



Photo | All-Color Powder Coating

2020 Top Shops

FOR LIQUID AND POWDER COATING

The sixth annual Top Shops Benchmarking Survey measured shops based on more than 50 operational metrics, including lead time, on-time delivery, first-pass quality yield and finishing equipment usage, among others.

BY SCOTT FRANCIS EDITOR-IN-CHIEF

Products Finishing recently conducted its sixth annual Top Shops Benchmarking Survey for the liquid and powder coating industries. Analysts from the Gardner Intelligence team combed through aggregate data submitted by hundreds of survey participants from the U.S., Canada and Mexico to identify trends indicating how finishers are performing and how companies can use the data to identify areas for growth and improvement. Shops were measured based on more than 50 operational metrics, including lead time, on-time delivery, first-pass quality yield and finishing equipment usage, among others.

Shops Recognized at Top Shops Executive Summit

Based on the success of the *Products Finishing* Top Shops Benchmarking Survey, *Products Finishing* will host a Top Shops Executive Summit Oct. 20-22, 2020, in Indianapolis. It's where owners and managers of finishing operations throughout North America will discover how to make their facilities more efficient and profitable by sharing ideas and learning from the best in the finishing industry.

The gathering will include top owners, executives and managers in the finishing industry for a peer-to-peer and face-to-face exchange of ideas and practices on running their business operations in a more efficient and profitable way.

It's also where the 2020 *Products Finishing* Top Shops will be recognized in a special ceremony, with medallions presented to both the plating/anodizing and liquid/powder coating winners. Visit PFTopShops.com to learn how to register and for a complete list of speakers and events.

ARIZONA**Autotech Production Services Inc.**

David Angeles, General Manager
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autotechpsi.com

Perfection Industrial Finishing

Charles Zinke, President
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CALIFORNIA**Aircraft X-ray Lab**

Gary Newton, CEO
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aircraftxray.com

Andrews Powder Coating Inc.

Scott Andrews, President
Chatsworth
powdercoater.com

Crest Coating

Jeff Erickson, President
Anaheim
crestcoating.com

Reliable Powder Coating

Shawn Taylor, President
San Leandro
reliablepowdercoatings.com

COLORADO**Surgical Coatings**

James Morris, President
Sedalia
surgicalcoatings.com

FLORIDA**A.M. Metal Finishing**

Rick Hunter, President
Orlando
ammetal.com

Barrette Outdoor Living

Charles A Howison, VP Operations
Brooksville, Florida
alumi-guard.com

GEORGIA**Atlantic Engineered Products**

Rob Williamson, President
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Georgia Powder Coating

Dallas Cooley, VP Sales
Gainesville
georgiapowdercoating.com

ILLINOIS**Ace Anodizing and Impregnating Inc.**

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acemetalfinishing.com

Orion Industries

Bruce Nesbitt, CEO/CTO
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orioncoat.com

Progressive Coating

Stephen Walters, President/CEO
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progressive-coating.com

S&B Finishing Co Inc.

Kenneth Spielman, President
Chicago
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Safeway Services of Rockford Inc.

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INDIANA**Applied Finishes**

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Winona Powder Coatings Inc.

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MASSACHUSETTS**Westside Finishing Company Inc.**

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wsfinish.com

MICHIGAN**BCM Powder Coating**

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Fitzgerald Finishing LLC

Tom Melita, President
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Freedom Finishing Inc

Gloria Ender, President
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MINNESOTA**JIT Powder Coating Company**

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TWF Industries Inc.

Tom Furrer, President
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twf-industries.com

Wolkerstorfer Company Inc.

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MISSOURI**Select Powder Coating**

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selectpowdercoating.com

Speedy's Industrial

Kelly Jordan, Owner
Ozark
4speedy.com

NEW HAMPSHIRE**BK Industrial Finishing**

Barry Kendall, Owner
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bkindustrialfinishing.com

NEW JERSEY**Superior Powder Coating Inc.**

Charles Briggs, President
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superiorpowder.com

NEW YORK**TLC Metal Restoration Inc.**

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tlcmetalworks.com

OHIO**Mettler Toledo LLC**

Herb Aten, General Manager
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Parker Trutec

Jay Kromalic, President
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Spectrum Metal Finishing Inc.

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OKLAHOMA**Oklahoma Custom Coating**

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Seminole
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PENNSYLVANIA**BFG Manufacturing Service**

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zincplating.com

Keystone Koating LLC

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SOUTH CAROLINA**Roy Metal Finishing Company**

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TENNESSEE**Pro-Kote LLC**

Lanny Woods, Owner
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TEXAS**Houston Plating & Coatings**

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LoneStar Corrosion Services Inc.

Glen Cronin, President
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UTAH**Pilkington Metal Finishing**

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WISCONSIN**All-Color Powder Coating Inc.**

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Profile Finishing Systems LLC

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CANADA**Aegis Industrial Finishing Ltd.**

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Bristol Powdercoat

Allan Phillips, Business Manager
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metalfinishingcenter.com

Colourfast Corp.

