

The Paint Rag

Episode V: Q4 2023



Total Foundation Stones

I never wrote a mission statement for **TFS**. I know that Business 101 says that's the first thing you should do when you plan a new business.

Well, what if the mission changes? And in the last 5 years we have experienced nothing but change. TFS today is something I couldn't have imagined 5 years ago. The mission has definitely changed!

I'm proud to say that we collectively have now serviced over 20,000 customers! That got me to thinking....maybe it's not a mission statement, but a list of priorities, principles, and well, the team spirit of what made us. Who knows? This might be the list our future TFS generations look back on and hopefully, use as their guide. I can certainly dream.



I was originally going to call this list the "Twelve Foundation Stones" but...what if there are more to be learned and added? So I give you the "Total Foundation Stones and Total Finishing Standards."

1. Make the customer money! This is achieved through customer education, our product line, and our expertise.
2. Make it fun, make it outlandish, and **ALWAYS** make it **green**! Remember how Lyft set itself apart from Uber when drivers added pink mustaches to their cars? Fun, outlandish, and very effective.
3. "TFS it! Make it TFS!" This is a verb we have coined internally. It means always make it better than anything you've ever seen. It was born from an install that Tony did in Seattle about 10 years ago. He wouldn't fly home (stayed a weekend) until a green air hose arrived, even though he had the machine running with clear tubing. He was right, though. It looked so much better in **green**.
4. We are "Change Agents" not sales reps. The scariest thing a manufacturing business owner can do is change their paint line. Our job is not to "sell" them but to guide their companies and the finishers through this process and into the future of finishing.
5. We provide the same quality for less when we can, backed by knowledge and experience (the

TFS Family). Our goal is to be Nordstroms for service and designer brands offered with "Kirkland" in our back pocket. How? B2B. Cut out the middle man whenever possible. We test the products and guarantee the results.

6. We are THE BRAND! Our partners and brands are great. What they buy is TFS. If we put our name on it, it's platinum!
7. Two ears. One mouth. We all have them in this ratio and should use them in that ratio. (??= ?). When using our ears we always learn, and TFS never stops learning.
8. Take risks when you believe it in your heart. Always follow your heart.
9. Be THE DISRUPTER. Eventually, it will become the way of the future. "[An eagle] sitting on a tree is never afraid of the branch breaking because its trust is not on the branch but on its own wings." -Charlie Wardle
10. A goal without a plan is only a wish. Always make it right for the customer no matter what you wished.
11. The TFS Family is everything. Honor and recognize our TFS Family. Promote, ask, and more importantly rely on them.
12. Have **TFS swag** like it was made for Batman but picked out by Paris Hilton.

Existence is Paint! We look forward to helping you at every step of your finishing journey.

Ty T. Crowder

Ty T. Crowder
President of Total Finishing Solutions

Product Innovations

Liquid



Product Innovation - Liquid: **TriTech T3 Airless Sprayer**

Earlier this year, TriTech announced their new **T3 airless paint sprayer**. At only 30.8 lbs., the **T3** is the most durable, compact and lightest professional airless sprayer in its class. With the most advanced pressure control in the industry, the **T3** is designed for small to medium sized projects and is ideal for contractors who spray up to 50 gallons per week.

Why should you buy a professional quality

Powder



Product Innovation - Powder: **Walcom 360 TRUE LIGHT**

You've seen the **360 TRUE LIGHT** attached to paint spray guns, but did you know it also attaches to MOST POWDER spray guns??? We've tested the light on Gema, MS Powder, Nordson, and Wagner powder guns, and it works perfectly.

Powder spray booths can be in dark spots. Don't strain your eyes! Get the **360 TRUE LIGHT** for powder guns.

And don't forget the **360 TRUE LIGHT** comes with 2 lenses - 1 integrated transparent lens for the color check phase and 1 opaque lens (with spare lens included) to be used during the spraying

T3 paint sprayer?

- Lightweight, all metal military grade aircraft aluminum construction
- Fluid manifold will never rust
- Precision motor control (PMC) delivers the most advanced pressure control in the industry
- No cylinder wear out
- No pulsation at any pressure with any size tip

If you're a contractor, this sprayer is for you!

Visit TotalFinishingSUPPLIES.com for more information or to purchase yours today!

phase to obtain a less reflective light. The opaque, disposable lenses can be bought again in convenient packs of 10 pieces.

