

## Competitive advantage with Qualicoat



Quality control is an essential part of maintaining Australia's \$150 million-a-year aluminium finishing industry and Qualicoat provides this through its independent compliance system.

Similar to the AWA's third party accreditation program, Qualicoat verifies the quality of the materials and processes of its members through a series of random audits undertaken by a NATA approved inspector.

When it comes to building materials, quality, durability and credibility are becoming as important as price and aesthetics, as regulations tighten and people seek assurance from products they trust. Qualicoat's third party accreditation system provides this confidence, while giving its members a marketing foundation from which to build their 'best in business' reputation.

Qualicoat currently operates in 20 countries, and the Australian Qualicoat system has been developed in accordance with all BCA requirements. Qualicoat-approved applicators provide a Qualicoat Compliance Certificate and a mandatory seven year warranty, so instilling long-term confidence in their customers.

Thanks to Qualicoat, customers can now compare applicator to applicator, rather than trying to decipher each company's individual method of verifying their compliance. This creates a much-needed level playing field among the finishing industry.

Guy Vissell, Qualicoat member and supporter, comments, "Qualicoat is an international benchmark of quality that sets standards for the powder coating materials and processes of its members and gives them the chance to prove their compliance to their customers.

"There are over 1000 powder applicators in Australia," Guy continues, "...coating different substrates. They don't all use the right pre-treatment systems, laboratories and processes; and those that do should not have to suffer because of the cowboys. Powder coaters with Qualicoat accreditation can prove they have been independently tested to meet the standards set in the Building Code of Australia."

The Qualicoat system guarantees quality and compliance with AS3715, the Australian Standard for metal finishing as set in the BCA.