

CASE STUDY: Southern Traditions Enterprises, Inc.



COMPANY PROFILE

Southern Traditions Inc. (STI) was founded over 12 years ago in Greenville, SC. This locally owned and operated company specializes in the design and fabrication of custom blinds and shutters.

Marketed to private home owners, residential and commercial builders and wholesale distributors, STI's products are manufactured from both natural wood and synthetic materials. The company also manufactures replica iron products using wood composites to provide the look of iron but at a fraction of the weight and cost.

THE CHALLENGES

As with any other manufacturing company, cost control is important to Southern Traditions. Unfortunately, the custom nature of their products makes it difficult to drive costs out of the production process. Every item is made to individual customer specifications, eliminating opportunities for cost savings through standardization and/or high volume manufacturing. For this reason, the company constantly evaluates new technologies - looking for ways to reduce costs without impacting their ability to deliver a unique solution to customers.

Fortunately, the company recently took time to re-evaluate their coating operation. For over three years STI had been using a market-leading HVLP gun to spray a number of different coatings, including oils and lacquers. Unfortunately, they had never been completely happy with the results. The HVLP gun sufficiently atomized their coating materials, and finish quality was adequate. But, the amount of spray booth fog and overspray signaled to company executives that they were wasting a lot of paint – and that meant wasted money.

Southern Traditions Owner, David Burress decided to review recent developments in spray equipment technology, looking for a new gun that would eliminate this waste while improving finish quality and increasing painting production speeds. Fortunately for David, the DUX gun was up to the challenge!

THE RESULTS

After a demonstration of the DUX Pressure Feed gun, Burress was quickly convinced it was exactly what he had been looking for. He saw immediate improvements in both finish quality and coating consumption.

"I expected an improvement over my existing HVLP gun, but we're seeing saving of 50%! That kind of savings really helps my bottom line."

David Burress, Owner Southern Traditions, Inc.

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HOW IT WORKS

- > Straight passages and sweeping curves reduce air turbulence inside the gun
- > Fewer obstructions in the air path such as fluid needles, springs, and valves maintains smooth air flow
- > Minimized travel distance from base of gun to air cap minimizes wall friction
- > All of the above lead to less air consumption and less expansion at the air cap — resulting in less overspray and booth fog



Beyond finish quality and coating savings, Burress also wanted to make sure his new equipment would be comfortable for his operators, and could be used to paint hard to reach areas while maintaining production speed. Both Burress and his operators have been impressed with the DUX guns performance in these areas.

"My operators say that the DUX gun is very comfortable, lightweight and balanced. Much less time is used getting into the hard to paint areas due to the tremendous ability to control pattern and volume. In fact the DUX guns control and atomization is the best I have ever seen."

David Burress, Owner Southern Traditions, Inc.

The DUX spray gun also demonstrated cost savings in other ways. Because of the massive reduction in booth "fog" (small paint particles suspended in the surrounding air) Southern Traditions projected they will save approximately 50% on spray booth air filter changes. They simply don't clog as quickly as they did when the old HVLP gun was in use.

All in all, STI has been extremely happy with their decision to purchase the DUX spray gun.

THE TECHNOLOGY

DUX Area, Inc. has invested more than five years of research and development into reinventing the spray gun from the inside out, incorporating patented airflow technology proven in Formula Three racecar engines. The result is a spray gun that has changed the industry. The DUX spray gun is the most innovative design in spray gun history, allowing finishers to spray nearly any type of fluid cost-efficiently and without sacrificing finish quality.

The DUX gun is lighter, more ergonomic, and easier to use than any other spray gun in its class, with transfer efficiency improvements over HVLP guns routinely reaching 15–40% over those existing spray technologies. Now, by reducing paint materials, filter usage, disposal fees, and air consumption, DUX spray guns offer the potential to cut paint line operating costs by 50%. Additionally, because DUX allows for precision application, the need for masking and containment is minimized, requiring less labor and preparation — ultimately decreasing clean-up costs. The DUX gun delivers these savings without the compromises commonly found with other guns.

Savings multiply in other areas as well. Fewer resources are required for personal protective equipment, booth maintenance, and energy. In many cases the DUX gun can enhance the finish quality, thereby increasing your own competitive advantage while delivering a better product for your customer. What's more, you'll have greater control over what you can spray, opening the door to numerous cost-saving opportunities.



advanced research environmental atomization

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