Joseph Manzoli, President/CEO
Concord, Ontario
colourfastcorp.com

Federal Paint Shop Inc.

Alexis Brien, President
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federalinc.com

Militex Coatings Inc.

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MEXICO**Recubrimientos Metalicos de Mexico**

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Over the past five years, GPC has invested in an array of new equipment and technology.

Georgia Powder Coating Ranks First in 2020 Powder Coating Operations

Started from humble beginnings, this perennial Top Shop has become one of the most trusted metal powder coat finishing operations on the East Coast.

BY SCOTT FRANCIS EDITOR-IN-CHIEF

No. 1 Powder Coating Operation in North America

Georgia Powder Coating

Dallas Cooley, VP Sales | Gainesville, GA | georgiapowdercoating.com

For roughly 20 years, Georgia Powder Coating (GPC), based in Gainesville, Georgia, has provided commercial and architectural high-specification powder coating services for government agencies, industrial operations and architectural companies. With an automatic-gun conveyor line for large quantity coating production and a batch operation for coating individual orders, GPC offers media blasting, powder coating and further packaging to OEMs and job shops. The company also accepts “off-the-street” projects to keep things interesting. GPC has worked hard to become one of the most experienced and respected metal powder coat finishing operations on the East Coast and it’s no surprise to see the company claim the top spot in *Product Finishing’s* Top Shops Benchmarking Survey for powder coating. GPC is constantly working to improve its operation and has invested in new equipment year after year.

Of course, building a company takes time and perseverance. GPC got its start with just a handful of employees

working out of the back of a poultry-processing warehouse. “We started in 1999, with four of us in an 8,000-square-foot facility,” recalls Dallas Cooley, vice president of sales. “In those days, we would stop the conveyor line in order to answer the phone. It was pretty challenging, but we wouldn’t trade the experience for anything.”

Today, GPC employs around 100 people and operates out of a 35,000-square-foot facility that occupies approximately 6 acres. It took plenty of hard work and dedication to get the company where it is today. GPC credits its Christian faith as the cornerstone of its core values and Counte Cooley, Dallas’ father and president of GPC, says the company’s culture is the real key to its success.

“Our culture is what separates us from our competitors,” he says. “We care about the quality of our work in everything that we do, whether we are going through [today’s] COVID-19 problems or everyday working problems. If we have the right culture and commitment, we know that our

outcome is going to be the best it can be for our customers and our employees.”

Dallas Cooley points out that what makes GPC successful is its focus on how to best serve its customers. “Frankly, we are so busy competing with ourselves that I couldn’t tell you what the competition is doing,” he says. “Our relentless quest for continuous improvement and exceeding the customers’ desires is daunting enough without looking over the fence to see what the competition is up to. That said, we are quite aware of their presence and respect them very much.”

It’s that desire for excellence and constant improvement that really defines GPC. Over the past five years, the company has invested in an array of new equipment and technology. According to Stanley Phillips, vice president of production, over the past few years the company has invested in a five-stage zirconium wash, a Nordson Colormax Booth, a climate-controlled powder storage room, a new conveyor, a 50’ by 14’ by 16’ sandblast room and numerous other expansions and improvements.

“We have just received our new 51-foot-long batch oven to replace our 35-foot-long oven, and we have upgraded or added significant components yearly for the last decade or so,” says Dallas Cooley.

In the midst of all of these improvements, Cooley is quick to point out that the most important investment that GPC

makes is in its people. “We select [our staff] carefully, and no matter how many millions we spend on equipment and machinery, they are GPC, and we share our profits and awards accordingly,” he says.

Even in these uncertain times as businesses struggle to adjust to what the industry will look like as the world recovers from the COVID-19 pandemic, GPC remains focused on moving forward. The company is hoping to close on an additional acre of property soon that will expand its operations and work flow processes.

When asked about their thoughts on the coronavirus crisis, the Cooleys focus on looking ahead. “My post-COVID-19 hopes are that our country would reclaim our stake as the manufacturing empire that we have been in the past,” Dallas says. “My hopes are like everyone’s — that we become a more responsible and accountable society,” Counte adds. “The usual before COVID-19 and post COVID-19 are going to be different. They have to be.”

One thing is clear for GPC. The company’s business strategy will remain focused on its customers. As he talks about GPC’s success, Dallas Cooley circles back to that core value, invoking the company’s motto. “Our proprietary processes and systems are designed to ensure that parts are ‘done right, on time, every time,’ making our customer’s life a little easier.” ■■■



All-Color Powder Coating Emphasizes Quality and Customer Service



To build his business by word-of-mouth, Mortensen has insisted on a culture of customer service from day one.

All-Color Powder Coating in Oregon, Wisconsin, hasn't had a sales force in the 23 years they've been operating, but their business is steadily growing. Mark Mortensen, the president and founder, says their success comes down to one word: communication. "When customers contact us, they're looking for information," Mortensen says. "That's why we make it a point to answer all emails and phone calls as soon as possible."

