



Reference case  
January 2024

## Optimizing production at Shoemaker: A story of efficiency and excellence

Shoemaker, headquartered in Cle Elum, Washington, has been a pioneering manufacturer of air diffusers and heating coils since 1947.

The company employs an advanced powder coating process to impart color to their intricate, multi-layered parts, fabricated from various metals. Initially, the coating process involved automatic booths for white and brown colors, while all other shades were applied manually. However, as the demand for non-white or non-brown components surged, Shoemaker encountered formidable challenges. Substantial manual involvement which resulted in potential variance in coating quality, depending on the operator's expertise, slowed down the production pace. Furthermore, inadequate powder extraction mechanisms undermined overall process efficiency.

### This solution is the answer to high demands

Shoemaker, committed to meeting escalating market demands and staying ahead of the competition, embarked on a journey to optimize its coating process. The objectives were crystal clear:

- Automate the coating of all colors with minimal transition time.
- Ensure consistent coating quality.
- Minimize rework.
- Enhance powder extraction efficiency.
- Accelerate production speed/volume.

In just nine months, WAGNER engineered a groundbreaking facility that revolutionized Shoemaker's production methodology.

The white components are now expertly coated in an expanded automatic booth equipped with the SprayPackE. This user-friendly application control system ensures impeccable coating results while optimizing material consumption. For all other colors, WAGNER's specialists introduced the E-Line system, complemented by the PXE powder center. This compact and efficient system seamlessly blends



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superior coating quality with exceptional productivity. It boasts strong application efficiency, rapid color transition times, and an intuitive interface, providing Shoemaker with consistent results under all conditions.

Thanks to this state-of-the-art WAGNER coating system, Shoemaker has achieved remarkable milestones:

- Automated coating of all parts in a full spectrum of colors.
- A 90% reduction in personnel needed for rework during each shift.
- A production boost of up to 30%.
- Significant reduction in powder consumption through intelligent powder recovery.
- Drastically improved efficiency through automatic color change.

For any inquiries regarding your part coating requirements, please do not hesitate to contact us. Benefit from our extensive expertise in innovative coating solutions.

Pictures:





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New E-Line system at Shoemaker with booth, powder center, cyclone and filter



Compact PXE powder center for efficient powder feeding from the fluid container or powder box



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Automatic coating of metal casings for air outlets and heating coils