Instant Savings for Georgia Powder Coating

New ColorMax² Fast Color Change Booth Yields Incredible Savings
New ColorMax\(^2\) Booth Yields Incredible Savings for this Georgia Powder Coating Job Shop

Nordson is one of the world’s largest and most experienced leaders in powder coating application technology. Not only do they offer an expansive product line—from relatively simple manual systems to sophisticated, programmable, automated systems—but Nordson provides expertise and ongoing support that is unmatched in the industry.

The Challenge

Georgia Powder Coating (GPC) has been in operation since 1999—growing from just four employees in the back of a poultry processing warehouse to now more than 60 employees in the heart of Gainesville, GA. They are consistently recognized as one of the most experienced and respected metal powder coat finishing operation on the east coast of the US.

In September of 2016, Stanley Phillips (Co-Owner of GPC) realized that with huge growth and a strong reputation, he needed to upgrade his powder coating system to keep up with the demands of a growing business.

“We had an old spray booth that was getting in the way of production. It was taking us over an hour for color change and we were doing up to five color changes a day. We knew it was time to start shopping around to modernize our powder coating operations and become more efficient” states Stanley.

Stanley and his team set out to look for a new system that would help them reclaim more powder, increase their production flow, provide rapid color change, and overall modernize their powder coating operations.

Performance by design

- The ColorMax\(^2\) cubed system typically has manual stations positioned at the front and back ends of the booth.

Before:
Pictured above is Georgia Powder Coating’s old system that is clearly worn and ready to be upgraded.

After:
Pictured above is Georgia Powder Coating’s brand new quick color change ColorMax\(^2\) system.
The Solution

Stanley Phillips and his team at GPC sought out multiple powder coating equipment suppliers to find their best option. The challenge for each company was to efficiently powder coat a sample product (motorcycle handle bars) and demonstrate a quick color change from black to white. Stanley wanted to see who could provide the most rapid color change without contamination.

Nordson Corporation’s highly skilled lab technicians were successful with Stanley’s challenge and brought him on-site to Cleveland, Ohio to see the equipment in action.

“I was thoroughly impressed with Nordson’s lab capabilities and custom manufacturing on-site, all made in the USA. Meeting with Nordson’s field engineering team in Ohio and having them help with all of the pre-planning significantly cut down on installation time” states Stanley.

The solution that GPC chose was the fast and efficient ColorMax² spray booth, with Encore manual and automatic guns. The ColorMax² quick color change powder spray system is optimized for efficient, repeatable powder application and fast, contamination-free color change. Numerous system features help to minimize powder in process and aid in system cleaning – providing the ability to change colors quickly.

The fully integrated design of the ColorMax² system substantially reduces downtime and material waste for improved productivity. With the superior operating flexibility of the ColorMax² system, powder coaters can easily manage a broad range of colors, as well as both short and long runs to fit lean production schedules. As a result, manufacturers achieve maximum productivity with minimum downtime.

Performance by design
The Benefits

With the help of Nordson’s representatives in Georgia, Mark Folcik, Jackson Horne, and Ryan Brower, GPC installed their brand-new powder system in only 5 days. Stanley and his team began to immediately see the positive impact:

- Reduced powder consumption by **33%**
- Decreased runtime hours per week by **10%**
- Production increased by **30%**
- Color change went from 1 hour to only **7-10 minutes**!

“We couldn’t be happier with our new system. Having Nordson’s field engineering team on-site during installation was key to getting us back in production so quickly. Nordson’s strong support system has been very impressive” states Stanley.

The Bottom Line

Stanley Phillips and Georgia Powder Coating made the right decision to upgrade to Nordson’s ColorMax² powder booth.

“The only regret I had, throughout this whole process, was that we didn’t do it sooner! With superior customer service and advanced technology, we will be long-time customers with Nordson” states Stanley.

Now that’s **Performance by Design**.

Watch this [video](#) and see Georgia Powder Coating now!

Why choose Nordson

In highly competitive manufacturing markets, productivity is vital and performance is essential. That’s why we apply both to everything we do, whether it’s our products, expertise or outstanding customer service. We’ll always be there to help maintain the new standards you’ve set, with expert service and support delivered through our teams working across the globe.

This unique Nordson approach helps you reach new levels of production, while working more accurately, efficiently and competitively than ever. Precisely why manufacturers who demand quality, can rely on Nordson.

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