



# POWDER COATING WEEK 2021

 **Powder Coating**  
Technical Conference

 **CUSTOM  
COATER  
FORUM**  
PRESENTED BY  Powder  
Coating  
Institute

**POWDER COATING 101**  
Powder Coating Done Right: The Basics

## Program & Registration Information

**NEW DATES!**



**April 27-30, 2021**

Renaissance Orlando at SeaWorld® | Orlando, FL

[conference.powdercoating.org](https://conference.powdercoating.org)

# GENERAL INFORMATION

## LOCATION

Renaissance Orlando at SeaWorld®  
6677 Sea Harbor Dr., Orlando, FL 32821

## DATES

April 27-30, 2021

## EVENTS

**Powder Coating 101 Workshop:**  
**Powder Coating Done Right - The Basics**

April 27 & 28

**PCI Custom Coater Forum**

April 27 & 28

**Powder Coating Technical Conference**

April 29 & 30

**Tabletop Exhibition**

April 29 & 30

## HOTEL

PCI has a discounted group rate at the Renaissance Orlando at SeaWorld®. Click the link below to make a reservation directly with the hotel. Note, rooms are limited at this rate so be sure to make your hotel reservation as soon as possible. Please book your room within our hotel block listed below as it enables us to keep costs low for attendees, speakers, and exhibitors. Our discounted rate is available three days before and after our event based on availability for those wishing to extend their stay

**CLICK HERE** to book your room at the Renaissance Orlando at SeaWorld® at our discounted group rate of \$179/night + tax & resort fee.

The hotel cutoff date for reservations at our discounted rate is April 2, 2021. Please make your hotel reservations early as we expect our room block to sell out!



## REGISTRATION

To register for any of the Powder Coating Week 2021 events, visit [conference.powdercoating.org](https://conference.powdercoating.org) and click the **REGISTER** button at the top of the page. See pricing and a complete listing of registration options at the back of this brochure. Combination discounts are available for attendees registering for both the two-day Technical Conference and either the Powder Coating 101 Workshop or the Custom Coater Forum.

**Register by March 19 to receive the lowest rates.**

## ENJOY ORLANDO

One of the world's favorite spots, Orlando offers a wide variety of parks, entertainment complexes, restaurants and world-class shopping. Many attendees will bring family to enjoy Orlando before or after PCI's Powder Coating Week, so we've posted a list of Orlando resources on the event website. Visit [conference.powdercoating.org/venue.html](https://conference.powdercoating.org/venue.html) and scroll down for links to many of Orlando's top attractions.

register now at [conference.powdercoating.org](https://conference.powdercoating.org)



# SCHEDULE OF EVENTS

## TUESDAY, APRIL 27

### POWDER COATING 101 WORKSHOP AND CUSTOM COATER FORUM

10:00 AM	Registration Opens
1:00 – 5:00 PM	Powder Coating 101 Workshop: Powder Coating Done Right - The Basics
1:00 – 5:00 PM	PCI Custom Coater Forum
5:00 – 6:00 PM	Reception for Workshop & Forum Attendees

## WEDNESDAY, APRIL 28

### POWDER COATING 101 WORKSHOP AND CUSTOM COATER FORUM

7:30 AM	Registration Opens
8:00 – 8:30 AM	Breakfast for Workshop & Forum Attendees
8:30 AM – 4:30 PM	Powder Coating 101 Workshop: Powder Coating Done Right - The Basics
8:30 AM – 4:30 PM	PCI Custom Coater Forum
Noon – 1:00 PM	Lunch for Workshop & Forum Attendees
4:30 PM	Workshop & Forum Conclude

## THURSDAY, APRIL 29

### POWDER COATING 2021 TECHNICAL CONFERENCE AND EXHIBITION

7:00 AM	Registration Opens
7:30 – 9:00 AM	Opening Breakfast & Keynote Address
9:15 – 11:00 AM	Breakout Sessions
11:00 AM – 1:00 PM	Lunch and Tabletop Exhibition Open
1:15 – 4:30 PM	Breakout Sessions
4:30 – 6:30 PM	Reception and Tabletop Exhibition Open

## FRIDAY, APRIL 30

### POWDER COATING 2021 TECHNICAL CONFERENCE AND EXHIBITION

7:00 AM	Registration Opens
7:30 – 9:15 AM	Breakfast with Roundtable Discussions
9:30 – 11:00 AM	Breakout Sessions
11:00 AM – 1:00 PM	Lunch and Tabletop Exhibition Open
1:15 – 2:30 PM	Troubleshooting Jeopardy
2:30 PM	Powder Coating 2021 Technical Conference Concludes



