



“An increase in efficiency of 33% using the OptiFlex!”

says **Dominic Such** from **Atherstone Industrial Coatings**

More than anything these happy faces prove the success story of the OptiFlex unit. The coaters of AIC are delighted with the new manual coating units by ITW Gema.



AIC was the very first customer in the world to purchase an ITW Gema OptiFlex manual unit. Today a total of three OptiFlex units are in use at Atherstone Industrial Coatings. Paint Shop Foreman Neil Butler has worked with AIC since the company was founded in 1981 and has more than 25 years of powder coating experience.

“The OptiFlex brought exceptionally quick results” Neil says. “We paint ceiling tiles and in the past, each tile needed nine passes to be coated. With the new OptiSelect gun we’ve cut that down to only six!” This means an increase in efficiency of 33%! “The new units are also much easier to handle than our



older equipment. Neil describes the following scenario: “Because Ceiling tiles do not tolerate variances in thickness, we would dedicate one machine per job to guarantee uniformity. When a job then became urgent, we couldn’t increase our output as we had to keep the job with one sprayer. Now, with the reproducibility of the OptiFlex, we can split any job between three sprayers, allowing us to cope with the day to day fluctuations of production, without a problem. We are faster and have fewer rejects than ever before”

Dominic Such, Director of the company, is happy that the feedback of his coaters is so positive. “I am relying on their experience and knowledge to provide the feedback” he says. “And they are proving daily, that the investment in the OptiFlex was an excellent decision!”



AIC is a producer of ceilings, which are produced in small numbers and to customer demand, together with ACE Ceiling Panels.

The team at AIC have been working together for a considerable time. This stability has enabled the development of considerable manual painting skills within the team and this, together with the recent investment in the advanced technology of the Decoral System® has created a formidable decorative finishing resource. With the system providing quality control, reliable repeatability and durability and the artisan approach permitting an innovative and highly flexible response to customers bespoke requirements, AIC Decorative are ideally placed to meet the precise needs of their customers

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OptiFlex wins iF Label

The new OptiFlex product range from ITW Gema AG was recognized for its ergonomic design and innovative form language with the award of the iF label.

Less marketing, more design – this was the request of the international jury of the iF Design Awards 2006. The experts recognized products with simple form language and easy operation that demonstrated a user-friendly path. The OptiFlex equipment line met these requirements on all points and so confirmed, that in the field of industrial products, it has the reliability and flexibility for powder coating into the 21st century.

Further information about OptiFlex:

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