

# It's about Time, and Money

## Enhancing Operational Efficiency with Axalta's Zenamel™ T

### Primer and Enamel System



#### Introduction

This case study focuses on two leading kitchen cabinet manufacturers, both ranked within the top five in the industry for producing semi-custom and stock cabinets. The challenge they faced was the rising cost of finishing their cabinets, driven by increasing demand for painted cabinets. This case study highlights how Axalta's Zenamel™ T Primer and Enamel System offered a cost-effective solution, leading to significant improvements in operational efficiency and cost savings.

#### Client Profile

The manufacturers in this case included a prominent player in the kitchen cabinet industry, known for producing high-quality semi-custom and stock cabinets with a strong focus on customization options. As well, another top-tier kitchen cabinet manufacturer specializing in semi-custom and stock cabinets, distinguished by their commitment to delivering innovative cabinet designs was a customer.

#### The Problem

Both manufacturers shared a common issue: Higher Cost of Finish. The increasing demand for painted cabinets led to a higher cost of finish. The existing finishing process, which involved multiple coats and passes on the finish line, resulted in increased material and labor expenses.

#### The Solution

Axalta's Zenamel™ T Primer and Enamel System provided a solution to the challenges faced by both manufacturers. This system, designed for optimal performance and cost efficiency, offered several key benefits:

- **Higher Solids Primer:** The application of a higher-solids primer improved adhesion and durability, ensuring a long-lasting finish.
- **Improved Quality Enamel:** The quality of the Titan enamel system was enhanced, resulting in a premium finish that met customer expectations.
- **Elimination of Topcoat:** The improved primer and enamel system eliminated the need for a topcoat, reducing the number of coats required for a high-quality finish.
- **Reduced Cycle Time:** The 2-coat system reduced cycle time on the finish line by eliminating two passes, leading to quicker cabinet production and delivery.



### Results and Benefits:

Implementing Axalta's Zenamel™ T Primer and Enamel System yielded numerous benefits for both customers:

- **Cost Savings:** The elimination of a topcoat and reduced material usage resulted in substantial cost savings, estimated at 30% in finish costs.
- **Efficient Production:** The streamlined process reduced cycle time, allowing for more efficient production and quicker delivery to customers.
- **Enhanced Quality:** Despite cost savings, the quality of the finish was maintained or improved, ensuring customer satisfaction.
- **Competitive Advantage:** Both manufacturers were able to offer cost-effective painted cabinets, gaining a competitive edge in the market.
- **Sustainable Practices:** Using a more efficient finishing system aligned with sustainability goals by reducing material waste and energy consumption.

### Conclusion

Axalta's Zenamel™ T proved to be a game-changer for both manufacturers, offering a cost-effective solution to the rising cost of cabinet finishing driven by painted cabinet demand. This case study underscores the importance of choosing the right finishing technology to improve operational efficiency, reduce costs, and maintain or enhance product quality in the competitive kitchen cabinet manufacturing industry.



For more information on Zenamel™, visit [axaltawoodcoatings.com](https://axaltawoodcoatings.com) or contact us at 800-788-4907 or [axaltawoodinfo@axalta.com](mailto:axaltawoodinfo@axalta.com)