Need proof that it works? Check out these videos!

- [Powder booth demo](#)
- [Customer testimonial](#)

Get your 360 TRUE LIGHT today! TotalFinishingSUPPLIES.com

TFS Christmas Ornaments

Looking for a last minute stocking stuffer? We've got you!

Check out the coolest Christmas ornaments in the industry!

? **VIPER® gun flat ornament**

? **MAMBA® gun flat ornament**

? **VIPER® and MAMBA® round ornament**

Order yours today!



Vendor Spotlight



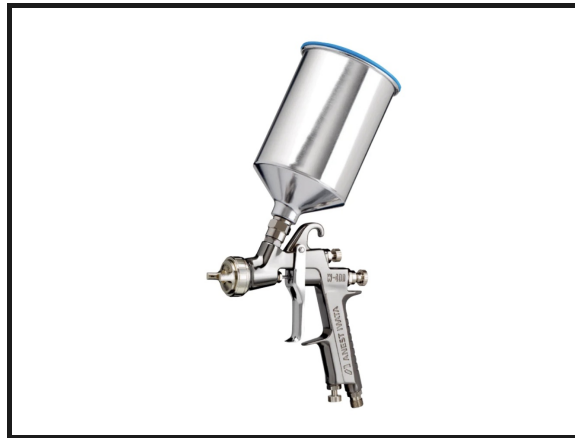
Anest Iwata is the leading producer of spray guns in the world. The parent company, Anest Iwata Corporation in Japan, is a leading manufacturer specializing in painting equipment, turnkey coating systems, air compressors, and high-end dry vacuum pumps. TFS is proud to be a distributor of **Anest Iwata** products and finishing equipment.

Anest Iwata is known for their durable, high quality automatic and manual paint spray guns and application performance. Anest Iwata spray guns can be purchased directly through our website, TotalFinishingSUPPLIES.com.

Anest Iwata has a portfolio of feeding equipment including pressure pots, low and high pressure pumps, and accessories. TFS sells everything from **Anest Iwata** washers to stainless steel pumps and air-assisted airless systems.

TFS also offers a wide range of **Anest Iwata's** safe and certified body personal protection equipment to be worn comfortably during all painting phases. From clothing to protective masks for the face and respiratory tract, you can always work while maintaining a healthy and safe environment for your health.

For more information on **Anest Iwata** or to purchase products, please visit TotalFinishingSUPPLIES.com.

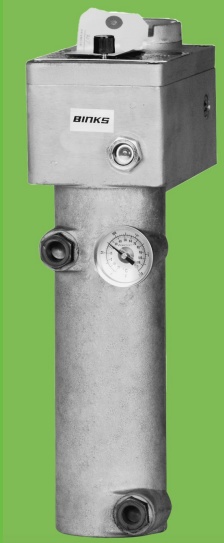


Tech Tips by Tony

Heating Recirculating Systems

With winter settling in across most of the country it is becoming increasingly important to maintain the proper temperature of the coating you will be applying. A drop of only 10 degrees can adversely affect the flow out and fill rate of the product leaving you with a less than satisfactory finish.

So aside from maintaining a warm temperature in the finishing shop and storage unit for your coatings needs (which can be very expensive) – what can you do? We recommend using a **heating recirculating system**



to keep your paint at a specific temperature and maintain constant viscosity.

Warming the coating is a tried-and-true method of maintaining the temperature of the product. While this is not a new technology, **fluid heaters** have evolved into a safe and efficient way to warm the coating. Heating the coating will allow it to flow out better and fill the pores of the substrate you are finishing. Another benefit of using a **fluid heater** is that you can use a slightly more viscous (thicker) product. This is a win-win situation for the finisher. **Fluid heaters** come in many sizes as well as numerous voltages. Speak with your TFS Change Agent about this invaluable piece of equipment. And don't be surprised if you utilize it year round as it improves the application of your coating.

For more information, please contact us TotalFinishingSUPPLIES.com.

Stay tuned for more [Tech Tips by Tony!](#)

News and Events

FABTECH 2023 Recap

FABTECH took place September 11-14 in Chicago. In case you missed it, this year **Total Finishing Systems** partnered with Erzinger Equipment to show off a complete **powder booth and cyclone recovery system**. The innovative structure of this new booth enables quick color changes, better finishing quality, more economy, and greater application efficiency.

