



CASE STUDIES



IMRON[®] 2.1+ GENERAL INDUSTRIAL



OWEN TRAILERS

From Wacky Shacks to Bunk Houses, Owen Trailers Trusts Axalta[®] Imron+ for High-Quality Results. When it comes to amusement industry equipment, bunk houses and special-purpose trailers, Owen Trailers Inc. of Riverside, Calif., is known for its commitment to quality. Since 1946, this family-owned business has always focused on using the finest materials.

The Challenge

In 2005, the company became aware of a growing problem with the paint system it was using at the time. The paint was breaking down faster than expected after being exposed to the elements. Although the problem was worse with blues and grays, all colors were losing gloss, had a white haze and were flaking. When rubbed, the paint would pull up dust.

"This was a huge disconnect with how well the equipment was built," said Jeff Owen, general manager of Owen Trailers. "Obviously, the paint we were using just wasn't up to the quality level we require. Our customers were not happy and neither were we."

Owen wasted no time in looking for a solution. "Our reputation is all we have," said Owen. "So when our customers started experiencing these 'chalking' problems, I knew we needed to make a change in the paint system as soon as possible."



Team Approach to Finding a Solution

Gary DeMarco of El Monte Auto Paint in Rancho Cucamonga, Calif., and Ken McDiarmid of Axalta worked with Owen to gain a better understanding of what he needed. After discussing the problems with the old paint system, they probed to find out what was most important to Owen Trailers when it came to selecting a coating system.

With Owen Trailers being located in California, it was a given that the new coating system had to be compliant with AQMD regulations. But what else was important? According to Owen, the new coating system had to be a quick-drying, single-stage polyurethane that was available in a wide range of colors that his jobber could acquire in a timely manner and mix in large quantities.

Durability in various conditions was also a major consideration. "The coating system must be able to withstand every type of environmental condition imaginable in North America," said Owen. "Our amusement industry equipment, bunk houses and special-purpose trailers can be found in use throughout the United States, as well as in Canada and Mexico at every time of the year in all weather conditions."

Nationwide availability was another concern. "A national jobber network is important to us because it means our customers can get an exact color match when they need to touch up equipment no matter where they are located," explained Owen.

For Owen Trailers, helping its customers find an exact color match—and even calling a jobber and ordering it for them—is vital to their customer service commitment. Owen noted that this is particularly important for customers who are on the road, transporting equipment to various locations for festivals, carnivals and other events throughout the year.

Imron Provides Ideal Solution

The recommendation from DeMarco and McDiarmid was to switch to an undercoat system of Corlar® 2.1 ST™ epoxy mastic and topcoat with Imron 2.1 HG™+, a premium polyurethane product, both from Axalta Coating Systems. Developed on an advanced product technology platform, Imron 2.1 HG+ produces a highly durable finish that delivers superior polyurethane performance to coat and protect valuable assets.

"Imron 2.1 HG+ met all of our requirements and, quite frankly, we trusted the opinions of our jobber and the Axalta representative," said Owen. "So we decided to put it to the test and quickly realized that this was the ideal solution." Since making the switch to Imron 2.1 HG™+, Owen Trailers—and its customers—have been extremely pleased with the results. "We have been very successful with the system since the first day we used it," noted Owen. "It's a great product that solved the 'chalking' problem, plus we get the added benefits of excellent technical support and continuous innovation from Axalta."



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