



Summer has gone by quickly and before we know it the holiday season will be here. Despite all of the conflicting economic information that we hear in the news every day, the last few months have been busy here at All-Color, and we continue to maintain a positive outlook towards the future.

In June, we became DuPont Star Coater Certified, joining an elite group of custom coaters to have received this certification and becoming one of the few coaters in the world to be both PCI 3000 Certified and

DuPont Star Coater Certified. These certifications provide you, our customer, with assurance that you will be provided a powder coated product that meets the highest standards in the industry today. Please take some time to read more about our certification from DuPont later in this newsletter.



*Employees gathered around the DuPont Star Coater Certification Banner*



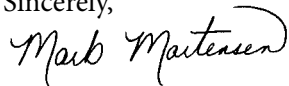
*Members of the 20 Group evaluating Westside's masking operation*

In our efforts towards continuous improvement, I joined the DuPont "All-Stars" 20 Group this past spring. This group of non-competing powder coaters from across the country gathers at one of the member's plants a couple times per year to review their operations. The members then report back with their observations and suggestions to help the host coater improve efficiencies, quality and overall operations. Being a member of this group is like having consultants available without the expense as other members are available to answer questions or offer help at any time. I attended my first 20 Group meeting at Westside Finishing in Holyoke, MA in April of this year. It was definitely a worthwhile experience as I came away with a number of new ideas and an expanded knowledge of what is happening within our industry in other parts of the country. The networking was invaluable and I look forward to having everyone come to our plant to provide us with honest, straightforward feedback at some point in the near future.

As always, enjoy reviewing the case studies highlighted in our newsletter. One features the iconic US Bank building on the Capitol Square and what we were able to do to help them update the building while maintaining the existing appearance and keeping the project "green". The 555 case study examines our ability to coat large Medium Density Fiberboard (MDF) panels used for store displays and fixtures in high-end retail stores. You will find these case studies and many more on our web site [www.allcolorpowdercoating.com](http://www.allcolorpowdercoating.com).

As we wrap up our 15th year in business, I would like to thank each and every one of our customers. Without you, we would not be where we are today. I am proud of what we have accomplished over the past 15 years and owe much of that success to the many wonderful employees that have been part of our organization. It has been a great journey and I look forward to continuing it for years to come.

Sincerely,



Mark Mortensen  
President



**Michael Recob**  
Production Manager



**Andy Lawry**  
Business Development  
Manager



**Dan Anderson**  
Plant Manager



**Larry Rybowski**  
Quality Assurance  
Specialist



**Casey Johnson**  
Supervisor



**Danni Staver**  
Office Administrator



**Kally Powell**  
Administrative Assistant

## 555 International, Chicago, IL



Christopher Johnson, All-Color's MDF Team Leader, showing a 555 panel coming off the line

All-Color Powder Coating was challenged by 555 International out of Chicago, IL to powder coat a wood-based part that was slightly larger than 5' x 8'. Dan Clodfelter, Project Manager for 555 International, said they had spoken to several other companies about their oversized project. Clodfelter noted, "Almost everyone that we contacted either couldn't do what we

were looking for or wouldn't take the time to try. All-Color did what was necessary to make this project a success!"

555 International is a custom interior designer and fabricator for some of the most exclusive companies and venues around the world, including several NFL franchises and high-end retail stores. Clodfelter said "Our customers expect better than perfect, so every part of our preparation for any job is key to a successful installation."

Similar to All-Color, 555 International takes pride in their creative and unique ideas and they are always looking for new ways that they can best satisfy their customers. All-Color is proud to be a part of that process. All-Color didn't just powder coat the wood parts given to us, we recommended using a better MDF product and worked with one of our MDF suppliers to get 555 International what they needed. We were able to source a custom color and finish and complete the project on time and under budget. Clodfelter mentioned, "We have created our own exclusive color with a sleek look, while also utilizing a finish that is more durable and environmentally friendly. It is a success on several fronts."

All-Color Powder Coating would like to welcome 555 International as one of its newest valued customers and looks forward to working with them on future MDF projects.

For more information regarding this or other projects, please contact us at (608) 835-9118 or visit our web site at [www.allcolorpowdercoating.com](http://www.allcolorpowdercoating.com).

## All-Color Celebrates 15 Years and is In The News

All-Color Powder Coating is celebrating 15 amazing years of service in the powder coating industry. Seeing the opportunity to fill a market niche, Mark Mortensen started All-Color in January of 1996 in a leased building with used equipment from a body shop. All-Color has grown into a successful business operating out of a modern 61,360 square foot facility employing 29 people and utilizing the most up-to-date powder coating equipment.



Wisconsin State Journal article

We are proud to tell you that All-Color was featured in the Business section of the *Wisconsin State Journal* and in two powder coating magazines. *Powder Coating* magazine featured All-Color in their February issue

highlighting our flexibility with four powder coating lines. *Powder Coated Tough* magazine showcased All-Color as their Spring 2011 cover story. This article, as well as the "Paint Shop Pros" article in the *Wisconsin State Journal*, describes All-Color's actions taken to become PCI 3000 Certified, thus setting us apart from our competition. These three articles can be viewed by going to the In The News section of our web site [www.allcolorpowdercoating.com](http://www.allcolorpowdercoating.com).



