

# Prime Powder Coating selects BASF | Chemetall to supply consumables



Prime Powder Coating is a well-established powder coating and specialty coating job shop serving the mid-south from Memphis, Tennessee. On September 27, 2023, they hosted a festive grand opening/open house for their second location on Harbor Avenue. Harbor Avenue is on President's Island on the Mississippi River between Arkansas and Tennessee, providing an exceptionally convenient location for moving large volumes of raw parts in for cleaning, pretreatment, paint, and curing, and then back out again.

The facility is equipped with a Gema Powder Coating 14 Automatic OptiGun SMART P Booth with two OptiSelect Pro manual guns. This powder application booth boasts many advanced options designed to maximize coating quality and throughput.

The ace in Prime Powder Coating's latest investment is their brand new, state-of-the-art, large volume 5-stage washer and powder paint line.



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# Prime Powder Coating invests in a brand new 5-stage spray washer and a state-of-the-art powder paint line

Prime Powder Coating has a 10-year relationship with BASF | Chemetall, at their first location on Brooks Road in Memphis. BASF | Chemetall provides weekly audits, equipment installation, maintenance, and repair, as well as inventory control of consumables.



*Prime Powder Coating's new Harbor Avenue location.*

Brooks Road uses **Gardobond® AP 9840**, a liquid, phosphorus-free, single-package, cleaner and pretreatment that enhances the performance of subsequently applied organic liquid and powder coatings. Multi-metal Gardobond AP 9840 cleans and reacts with steel, aluminum, and zinc substrates to enhance paint adhesion and corrosion resistance.

Brooks Road also uses **Gardolene® D**, a non-chrome final rinse for use with iron and zinc phosphates that provides the performance of final chromated rinses without the use of chrome.

Like BASF | Chemetall, Prime Powder Coating maintains the highest standards, demonstrates a proactive commitment to superior workmanship, and aims for complete customer satisfaction. Placing a very high value on the technical expertise and reliability of their vendors, BASF | Chemetall was contacted during the planning prior to the construction of the washer and paint line at the new Harbor Road location.



*The new paint line at work.*

BASF | Chemetall was asked to audit the planning and provide chemical recommendations. Satisfied with the results and input, BASF | Chemetall participated in weekly calls with the customer and contractor throughout the build, which took about a year.



*Production Supervisor Jan Howard inspects a finished part.*

## Prime Powder Coating selects BASF | Chemetall to supply consumables (Case study)



*Powder paint with electrostatic spray guns.*

BASF | Chemetall Technical Manager Rich Yeoman explains, “They were very interested in one of our newer technologies, **Gardobond X 4548**. Prime Powder Coating was aware of zirconium technology, and it is one of the specialties of BASF | Chemetall. Our product is designed for multi-metal operations including ferrous and non-ferrous substrates as well as Zn-coated and aluminum substrates.”

Rich Yeoman continued, “**Gardobond X 4548** makes it possible to treat a wide array of materials. It operates at an energy saving ambient temperature, and generates essentially no sludge, reducing wastewater treatment, which makes it a perfect match for a high-end job shop business such as this. Their customers come in with a variety of materials and finishing needs, and, for their lines to sustain them economically, they must be versatile. In addition, they can enjoy improved profitability due to increased sustainability as the product contains no heavy metals and is phosphorus-free.”

Said Prime Powder Coating Plant Manager William Fransioli, “We were very pleased with the execution process, which was completed in June of 2023. BASF | Chemetall implemented **Gardoclean® 5846** for the first stage of our new washer, a low foam, premium quality detergent/cleaner that needs no heat pre-treatment, along with a fully automatic chemical feed as well as monitoring equipment. They provided operator training and a Gardo filter for iron removal in the pre-treatment bath. In addition, they are providing **Oxsilan® 9951**, an alkaline pH adjuster. We signed a 3-year partnership and have plans for further expansion into Texas.”



*Newly installed 5 stage washer and paint line.*

BASF | Chemetall was represented at the grand opening/open house by Technical Manager Rich Yeoman, District Manager Jonathan Moses, and Sales Engineer David Wallace.

***“They helped our customers be happier with us.”***

Owner Cory McCabe had this to say, “BASF | Chemetall has achieved the one metric for us that is always the most important. They helped our customers be happier with us!”

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- 3) Understand a pathway to project management that will increase the capture of sustainability components.



Chemetall experts are original thinkers that can make the action of sustainability truly meaningful. Engineering holistic solutions involves more than just resource reduction but looking beyond the direct point to the upstream and downstream effects in a process analysis.

This involves the “mechanical”, which is to physically change the overall process, the “operational”, which can change the way a process stage is done, and the “chemical”, which is the use of technology to improve the outcomes.

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