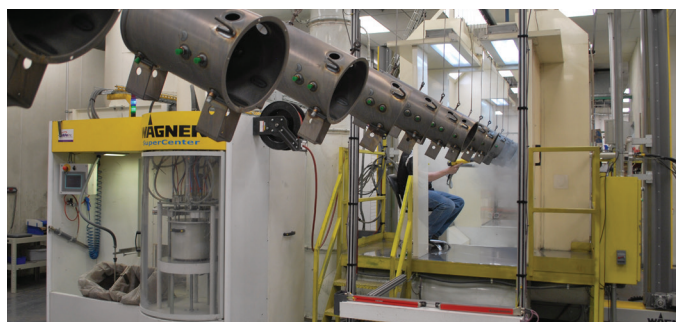


25
YEARS

ALL-COLOR POWDER COATING INC.

TOP-RATED SHOP CELEBRATES A QUARTER CENTURY



All-Color Powder Coating Inc.

People, production, and performance: Clockwise from top left, the All-Color management team led by Mark Mortensen (second from right); production supervisors strike a pose; fixed-load transformers being coated on the original production line; and a third production line added in September 2020.

The story of All-Color Powder Coating is about more than a founder who tried to meet a market need and succeeded well enough to sustain a 25-year-old business in Oregon, Wisconsin. It's about a company that continues to innovate and set an industry standard for quality.

HOW WAS THE COMPANY STARTED?

In the early 1990s, Mark Mortensen was working at a local metal fabricating company and was having difficulty finding reliable, high-quality sources for painting and powder coating. Seeing an opportunity, he founded All-Color Powder Coating in January 1996. After making repairs and modifications to old, used equipment, he opened All-Color in a 6,400-square-foot facility with an old but adequate powder line, a five-stage washer, a manual booth, and a gas convection cure oven. Since then, All-Color has become a staple in the community and has not stopped growing!

HOW HAS YOUR COMPANY EVOLVED SINCE ITS INCEPTION?

The company outgrew its 6,400-square-foot Main Street location in under three years and moved into a 22,500-square-foot facility in April 1999. Due to continuous growth, three additions have been completed, bringing the total square footage to more than 80,000. It currently has three automated lines and two batch systems for coating metal. Over the last 25 years, All-Color has grown to become one of the largest employers in Oregon and is well known within the industry. Most recently, *Products Finishing* rated our operation sixth in the nation in its 2020 Top Shop List.

HOW HAS YOUR INDUSTRY CHANGED?

The biggest changes during the last 25 years have been the improvements in the application technology and the performance of powder coatings. Color change times are getting quicker and the use of automated equipment

has increased. Powder now can be cured faster and at a lower temperature, leading to more efficiencies in the process as well as new substrates that can be powder coated. Staying up to date with ever-changing technologies and efficiencies allows us to keep providing customers with the highest-quality coated parts.

TO WHAT DO YOU ATTRIBUTE YOUR COMPANY'S SUCCESS AND LONGEVITY?

Communication and customer service. We have always strived to ensure our team provides high-quality products with first-class customer service, giving all of our customers a great experience from start to finish — each time. Our business has been built by word-of-mouth; we have never had a sales team. Quality communication and customer service also is relevant to our internal customers — our employees. Spending time with employees to build a culture of customer service has created long-lasting relationships with both customers and employees, and that is what has gotten us to where we are today.

WHAT DO YOU SEE AS FUTURE GROWTH OPPORTUNITIES FOR ALL-COLOR?

Even though powder coating has been around for decades, it continues to grow as the most environmentally friendly and performance-based way to paint. As powder technology continues to broaden, this enhances our ability to offer flexibility, to grow, and to meet current and evolving customer needs. There is always an opportunity to improve and grow with the new technologies and tools that become available, so we can ensure that we always provide a high-quality coated part. All-Color has always been able to adapt our processes and capabilities while continuing to meet our customers' needs.

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