

# “With the OptiFlex™, we are saving \$70,000 a year in powder usage alone!”



**“The OptiFlex™ is much lighter and easier to use than our previous guns and we use a lot less powder.”**

– Amber Hansen,  
Classic Coatings, Inc.

## The Company

Classic Coatings Inc., operational for over 15 years, is owned by Brad and Laura Roberts. Operating out of two facilities (Sheboygan, WI and Two Rivers, WI), the company offers fabrication services and a wide variety of powder, ceramic, and industrial coatings. Classic Coatings is committed to providing the highest quality finish and fabrication of parts. The Two Rivers, WI facility was added to the Classic Coatings family in 2007. The owners found quickly that the existing Nordson® Prodigy® powder coating guns, although less than 2 years old, were creating extremely high operating costs. Experiencing excessive powder usage and reject rates, the company knew something had to change. Having experience with ITW Gema powder coating equipment at their Sheboygan facility, they turned to their ITW Gema distributor, Dietz Supply Company, for a solution.

## The Results

Classic Coatings purchased OptiFlex™ manual powder coating units with fluidizing hoppers to replace the existing Prodigy equipment. “The Gema guns are much easier to use than our previous guns, which made it very easy to train our employees,” remarked Brad Roberts. With the equipment change and employee training, the company is now using 25% less powder and has reduced their rejects by at least 90%. Additionally, maintenance costs are now lower due to reduced consumption of wear items. According to Brad Roberts, “Switching to the OptiFlex has given us a definite advantage in the marketplace with a higher quality finish and more competitive pricing. I estimate our payback at only 2 to 3 months.” The commitment of Classic Coatings to produce only the highest quality parts is demonstrated by their dedication to continuous improvements, ultimately benefiting their customers.



**Power Up Your Productivity  
...like Classic Coatings**

**Coat it right the first time—every time™ and...**

- **Minimize Downtime**
- **Spray Less Powder**
- **Reduce Labor Costs**
- **Experience Fewer Rejects**

To get your hands on FirstPass Power™ for your powder coating operation, contact your ITW Gema distributor or visit us online.

**ITW Gema**

Superior By All Measures

800-628-0801 • [www.itwgema.us/mcs](http://www.itwgema.us/mcs)