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# POWDER COATING 101 WORKSHOP

## POWDER COATING 101

### Powder Coating Done Right: The Basics

PCI's Powder Coating 101 is a one-and-a-half day workshop that introduces attendees to powder coating by focusing on materials, application, reclamation, testing & evaluation, quality control, the powder manufacturing process and much more. Attendees will gain knowledge of powder coatings and the powder coating process from industry experts as well as have the opportunity to network with speakers and other attendees during a reception on day 1 and lunch on day 2. This PCI training workshop is unbiased, commercial-free, and provides a great foundation for the technical conference that follows later in the week.

#### **PRESENTERS:**

**Pretreatment Chemistries, Methods and Equipment**

**Choosing & Testing the Correct Powder Coating**

**Processing Powder Materials**

**Application Methods & Equipment**

**Powder Booths & Recovery Systems**

**Introduction to System Design**

**Dry Off & Curing Ovens**

**Measurement Equipment**

**Tomasz Slezak**, BASF/Chemetall

**Marty Korecky**, AkzoNobel Powder Coatings

**Tabitha McLeish**, Sherwin-Williams Company

**John Cole**, Parker Ionics

**Frank Mohar**, Nordson Corporation

**Joe Laubenthal**, Therma-Tron-X, Inc.

**John Podach**, Fostoria Process Equipment,  
Div. of TPI Corp.

**Jeralyn Camp**, BYK Gardner



#### Here are some comments from attendees of previous Powder Coating 101 Workshops:

- Overall class was full of good information. Would recommend to others!
- As the COO of the company, I will be putting a prerequisite that both coating factories in Canada and USA take part in additional training. Great job over these 2 days. I really enjoyed and learned a lot.
- Speakers were very knowledgeable and broke things down to make it easier to understand, even for a first-timer.
- Overall excellent! Thank you!
- Great, engaging presentations!
- One of the best programs I have ever seen. Very knowledgeable and explained in great detail.

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# CUSTOM COATER FORUM



PCI's Custom Coater Forum is designed for custom coaters to network with peers and industry leaders, hear presentations on timely issues important to their business, and participate in roundtable discussions that allow for sharing information. The event includes a reception on day 1 and lunch on day 2.

**TUESDAY, APRIL 27**

**1:00 – 4:30 PM**

## **1. Back to Business in 2021**

**Doug Bohn**, *Orr & Boss Consulting Inc.*

The PCI Global Powder Coatings Market Study is a comprehensive study that reviews all aspects of the powder coatings market. In this year's edition, we have updated it to include a section on the custom coater market. Some of the areas explored in this section include the size of the custom coater market, number of customer coaters per segment, average revenue of custom coaters, and the key segments where custom coaters operate. Furthermore, in addition to the custom coater market, the values of the powder market have been updated from the 2019 study and we include a forecast which takes into account the impact of COVID-19 on the market. In this presentation, we will summarize the overall study and point out some of the key trends and issues impacting the custom coater and powder coatings market.

## **2. Troubleshooting to Minimize Rejects**

**Marty Korecky**, *AkzoNobel Powder Coatings*

Troubleshooting is a never ending part of every finishing operation that can ultimately save your company money. The more you understand the best practices for troubleshooting, the more problems and rejects your operation can avoid. This presentation will help you understand ways to educate your employees on how to troubleshoot, recognize defects and quickly resolve them. We'll quickly review the most common coating defects, their causes and ways to reduce rejects. We'll discuss the pitfalls of coating certain substrates, utilizing the wrong surface preparation, or not choosing the best coating for the application that owners and managers need to understand before training staff. Where possible, examples of the defects, along with the use of common troubleshooting charts and the PCI Handbook will be used. This presentation will walk you through the various ways to troubleshoot issues and provide solid ideas for you to take back to your staff and operation.

## **3. Raising the Bar with PCI Certification**

**Joe Cochran**, *Thomarios*

**Dallas Cooley**, *Georgia Powder Coating Inc.*

**Rich Saddler**, *Industrial Finishing Solutions LLC*

There could be many reasons a company decides to become PCI certified and in this panel presentation you will hear from representatives of PCI-certified companies and their reasoning to seek certification. They will share their experience with the process and answer your questions. One of PCI's auditors will also be available to provide you with his perspective on what needs to be done to ensure a successful audit.

## **4. Value Added Service - Sublimation**

**Marco Menin**, *Menphis s.p.a*

This presentation will help you understand the cost requirements and markets for sublimation, a value added service.



