

## A head start with a quality finish

Customer confidence, value adding and compliance with the BCA have never been more important than right now. In the middle of an economic crisis staying ahead of the game relies firstly on the ability to land the jobs and secondly on the provision of great results.

While the temptation may be to focus on the day to day running of a business, the clever operators who recognise the importance of a competitive advantage will survive and even thrive in these challenging times.

When it comes to powder coated aluminium windows and doors, that competitive advantage is Qualicoat.

The independent Qualicoat licensing system to Australian Standard AS3715 is the first of its kind in the country. It involves independent NATA approved inspectors performing random audits twice a year on powder coating processes, facilities and testing procedures. This strict auditing schedule essentially verifies the entire powder coating process, from the powder to its application.

Administered in Australia by the Australasian Institute of Surface Finishing (AISF), Qualicoat is an assurance of quality, ensuring the use of local and imported aluminium powder coated products achieve specification.

President of Qualicoat Australia Bill Wyllie comments,  
 “Governments welcome free trade during this global economic crisis, but it is important for the future of our industry and in the interest of good quality aluminium powder coating that we adhere to an independent and international system of quality control.

“The third party Qualicoat approval system is now used in 39 countries and is your assurance that the powder coating will not fail, so protecting your business and reputation. Taking advantage of the established Qualicoat system is easy, all you have to do is use a licensed coater.”

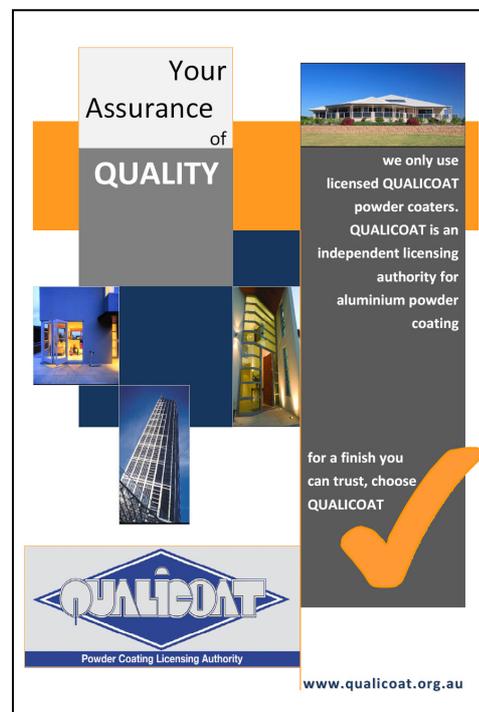
Using Qualicoat approved coaters will serve your business in the long term, as the finish survives the tests of time. Marketing your use of licensed coaters will deliver results in the short term, giving you a jump on competitors by proving to your customers that their concerns are your top priority.

For a list of Qualicoat licensed powder coaters or for more information, please visit [www.qualicoat.org.au](http://www.qualicoat.org.au).

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Look out for this Qualicoat poster, which identifies fabricators that use Qualicoat approved coaters