Powder Coated Tough magazine Spring 2011 cover

All-Color is proud of our continued growth over the years. We owe this success to our loyal customers, reliable suppliers, dedicated employees, and everyone who has been a part of All-Color Powder Coating's 15 year history. With the strong foundation that has been built, we are looking forward to the next 15 years.



## Outside The Lines

Supervisor Casey Johnson completed the PCI Powder Coating 202 workshop in Elgin, IL. The workshop focused on application equipment, testing and evaluation, quality control, coating process and materials, and laboratory training that included hands on evaluation and application of powder.



All-Color would like to welcome back former employees Denny O'Brien and Cody Christianson.



All-Color was represented at the 2011 DuPont Golf Classic at the Water's Edge Golf Club in Worth, IL by Larry Rybowskiak, Dan Anderson, Casey Johnson, and Michael Recob.



Casey, Michael, Dan and Larry at the DuPont Golf Classic



Radio Station 93.1 JAMZ in Madison, WI coordinated an effort to collect drinking water for the victims of the Joplin, MO tornado. All-Color's Michael Recob organized the effort at All-Color and delivered a significant amount of drinking water to the drop off point at West Towne Mall.



Michael delivers drinking water being collected for victims of the Joplin, MO tornado

## Best Renovation and "Best Green-Built Project", U.S. Bank Plaza, Madison, WI

In May 2010, the U.S. Bank Plaza on Madison's Capitol Square won the In Business awards for Best Renovation – Office or Retail and "Best Green-Built" Project. The iconic steel and transparent building owned by Urban Land Interests and built in the early 1970's underwent extensive renovation during 2009, including updates to nearly all of its mechanical systems. All-Color is proud to have played a significant part in these accomplishments.



Bright blue mechanical systems cover

The mechanical systems that are positioned around the exterior of each floor are enclosed with a cover that is visible when looking at the building from the outside. These bright blue covers form bands around each floor when looking at the building. The covers were beginning to show the wear that could be expected after 30 plus years of use. The exterior blue bands had faded and the interior faces of these covers had been coated various times with paint to match the interior walls. They were beginning to look pretty rough and would be out of place in the newly renovated office suites.

Matt Darga, facility operations manager for Urban Land Interests, approached All-Color to explore options for refinishing the existing covers. Urban Land had three major objectives: They did not want to make new covers for the entire building, they wanted to maintain the exterior look of the building including the blue bands, and they wanted the interior facing covers to look "new".

The biggest challenge faced by All-Color was how to coat these parts blue on one leg to create the "exterior blue band" and off-white on the top and inside leg in order to match the walls of the newly renovated space. Once the parts had been stripped and sandblasted, the entire part was coated an off-white to match the interior walls of the newly renovated offices. The top and inside leg of the cover was then masked, allowing them to coat the outside leg blue, which ultimately becomes the blue band that you see around each floor of the building. This process continued for over three months as parts were removed, stripped, sandblasted, coated, masked and re-coated in batches every couple weeks.

Matt Darga summed up the project, "I appreciate all the testing and trials that All-Color performed in order to find a way to accomplish our goals and allow us to re-use the existing covers. All-Color was able to find a way for us to maintain the existing appearance of the building while at the same time making the covers in the office areas look new again. They worked closely with us to stay on schedule and keep the disruption of our existing tenants to a minimum. I look forward to working with them on more projects in the future."

For more information regarding this or other projects, please contact us at (608) 835-9118 or visit our web site at [www.allcolorpowdercoating.com](http://www.allcolorpowdercoating.com). Go to [www.uli.com](http://www.uli.com) to view pictures of the finished project.

# All-Color Powder Coating Obtains DuPont Star Coater Certification



All-Color Powder Coating has joined other custom powder coaters who have obtained DuPont's Star Coater Certification through DuPont Industrial Coating Solutions.

As a member of DuPont Powder's Star Coater Program, All-Color invited DuPont Powder Coatings to

audit its operations in order to qualify for certified status. The audit examined 10 different areas of the business' operation including safety, quality, training, and customer satisfaction. An experienced DuPont auditor conducted the on-site audit of All-Color Powder Coating's facility using a point based system.

"All-Color passed the Star Coater Certified audit with flying colors!" comments Trena Benson, marketing manager for

DuPont Industrial Coating Solutions. All-Color scored extremely high in all 10 areas of the audit and was granted certification by an independent industry consultant which reviewed the details of the audit.

DuPont Powder understands the demands on the custom powder coater in today's marketplace. "We established the Star Coater Program in an effort to assist the custom coater in facing these demands with a continuous improvement mentality and All-Color is a perfect example" said Trena Benson. "Going one step further, to obtain certification, differentiates them as a quality-oriented, customer-focused coater."

We are proud to have received the DuPont Star Coater Certification. It illustrates our ability to provide our customers with a powder coated product that meets the highest level of standards in the industry today.



Larry proudly holding our DuPont Star Coater Certificate

[www.allcolorpowdercoating.com](http://www.allcolorpowdercoating.com) ◀ 608-835-9118



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