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# CUSTOM COATER FORUM

**WEDNESDAY, APRIL 28**

**8:00 – Noon**

## **5. Tips for Growing Your Finishing Business**

**Rick Gehman**, *Keystone Coating LLC*

Growing your business is not an easy thing to accomplish! Keystone Coating has been working on their business expansion and will be sharing key metrics to be considered when expanding your business.

## **6. Automating Finishing Operations**

**Sam Gerges**, *Omnirobotic*

Recruiting, training and retaining skilled labor has always been a challenge, and COVID-19 hasn't made that any easier. Fixed automated systems and industrial robots have been used to overcome labor shortages, but these solutions often involve significant quality tradeoffs or prohibitive integration costs. With new technology, coaters can use self-programming robots that SEE, PLAN and EXECUTE your coating process in real-time, no matter your part mix or environment. Using 3D vision, AI and other recent advances, this technology finally allows you to use robots to their full potential - without the excess costs that make traditional projects unprofitable.

## **7. Crisis Management**

**Speaker TBD**, *Company TBD*

If we learned nothing else from 2020, we should have learned the importance of having a crisis management plan in place. This presentation will review what needs to be in your crisis management plan and will help you build a plan to deal with managing your business through a crisis.

## **8. The Role of Peer Groups: Making Your Business Better**

**Anne Goyer & Kevin Coursin**, *PCI*

PCI and CCAI have been hosting Peer Groups as a joint effort for the past four years. Undoubtedly, this is one of the most valuable benefits of Custom Coater membership. This presentation will review the program and provide examples of how our custom coaters continually improve operations by participating in a Peer Group.

**1:00 – 4:00 PM**

## **9. Effective Non-Destructive Testing Methods**

**Mike Beamish**, *DeFelsko Corporation*

An explanation of the most common testing procedures performed on finished parts and how they are performed while maintaining the integrity of the coating.

## **10. ROUNDTABLES**

### **Business Disruptions: What Lessons Have We Learned?**

What lessons have you learned from the COVID experience? Were you prepared? If not, what should you have done to prepare? If you thought you were prepared, what worked and what didn't? What was not thought of? How do you sustain moving forward with new requirements? How do you navigate the new rules and regulations such as social distancing, sanitation and visits with vendors and customers?

**Here are some comments from last year's Custom Coater Forum attendees:**

- Second year attending, great job!
- Good variety of speakers
- The round table was very interactive and informative.
- This was my first time attending. It was well worth my time. Great event.
- I found most of the information presented enlightening and the PCI Custom Coater Forum well worth the cost and my time.

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## Powder Coating Technical Conference

PCI's Powder Coating Technical Conference has been offering outstanding education to the industry for the past 32 years! The Technical Conference features general sessions of interest to all powder coaters, breakout sessions covering all aspects of powder coating and a tabletop exhibition, allowing for networking, learning and conversation with exhibitors and other powder coaters. This is your chance to learn about the latest innovations and explore all things powder coating! Read through our keynote and breakout sessions in this brochure and register now!

Explore the wide variety of sessions and presentations available during PCI's Powder Coating 2021 Technical Conference. Review them closely then select your sessions during the registration process. You will be able to switch sessions on site, but pre-selecting your sessions helps immensely in setting each room with the appropriate number of seats.

### 1. KEYNOTE PRESENTATION

Thursday, April 29 | 7:30 - 9:00 AM

**Keep On, Keepin' On! Building Blocks to Improved Teamwork, Collaboration and Productivity**  
**Conor Cunneen**



Yup! It's strange times we are living in, but we do have to Keep On, Keepin' On. In this fascinating, upbeat keynote, Chicago-based IrishmanSpeaks - Conor Cunneen will lift your spirits and provide you with down to earth, memorable, implementable ideas to ensure you, your family and work colleagues Keep On, Keepin' On.

This inspirational speaker and award-winning humorist will have you learning and laughing while showcasing the power of daily micro-goals, demonstrating the impact of a compliment and highlighting the one word that will make a difference in any conversation. And he'll do this with insights and impish Irish humor that will ensure you Keep On, Keepin' On!

### Here are some comments from attendees of the Powder Coating 2020 Technical Conference:

- Good content that made me think about new ideas for our company
- As R&D chemist developing resins it was great to see and discuss with the whole value chain in powder coating. I learned a lot!
- Loved all the presentations.
- Live conferences. People get answers to questions about issues they are having at their facility.
- I really enjoyed the conference. I learned a lot and the people are very helpful. Food is excellent!
- Thank you. Event was overall great!



