

Your powder coating questions answered

Craig Brennan from Azuma Design talks about the benefits of the Qualicoat licensing system.

Powder coating technology applies a finely ground mix of pigments and resins to a range of materials to give them a colour-durable, economical and environmentally-friendly finish.

There are hundreds of powder coating businesses in Australia but, until recently, there were no licensing requirements for those joining the industry. That made it hard for purchasers of powder coated products to ensure a quality finish.

Enter Qualicoat: originating in Europe, this globally recognised quality licensing system is now in Australia and governed by the Australasian Institute of Surface Finishing.

This means powder coating can be purchased with a high degree of confidence because the management systems used for Qualicoat-approved products give the coater full control over operations.

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Qualicoat guarantees a range of requirements to establish and maintain high coating standards.

For example, a total audit trail for every extrusion coated in their plant allows the coater to create product consistently. As a result, plants with the Qualicoat licence are confident that their products and services will meet the highest expectations of their customers.

Above and beyond

To acquire a Qualicoat licence, a coater must implement rigorous control over its management, processing and supplier systems. All materials used in Qualicoat plants must be listed on the international data bases of approved products. These materials are tested before being approved by Qualicoat.

In order to retain their licence, Qualicoat-approved plants also submit to, and pass, at least two rigorous inspections each year. Azuma Design is the third party inspection authority assigned to carry out the Qualicoat inspections.

Third party independent inspection ensures that plants have full control of their processes and that customers have confidence in a quality outcome.

Lifting standards

Powder coaters should strive to attain Qualicoat accreditation because it is the only system that covers every facet of the operation: from the supply input through to the production processes and the finished product.

For that reason, Qualicoat providers are also able to offer customers a comprehensive warranty on products.

Qualicoat-approved plants run daily testing on their pre-treatment systems, powder application and their finished products in accordance with strict international standards and guidelines.

Plants without approval are generally reliant on individual supplier agreements to help them ensure that their product



meets expectations, which means they don't have full control of their systems.

Satisfaction guaranteed

In addition, the Qualicoat third party inspections verify continuous improvement within each plant. This, in turn, gives management greater trust in its powder coated services and products.

Confidence in processes is a powerful marketing tool for ensuring customer satisfaction. It can also reduce the worry over day-to-day operations, giving managers more time to get on with growing their business.

Another advantage of a Qualicoat-approved plant is that you'll be confident that the powder coated finish you order will be fit for purpose and stand the test of time. ■■