Substantial Savings With OptiTronic™

*"The increased throughput capacity, coupled with a more uniform coat per unit, should save Winegard a substantial amount every year!"*

*Dick Garnjobst, manufacturing engineer for Winegard*

A case study from Winegard

*Winegard consistently meets the challenges of the ever-changing electronics market, and remains committed to continuous improvement in quality, cost, delivery, and service.*

*To achieve these goals, Winegard has opted to upgrade to the OptiSystem™ from ITW Gema, and is already experiencing increased productivity and more uniform powder coating of its products.*



**The Lab Trial**  
A laboratory trial was made at the ITW Gema lab in Indianapolis, Indiana. Various hanging configurations were tested, and the optimal gun configuration was determined. ITW Gema devised a system that would allow the spraying of multiple 51cm reflectors at a time.

Winegard decided that the OptiSystem was the best alternative to achieve their goals.

## Company Background

Winegard Company was founded in Burlington, Iowa in 1954. John Winegard began by designing TV antennas in 1948, and his company became a major innovator in the television and radio reception industry.



Today, under the leadership of Randy Winegard, the founder's son, Winegard is a leading manufacturer of high-quality television reception products, distributing over 1,000 products across the United States and around the world.

## Existing Equipment and Challenges

Prior to the installation of the OptiSystem, Winegard was using a Horizon style booth with 16 Nordson Sure Coat™ guns.

The reasons for Winegard's decision to upgrade to an OptiSystem include:

- With current setup, the ability to coat multiple 51 cm satellite TV reflectors at one time was limited
- Powder coating thickness uniformity was a problem (variation of up to 2.5mils)
- Inconsistent thickness complicated the ink application of logos on the reflectors

## Equipment Installed

Following the successful lab trial, ITW Gema installed 26 OptiGuns, OptiTronic control units, and EasyFlow pumps.

## Savings

With the OptiSystem, Winegard was able to increase line density and line speed improving productivity by 67%. In addition, powder coat thickness variation was tightened to less than 1 mil. This translates to an average savings per unit of 15%. Based on Winegard calculations, payback on equipment should be realized in 10-12 months.

## Future Outlook

Based on the 67% increase in production, the 15% savings in material, and the advanced technology of ITW Gema's OptiSystem, Winegard is positioned to be more competitive in today's market and in tomorrow's market as well.