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# TECHNICAL CONFERENCE

**THURSDAY, APRIL 29**

**9:30 – 11:00 AM**

## **2. Batch 1: Setting Up and Operating an Efficient Batch Powder Coating System**

**Greg Dawson**, Nordson Corporation

**John Sudges**, Midwest Finishing Systems, Inc.

**Mike Withers**, Axalta Coating Systems

New to powder coating or need to increase your efficiency and effectiveness with a batch powder coating system? This session will break down the best practices for running a batch system.

## **3. Data: Understand It to Manage It**

*If You Can't Measure It, You Can't Manage It*

**Rick Gehman**, Keystone Koating LLC

In today's world it is difficult to say that you truly know your business if you're not gathering and monitoring data on the daily operations. Metrics and data can reveal where things are going well and where things may not be going well. Continuous improvement based on accurate data and closely watched metrics can allow a business to grow and thrive. In this presentation, attendees will learn what metrics and data need to be evaluated, how they connect to each other and how they can be used.

*Real Production Data Aids Real Management Decisions*

**Chris Merritt**, Gema USA Inc.

As powder coating machinery becomes "smarter," users now have more information that can be downloaded and evaluated to help improve coating efficiency and performance. Whether it is on an HMI screen, smart phone or tablet, users can see and access important production data quickly and easily. This presentation will offer insight on productivity, consumption data available and examples of evaluating data and recognizing potential areas for improvement.



## **4. Purchasing an Automated Line**

*A Case Study Judging the Feasibility of Purchasing a New Powder Coating System*

**Nick Liberto**, Powder Coating Consultants

Making equipment selections for a finishing operation can be difficult and confusing, as the equipment features and designs can be diverse and numerous. Successful finishing operations "right-size" their equipment selections to meet defined production, flexibility and quality goals to ensure their capital funds are spent wisely. Attendees will receive a complete overview of the process considerations that affect capital and operational costs while meeting production, flexibility and quality goals. These considerations are necessary to judge the feasibility of purchasing a new finishing system. A case study of an actual finishing system acquisition will be presented to show the audience a real world example.

*Lessons Learned While Installing a New Automated Powder Line*

**Speaker TBD**

**1:15 – 2:45 PM**

## **5. Line Improvements**

*Lessons on Powder Coating Line Improvements*

**Nelson Zimmerman**, Keystone Koating LLC

This presentation will review multiple improvements to conveyorized powder coating lines in a manufacturing facility. Participants will be taken through the process of a thorough evaluation of the powder coating lines and proposed improvements. The general categories of improvement include education, equipment improvements, racking and process improvements, and employee team improvements. Also, clearly defining the required performance and appearance of the coated product will determine the level of testing and inspection required. Every powder coating process will benefit from continued evaluation and improvement.

*Apps for the Factory Floor*

**Rich Rogers**, Xemelgo

Twenty years ago, Steve Jobs put 1000 songs in your pocket. Today Industry 4.0 technologies are enabling you to put the entire factory in your pocket, providing 24/7/365 visibility of your operation from anywhere in the world. Explore how cloud, mobile, AI, and IoT technologies are enabling the next generation of manufacturing solutions.

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# TECHNICAL CONFERENCE

## 6. Raw Materials

### ***Versatile Pelletized Aluminum for Powder Coatings***

**Michael Venturini**, *Sunchemical*

Aluminum flakes require specific handling and storage techniques in their dry form to be used in powder coatings in order to maximize their appearance and safety. This presentation will address aluminum pellets as an alternative delivery form that can be incorporated into powder paints using existing methods of dry blending or bonding to give equal or better appearance in a variety of paint chemistries. Data will be presented that shows pellets maintain versatility and provide appearance benefits. Data will further demonstrate that pellets are an attractive option in powder paint manufacturing.

### ***Improved Flexibility Superdurable Powder Resin***

**Mike Iwaniw**, *Arkema Coating Resins*

Powder coatings' pillars of efficiency, economy, excellent performance, and environmental compliance have compelled architects and finishers to consider this technology platform as an alternative to solvent-borne coatings for decades. Durability has always been important, but as powder coatings gain new market share in areas like North American architectural coatings, they will need to consistently meet and exceed AAMA specifications. Market demand for superdurable products is also not only driven by improved UV durability, but also expanding to include improvements in mechanical properties. Continued advancements in the performance of superdurable products will become the baseline expectation in the industry. This presentation will present the market trend in superdurable powder coatings, with an emphasis on improved flexibility, without compromising exterior weatherability.

