

Surging Into 2007...

GREGORY J. BOCCHI



As we start a new year with guarded optimism and hope for the industry, The Powder Coating

Institute is excited about innovative projects, new cooperative efforts, and the promising new directions it is undertaking.

First introduced at POWDER COATING 2006 and in the premier issue of this magazine in September, CyberCoating 2007, the first-ever on-line trade show for the industrial coatings market, is virtually becoming a reality. With its planning in full swing, the software platform is being developed and a marketing plan is underway. Contracts and other informational and promotional materials are beginning to reach suppliers of coating materials, equipment, and related products and services, encouraging recipients to participate in this first-ever on-line event.

CyberCoating 2007 will run October 15-26, and anyone interested in more information can view the video demonstration on www.cybercoatingshow.com or contact the PCI office at 800-988-COAT.

Looking ahead, I am also excited to announce that Goyer Management and PCI have agreed to work together on COATING 2008, which is slated for September 23-25, 2008, at the Indiana Convention Center in Indianapolis. As in past years, Goyer Management International will manage the event, which will include a conference and trade show aimed at coaters and decision makers in the

coatings industry.

Goyer Management and PCI also are collaborating on a long-term show management agreement, with plans to conduct coatings-related trade shows every 18 months. This schedule will provide us more flexibility to develop mutually beneficial co-sponsoring relationships with other coatings associations, as well as other industries that are major players in the coatings market. Between these shows, PCI will look at other opportunities to bring together coatings buyers and sellers, possibly through future CyberCoating events or conferences in cooperation with events in the architectural industry or other major markets. Look for more details as they are finalized here in *Powder Coated Tough* and on the PCI web site at www.powdercoating.org.

As always, I encourage companies supplying powder coating materials, equipment, and related products and services to join PCI. To do so, visit the "How to Become a PCI Member" section of our web site at www.powdercoating.org/how_to/company.htm.

Finally, I have enjoyed the positive response our premier issue of *Powder Coated Tough* has received, and I congratulate the PCI staff, contributors and advertisers for helping to make it so successful. Please continue to provide input about how this magazine can best serve you.

Here's to a prosperous "double-0-7."
Sincerely,

Gregory J. Bocchi
PCI Executive Director



Prior to September 11, 2001, the Army had less than 500 up-armored Humvees available to them. Today, there are tens of thousands more, helping to protect our troops.

Photo credit Brett Ryden, Publisher

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Powder Coated Tough

...the goods on powder

Spring Over to the PCI Hands-On Workshop in April

The next PCI Two-Day Hands-on Powder Coating Workshop will be held April 9-10, and hosted by Nordson Corporation, in Amherst, Ohio.

Workshop instructors are industry experts in the areas of powder coating materials, application equipment, pre-treatment and powder application techniques.

The PCI workshops have trained more than 1,500 men and women on powder coatings and their application.

Participation in this two-day workshop costs \$425 per person for PCI company members, \$450 for PCI affiliate members, and \$500 for non-members. Visit the PCI Events page on www.powdercoating.org to download a registration form. Or call PCI at 800-988-COAT for more information.

Steelman Celebrates 50 Years

This year marks the 50th anniversary for Steelman Industries Inc., Kilgore, Texas. Primarily serving the oil and gas industry, the company, which was incorporated in 1957, manufactured electrical controls and equipment. A division of this new company was an electric motor repair shop that serviced the East Texas area. Business quickly increased to the point that a larger process oven was needed for the rewinding operation.

Drawing on their engineering, metal fabrication and electrical control experience, Steelman designed and built its own industrial process oven. A few weeks after the oven was completed, a vendor saw the oven during his visit and asked about the manufacturer. Steelman reports that www.powdercoating.org

this vendor was amazed to discover that it was manufactured in-house. He immediately wanted to offer the Steelman process oven to the motor shop industry, and the Steelman oven line was born.

In the early 1980s Steelman expanded its electrical control line to include rotary phase converters and power factor correction equipment.

In 1992, the company entered

the heat-cleaning industry with its patented

Automatic Process Control and Top Down Heating. As the company celebrates its 50th year, it reports that they are constantly working to make their quality equipment and customer service even better.

Steelman's recently redesigned web site (www.steelman.com)



Virtually, Attend This Trade Show Wherever You Are

As was announced at the Powder Coating 2006 Show in September 2006, The Powder Coating Institute introduced a cutting-edge program designed to transform the way the finishing industry addresses trade shows. It's called CyberCoating 2007, Global On-Line Trade Show.

This "virtual trade show" is scheduled for October 15-26, and will run 24 hours a day during that time.

Participating companies will share the web site, and purchase "booths" or space on the site. A company's booth can contain whatever information or materials the company chooses to use, including but not limited to product and service brochures, product catalogs, high resolution images and video demonstrations, all of which can be downloaded instantly from the site via a hot link to their own company web site. Exhibitors also can schedule hours for real-time chats between their companies' representatives and visitors to their booths.

"Both suppliers and end users of coating materials and equipment are operating leaner and meaner these days, and do not have the time, budgets, and man power to travel to and attend trade shows every year," notes PCI Executive Director Greg Bocchi. "Cyber Coating 2007 is designed to bring the trade show to end users at

their own operations, so they do not have to leave their office or plant. It also eliminates the cost by exhibitors of their salespeople standing in a booth all day."

"In addition," Bocchi says, "CyberCoating 2007 will not close at 6:00 p.m....it will be accessible 24 hours a day during the dates this on-line trade show operates. Even the busiest coating user who is working long hours can grab a late dinner and visit the show from his home until midnight or later."

Five basic packages are offered to exhibitors at various rates, which are dependent on the amount of information, graphics and interactive capability the exhibitor wants to include in the booth. PCI members will pay discounted rates.

For more information on exhibiting or attending this innovative event, visit www.powdercoating.org. There, you will find a streaming and/or downloadable video presentation of Cyber Coating 2007. Or call PCI at 800-988-COAT for more information.

