

FOR IMMEDIATE RELEASE

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Competitive advantage with Qualicoat

Aluminium window fabricators and powder coaters wanting to gain a stronghold over their competitors have the chance to be involved in the Australian Qualicoat program. As the most important advance in quality control ever made by Australia's \$150 million-a-year aluminium finishing industry, Qualicoat is the only independent compliance system in Australia.

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 Vissel, 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 a 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.

Members are inspected by Azuma, which is itself a National Association of Testing Authorities (NATA) approved laboratory and an Iso 9001-2000 quality endorsed company.

Craig Brennan, Azuma auditor, said "Azuma administers two random audits of Qualicoat members annually. These audits provide the industry with a level of certainty, so architects and builders are assured of premium quality for all powder coated specifications. Accredited applicators or manufacturers can distribute their own compliance certificates, which is proof of third party accreditation."

Some of the industry's most prolific associations such as the Australasian Institute of Surface Finishing, Australian Window Association and the Australian Aluminium Council endorse Qualicoat. Powder manufacturers and suppliers to the industry like Akzo Nobel, Dulux and Jotun also play key roles within the program.

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Zel Medak, General Manager, Akzo Nobel Australasia, said "Akzo Nobel has supported the Qualicoat certification scheme globally for many years. The Qualicoat scheme compliments our strict quality requirements by the approval of powder coatings, pre-treatment systems and the application process. The outcome of this collaboration between Akzo Nobel and Qualicoat is a high quality powder coated aluminium product which provides the consumer with confidence and satisfaction."

For more information about Qualicoat visit the new website: www.qualicoat.org.au or call 03 9416 2222.

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