## 7. Alternative Substrates

### ***Prepared for Liftoff - Powder Coating Alternative Substrates***

**Chris Reding**, *IFS Coatings*

The advantages of powder coating have earned the technology a leading position in many industrial applications. This presentation will cover the evolution of powder for non-metal from the 1990s to the culmination of advancements today. When it comes to alternative substrates, powder is prepared for liftoff.

### ***Powder Coating MDF & Natural Wood, A Viable Process Today***

**J.R. Rogers**, *Wagner Systems Inc.*

This presentation will focus on the latest methods and technology used to powder coat MDF and natural wood substrates in cabinet and furniture manufacturing, demonstrating that the process is more similar to powder coating metal than ever before. Attendees will also learn how powder coating can be a better choice for coating MDF and natural wood when compared to current liquid technologies, including reduced environmental impact, increased throughput, fewer coats and/or steps to achieve a finished product, lowered finishing cost, quality improvement and expanded varieties of finishes only provided by powder.

## Curing Heat Sensitive Substrates

**Marty Sawyer**, *Trimac Industrial Solutions*

Heat sensitive substrates are a growing area for powder coatings, led by new powders and oven design. This discussion will address the challenges of powder coating heat sensitive substrates. Attendees will hear the progress that has been made over the last year, including video demonstrations of products being cured and review of line designs and production expectations. Lastly, there will be discussion of where the market might be going and what capabilities a coater needs in order to be able to coat these types of parts and substrates.

**3:00 – 4:30 PM**

## 8. Safety and Regulatory Guidelines for Powder Recovery Systems and Application Equipment

**Marty Korecky**, *AkzoNobel Powder Coatings*

**Mike Streepey**, *Nordson Corporation*

With more than 50 combined years of experience, Marty and Mike will present best safety practices for powder coating lines and how to comply with OSHA, The National Fire Protection Association (NFPA), The International Fire Code, and local authorities having jurisdiction (the local building inspector, insurance agent, or fire official). Compliance of both new and existing application equipment and cyclone/cartridge technologies with safety and regulatory standards will also be addressed. Attendees will hear about the relatively new NFPA 654 Standard for the Prevention of Fire and Dust Explosions from the Manufacturing, Processing, and Handling of Combustible Particulate Solids.



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# TECHNICAL CONFERENCE

## 9. Masking, Hanging and Paint Stripping

### *Using Correct Masking to Cut Down on Costs*

**Christopher Malone**, Caplugs

The wrong masking solutions cost finishers thousands of dollars each year. A new generation of masking options includes performance materials and design features to improve efficiency and function. Market research has shown most masking processes on finishing lines have significant opportunity for efficiency improvement. Case studies show masking parts to be the last consideration in a project, yet the wrong masking solution holds significant risk and cost implications. This presentation will illustrate how engineered masking solutions save users time and money through installation, resulting in a faster finishing line with further savings shown through reduction of bleed and mask failure.

### *Hanging - Ways to Increase Paint Line Efficiency Without Breaking the Bank*

**Dan Nesper**, DuBois Chemicals

During this presentation attendees will learn many different hang methods used on today's systems from batch, to monorail, to power and free and more. Topics covered include hooks and the different varieties of shapes and materials, next-off-the-shelf hanging systems and custom racking, and dedicated tooling for a large run system. The presentation will demonstrate a return on investment calculator to help justify more efficient hangers as well as a small section on material handling parts to and from a paint system.

## 10. New Technologies

*This session includes a series of short commercial presentations on new products. Speakers are permitted to present products with their tradename in this session only.*

### *Mini-Mobile Powder Coating*

**Marty Sawyer**, Trimac Industrial Solutions

The Mini-Mobile System solves the challenge of how to efficiently clean, coat, and cure small parts or small runs. Utilizing Protherm infrared technology, the system can cure a part often in a minute or less. The system plugs in requiring no permanent exhausting or installation. When you are finished with it, just roll it away into storage. The larger unit can handle up to a 40" sheet and the smaller unit can handle up to a 20" sheet. The system is ideal for prototyping, labs or even large production shops that need to do a small run of a special color.

### *Putting Waste to Work! Powdura® ECO*

**Tabitha McLeish**, The Sherwin-Williams Co.

Plastic pollution has become a growing global concern. Powdura® ECO powder coatings are a transformative product collection utilizing polyester resins created from recycled PET, elevating powder coating sustainability to new heights and providing customers a more eco-conscious solution to product protection, color and performance.