To build his business by word-of-mouth, Mortensen has insisted on a culture of customer service from day one. "We have always taken pride in providing our customers with the best coated part we can give them," he says. His determination to provide honest, timely communication was born out of frustration with the options he had for powder coating in the early 90s.

All-Color's current facility, where they serve window covering companies, solar panel manufacturers, job shops and more.



Mortensen had been working at a stamping fabricator and couldn't find reliable, high-quality powder coating. At the time, nearby shops were just converting to powder coating. Parts took a long time to come back, and, when they did, they weren't always up to his standards.

As the saying goes, if you want something done right, do it yourself, and that's exactly what Mortensen did. He opened All-Color in 1996 with an old, secondhand conveyerized system in a rented 6,000-square-foot space.

In just two years, the business outgrew the space and, in 1999, they moved into a new 22,500-square-foot facility. The outdated system was upgraded to a new conveyerized line from Amiberica with roll-on roll-off booths from Gema and Wagner with fully automatic guns on the Gema booth.

Over 20 years later, they're still there, with many of the same staff — although the facility has expanded to just over 80,000 square feet to accommodate their growth. Now, they have two automated lines, one large batch system and one cart-based batch system, plus warehouse storage space and plans to add a third conveyerized line this summer.

For Mortensen, it's been exciting to grow alongside their customers. "Primarily, over the last five years or so, the growth has been with existing customers that are also growing," Mortensen says. Many of these companies have been working with All-Color since the beginning.

Commercial window covering and solar panel manufacturers are All-Color's biggest customers, but they also serve a number of job shops and OEMs. They provide powder coating of metal substrates, plus light assembly, packaging and transport, as needed.

To keep customers for over 20 years, Mortensen aims for perfection. His strategy is to work with customers early in the design process to reduce problems that might pop up later. Because there's no sales force, the production manager or Mortensen respond to leads. Mortensen sees this educational approach as a big advantage, because customers and prospects are talking to someone who will see their part through the shop. They've got the knowledge and experience to point out potential issues and problem-solve.

According to Mortensen, if you spend the time working with your employees to build a business culture of professionalism and customer service, your employees will translate that into long-lasting relationships with customers. For All-Color, that's the secret to success. ■■■

All-Color Powder Coating Inc. | Mark Mortensen, President | Oregon, WI | allcolorpowdercoating.com

Westside Finishing Keeps Moving Forward



Westside Finishing does powder coating for a range of markets, including the communications, medical and industrial sectors.

Westside Finishing got its start in the early 1980s as a liquid coatings job shop, born out of the welding shop that belonged to the grandfather of current company president Korey Bell. Bell's father and the company's founder, Brian Bell, was a welder and a fabricator. He began doing some painting for some of the welding jobs and created the new company. As Westside Finishing expanded, it purchased its first powder coating setup and began spraying powder coatings. Korey officially took the reins in February after his father's retirement in the spring of 2019. Prior to that, he served as the company's operations manager and has been heavily involved in many changes over the course of the company's history, including the installation of the automatic conveyor line system in 2014.

Today, with 64 employees and a 30,000 square-foot facility in Holyoke, Massachusetts, Westside Finishing is one of New England's largest powder coating job shops. The company primarily does powder coatings, as well as some silk screening and packaging services. The facility has one conveyORIZED line with automatic guns, reclaim capabilities and the ability to apply two separate coats — a base coat and a topcoat — in one lap through the use of two booths and an infrared curing oven in between.

In addition, the company has four batch systems: two based on Nordson Econo-Coat booths mated up to six-foot cube ovens, and two consisting of larger booths with one mated to an 8' by 8' by 20' oven and the other a 12' by 12' by 16' oven.

Bell accredits Westside Finishing's success to a commitment

to quality and customer service. While at times the company's prices have been higher than its competitors, the end result is considered top-notch. "We used to always get rated as more expensive than our competition," he says. "I've lost customers over the years, but they always wind up coming back. It's our customer service and our quality that has earned us that distinction." Bell adds that over the years, through the implementation of lean manufacturing, the company's pricing is more in line with the competition while maintaining a focus on quality. Westside Finishing's target is less than 1% rework and the company has met that goal for a few years running.

Westside Finishing regularly ranks highly in *Products Finishing's* Top Shops Benchmarking Survey for powder coating. This year, the award came during the height of the COVID-19 pandemic. The company has remained busy and has seen an increase in work from the medical sector. Recalling other slower times, such as the Great Recession in 2008, Bell remains optimistic about the company moving forward and says that, overall, Westside Finishing has had an average annual growth rate of around 12%.

"Before the pandemic began, I was in the process of planning my next expansion. My next goal is to get a chromate conversion coating line up and running," Bell says. "It was always an idea that my father had wanted to pursue. In talking with a few of my customers over the past year or so — and just keeping an eye on the products that have been flowing through my shop that have that plating — it makes sense that it would be a good avenue for us to pursue." ■■

Westside Finishing puts the finishing touches on creative planters created by Holyoke-based artist Kamil.



Westside Finishing Company Inc. | Korey Bell, President | Holyoke, MA | wsfinish.com