### *Next Generation Digital Control of Powder Coating Application Equipment Featuring Pulse Power® Advanced Corona Charging Technology*

**John Cole**, Parker Ionics

This presentation will introduce attendees to the next generation of Pulse Power® advanced corona charging technology as well as the first digital controller to use programmable regulator technology for air control in the powder coating process. The Parker Proficy System will also feature the new Parker LEAPS Control System that utilizes the IoT for full control of your automated powder coating process.

### *Innovation in Pre-paint and Corrosion Protection Technology: Organic Dip Conversion Coating*

**Suresh Patel**, BASF/Chemetall

A new organic corrosion preventative coating, ODC (Organic Dip Conversion), is used in the pretreatment and corrosion protection process. This innovative coating eliminates the need for traditional pretreatment and can serve as a stand-alone corrosion layer for pre-paint. The technology is low-VOC and organic-based, increasing the sustainability of the coating process. The process decreases the number of steps needed to form the protective coating and requires significantly less energy and electricity. This technology eliminates many of the high variability areas in the pretreatment process and delivers excellent corrosion protection results.

### *PosiTest® PC Powder Checker*

**Michael Beamish**, DeFelsko Corporation

The PosiTest® PC Powder Checker measures uncured powder coatings using non-contact ultrasound technology to predict a cured thickness ensuring adequate coverage and reducing waste. The instrument has been completely redesigned as a dedicated stand-alone unit -- no PosiTector gage body required. With a measurement speed up to four times faster than previous models, the new PosiTest® PC is easier to use, especially on moving parts and challenging geometries.

### *Measure Your Texture with Spectro2profiler*

**Jeralyn Camp**, BYK Gardner

Visual perception is influenced by color, gloss, and surface structure. Our visual rating takes all three parameters into consideration and makes an overall judgement. But which one most influences the other? Up to now, grain or surface structure could only be judged visually or with highly sophisticated microscopes. This has changed with the new Spectro2profiler that measures all three parameters simultaneously in a robust, portable tool.

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# TECHNICAL CONFERENCE

## FRIDAY, APRIL 30

**7:30 – 9:15 AM**

### **11. Breakfast and Roundtable Discussions**

#### ***Powder Coating Roundtables***

Some of the best information exchange at the conference comes from roundtable discussions with peers. The roundtables will take place during breakfast to open Day 2 of PCI's Powder Coating 2021 Technical Conference program. These informal discussions will be captured and shared with the entire audience.

**9:30 – 11:00 AM**

### **12. Batch 2: Optimizing Your Batch Powder Coating Operations**

**John Cole**, *Parker Ionics*

**Russ Green**, *Midwest Finishing Systems, Inc.*

**Suresh Patel**, *BASF/Chemetall*

Three industry experts present optimization and cost reduction opportunities for those operating batch powder coating systems. Attendees will learn about areas to review for cost savings and process optimization. This is an in-depth study of the batch powder coating process including pretreatment, powder application, curing, and parts racking.

### **13. Automation**

#### ***Bringing Robotics to High-Mix Finishing***

**Francois Simard**, *Omnirobotic*

High-mix manufacturers face persistent challenges in finding skilled labor and achieving the highest efficiency, productivity and quality without incurring excess production costs. For spray processes, advancements in AI and 3D visual sensing technology enable more manufacturers to fully benefit from robotics, even in high-mix production. This presentation will demonstrate how this technology adapts to various shapes and positions, as well as generating sophisticated robot motion programs without the need for a human robot programmer. This development means that high-mix manufacturers can finally deploy robotics in a cost-effective way, saving on skilled labor and costly rework.

#### ***Pick & Place Automation with Chain-on-Edge for Powder Coating***

**Martin Powell**, *Carlisle Fluid Technologies*

**Todd Jennings**, *Robotics TSS*

Chain-on-edge systems provide excellent production capabilities for small parts and some parts that are not so small. This presentation will cover automatic loading and unloading with line speeds from 2 FPM to over 40 FPM; internal and external sophisticated application of powder; curing with either or both infrared and convection ovens; automation of unloading for further assembly or packaging; creating smaller floor space; and system layouts. Also, if you're considering automation and material handling, before any vendor can quote automation, a series of questions need to be answered. Find out what to know to prepare for automated unloading for further assembly or packaging.

### **14. Powder Coating Potpourri**

#### ***Why Choose Between Liquid and Powder Coating?***

**Roberto Colombo**, *Menphis s.p.a*

This presentation will address how strong coating lines incorporate a cleaning principle, a power and free conveyor system and the possibility to supply hybrid coating lines, capable of both powder coating and liquid coating, making it the perfect solution for the company who wants to start powder coating while maintaining their existing liquid coating market.

#### ***Pretreatment Process Optimization***

**Tomasz Slezak**, *BASF/Chemetall*

New technologies and utilization of available resources are the main drivers of sustainable pretreatment processes. Quality, process efficiency, safety and profitability can be enhanced through process optimization. Learn how various process parameter changes, automation, and new pretreatment solutions affect and benefit pre-paint applications. A case study will be presented to support pretreatment optimization.

#### ***Changing Colors in Your Powder Booth - What's Taking So Long?***

**Frank Mohar**, *Nordson Corporation*

Whether you use a manual gun with a small, open-faced powder booth, or a fully automatic conveyorized powder system, there are many variables that directly contribute to how long it will take to change colors in your powder booth. This presentation explores the different options and technology available to make changeover as quick and efficient as possible, for both manual and fully automated systems.

**1:15 – 2:30 PM**

### **15. Troubleshooting Jeopardy**

**Jason Partain**, *IFS Coatings*

**Jeff Hale**, *Gema USA Inc.*

**Max George**, *DuBois Chemicals*

Is your powder coating system in jeopardy? This interactive and engaging session covers a topic that affects coaters of every size and type of application. Our host of experts will conduct "Powder Coating Jeopardy" along with audience participation. The competition will be exciting as attendees select from a list of categories and must ask the correct question. Each category will reveal pertinent information on common powder coating defects and how to avoid them. Videos, pictures, and actual powder coated pieces with defects will be part of this gameshow-style collaboration. Finish your week with this fun-filled session.

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# TABLETOP EXHIBITORS (as of December 3, 2020)

You won't want to miss this chance to visit with tabletop exhibitors on April 29-30. This will be your opportunity to meet a variety of companies providing products and services to the powder coating industry. We anticipate more than 70 exhibiting companies; here is the list of exhibitors as of December 3.

Tabletop exhibitors are added frequently. Check our website for updates: [conference.powdercoating.org](http://conference.powdercoating.org)

AkzoNobel Powder Coatings  
Arkema Coating Resins  
Axalta Coating Systems  
BASF/Chemetall  
BCI Surface Technologies  
BYK-Gardner USA  
Carlisle Fluid Technologies  
Catalytic Industrial Systems  
Chemical Coaters Association  
International  
DeFelsko Corporation  
Dinamec Systems, LLC  
DuBois Chemicals  
Elcometer, Inc.  
Electrocoat Association  
FAMIS, Inc.  
Fostoria Process Equipment,  
Div. of TPI Corp.  
Fischer Technology Inc.  
Gema USA Inc.  
General Fabrications Corporation  
George Koch Sons, LLC  
Global Finishing Solutions  
Henkel Corporation  
IFS Coatings  
IntelliFinishing  
Magic Rack/Production Plus  
Menphis s.p.a.  
Midwest Finishing Systems, Inc.

Nordson Corporation  
Omnirobotic  
Parker Ionics  
Pneu-Mech Systems Mfg.  
*Powder Coated Tough*  
Powder Coating Center RADAR  
Powder Coating Institute  
PPG  
Pretreatment Equipment  
Manufacturing, Inc. (P.E.M., Inc.)  
*Products Finishing*  
Richards-Wilcox, Inc.  
RollSeal, Inc.  
RTT Engineered Solutions  
(formerly Col-Met)  
SAMES KREMLIN  
Sherwin-Williams Company  
Southern Fluid Systems  
Sun Polymers International Inc.  
System Technologies, Inc.  
TCI Powder Coatings  
Therma-Tron-X, Inc.  
TQC-USA, Inc.  
Trimac Industrial Systems, LLC  
Wagner Industrial Solutions  
Yaskawa America, Inc.  
Motoman Robotics Div.

Blue company names  
indicate PCI Members



Tabletops and sponsorships are still available. Visit [conference.powdercoating.org](http://conference.powdercoating.org) to reserve yours today!

register now at [conference.powdercoating.org](http://conference.powdercoating.org)



# REGISTRATION FEES

PCI is hosting three separate events in Orlando during Powder Coating Week 2021 (Powder Coating 101 Workshop, Custom Coater Forum and Powder Coating 2021 Technical Conference and Exhibition) and each event has a separate registration fee. We are offering discounted combination fees to attend the Technical Conference with either the Powder Coating 101 Workshop or Custom Coater Forum.

**NOTE:** The Powder Coating 101 Workshop and Custom Coater Forum registration fees alone do not include admission to the Technical Conference or Tabletop Exhibition.

## Two-Day Powder Coating 2021 Technical Conference – April 29 & 30

### END USERS OF POWDER COATINGS:

Member	Non-Member
\$499 through March 19	\$599 through March 19
\$595 after March 19	\$675 after March 19

### EXHIBITORS:

Member	Non-Member
\$395	\$450

**NON-EXHIBITING SUPPLIER TO THE POWDER COATING INDUSTRY:**  
\$1,800

### Two-Day Technical Conference Fee Includes:

- Admission to any Powder Coating 2021 Technical Conference session on April 29 & 30
- Admission to the Tabletop Exhibition on April 29 & 30
- Continental breakfast, refreshment breaks & lunch for the duration of the Technical Conference on April 29 & 30
- Tabletop Exhibition reception on April 29
- One copy of conference presentations on a flash drive

## One-Day Powder Coating 2021 Technical Conference – either April 29 OR 30

### END USERS OF POWDER COATINGS:

Member	Non-Member
\$295 through March 19	\$325 through March 19
\$325 after March 19	\$360 after March 19

### EXHIBITORS:

Member	Non-Member
\$199	\$250

**Non-Exhibiting Suppliers to the powder coating industry may not register for a One-Day Technical Conference Registration (see 2-day conference registration)**

### One-Day Technical Conference Fee Includes:

- Admission to Powder Coating 2021 Technical Conference sessions on **either** April 29 **OR** 30
- Admission to the Tabletop Exhibition on **one** day of your choice
- Continental breakfast, refreshment breaks & lunch on **one** day of your choice
- Tabletop Exhibition reception on April 29
- One copy of conference proceedings on a flash drive

## Tabletop Exhibition Only – April 29 & 30

*See Schedule of Events for Tabletop Exhibition Hours*

### END USERS OF POWDER COATINGS:

Member	Non-Member
\$175 through March 19	\$199 through March 19
\$199 after March 19	\$225 after March 19

**Non-Exhibiting Suppliers to the powder coating industry may not register for the Tabletops Only (see 2-day conference registration)**

### Tabletop Exhibition Only Fee Includes:

- Admission to the Powder Coating 2021 Tabletop Exhibition on both days
- Tabletop Exhibition reception on April 29
- Lunch on April 29 & 30



register now at [conference.powdercoating.org](https://conference.powdercoating.org)

# REGISTRATION FEES

*The Powder Coating 101 Workshop and Custom Coater Forum registration fees alone do not include admission to the Technical Conference or Tabletop Exhibition. See the Combination Registrations section for available discounts.*

## Powder Coating 101 Workshop – April 27 & 28

Member	Non-Member
\$395	\$495

### Workshop Fee Includes:

- Powder Coating Finisher's Handbook (a \$120 value)
- Refreshment breaks on April 27 & 28
- Networking reception on April 27
- Continental breakfast & lunch on April 28
- Workshop handouts
- Certificate of Completion

## Custom Coater Forum – April 27 & 28

Member	Non-Member
\$375	\$475

### Custom Coater Forum Fee Includes:

- Admission to all Custom Coater Forum sessions
- Refreshment breaks on April 27 & 28
- Networking reception on April 27
- Continental breakfast & lunch on April 28

## Discount Combination Registrations

*Save 20% when you register for the Two-Day Technical Conference & PCI Powder Coating 101 Workshop OR the Custom Coater Forum!*

The discount will automatically be applied during the registration process when you select one of the two combinations listed below:

### Two-Day Technical Conference & PCI Powder Coating 101 Workshop

#### END USERS OF POWDER COATINGS:

Member	Non-Member
\$715 through March 19	\$875 through March 19
\$795 after March 19	\$935 after March 19

### Two-Day Technical Conference & Custom Coater Forum

#### END USERS OF POWDER COATINGS:

Member	Non-Member
\$699 through March 19	\$860 through March 19
\$775 after March 19	\$920 after March 19



# HEALTH & SAFETY PROTOCOLS

Both the Renaissance Orlando at SeaWorld® and PCI will have health & safety protocols in place for Powder Coating Week. These will be posted to the Powder Coating Week website when available and will be placed in both attendee registration packets and the Event Directory. We are committed to providing a safe environment for all Powder Coating Week attendees and exhibitors.

register now at [conference.powdercoating.org](https://conference.powdercoating.org)



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