If you're looking for a new **powder booth**, **spray guns**, or any type of **system or equipment**, visit us at TotalFinishingSolutions.com, TotalFinishingSUPPLIES.com or TotalFinishingSystems.com.



Welcome to the TFS Family
DeFelsko, Elcometer, and Sagola

TFS is excited to welcome **DeFelsko**, **Elcometer** and **Sagola** to the Family. We look forward to providing you with new, innovative products, and we know that these brands will deliver!



DeFelsko[®]
Inspection Instruments

DEFELSKO

TFS has partnered with **DeFelsko Corporation**, a leading U.S. manufacturer, to sell coating thickness gauges and inspection instruments. Family owned and operated in Northern New York, its state of the art facility houses research, development, manufacturing, quality, sales, training and service departments.

Over the years, **DeFelsko** has pioneered many technologies including:

- the first combination ferrous/non-ferrous gauge to automatically recognize the substrate and take a measurement
- the first hand-held ultrasonic coating thickness gauge for non-metal substrates
- the first fully-interchangeable inspection instrument, featuring compatibility with coating thickness, dew point, surface profile, soluble salt, ultrasonic wall thickness and hardness probes

DeFelsko instruments are a great edition to our product portfolio.



elcometer
inspection equipment

ELCOMETER

TFS also welcomes **Elcometer** to the Family. For more than 60 years **Elcometer** has been a world leader in the design, manufacture and supply of inspection equipment to the coatings industry.

Ever since the first **Elcometer** gauge was manufactured in 1947, the company's philosophy has been to provide "best in class" design, quality, and service. By concentrating on these core values, **Elcometer** has grown into a global network with representation in over 70 countries.

Elcometer is a leader in coating and concrete inspection equipment, as well as rebar and metal detection. Their products measure coating thickness, climate, porosity and adhesion as well as a wide range of physical test parameters required for the formulation of coatings.

With a range of products specifically developed to meet the needs of the coatings industry, **Elcometer** is well positioned to provide solutions to any inspection requirements.



SAGOLA
an Elcometer company

SAGOLA

Sagola can trace its origins to the year 1955 when it began as a small subcontracting workshop for industry. After some years in the subcontracting sector, the founder, Alejandro Sánchez Larrauri, felt the need to manufacture his own product and progressively withdraw from subcontracted activity.

Sagola began to make and distribute a large number of spray gun models and other complements used in the coatings sector such as air filters, pressure pots, and an endless list of equipment for the most varied applications.

Sagola has maintained the highest quality standards in the manufacture of its products from its very beginnings, which has contributed to becoming a very important competitor in sectors such as bodyshop and industry. Products range from a simple spray gun to complex CNC coating machines.

In 2020, **Sagola** became part of a larger family, the **Elcometer** family.

Meet the TFS Family

Chad Burgess, Change Agent

You know us, but you may not know our team. Every quarter, we will introduce you to a member of our team so you can get to know us better.

Q: How long have you been with Total Finishing Solutions?

Chad: I've been with **TFS** since December of 2022, so I'll be

celebrating 1 year this month.

Q: Do you have any hobbies?

C: I really enjoy the outdoors. I love hiking, hunting, fishing, and camping with my family.

Q: What kind of interesting things would you like our customers to know about you?

C: I've been in the wood coatings industry for over 20 years. I grew up in a cabinet, door, and millwork shop, so I have extensive knowledge of all things wood related.

Q: Can you give our customers an idea of how you help them and what they can expect from you?

C: I'm very passionate about my work and enjoy helping customers become more efficient and successful. I pride myself on being an honest and friendly guy. Let me help you find a solution for your finishing needs!

Follow Chad on Instagram: [@chad_totalfinishingsolutions](#)



TFS Feature YouTube Video



Our Epistolio Robots are so simple to use you can paint or powder coat in high heels! Sarah (who has never painted a day in her life!) shows us how easy it is to program our robot at FABTECH 2023.

The teach pendant makes training the robot's path very easy! Companies of any size can use this technology to automate their painting lines. We can switch programs in seconds if you have multiple parts on your line too.

See it in action on our [YouTube channel!](#)

For more information visit TotalFinishingSolutions.com

The Fun Stuff

Why do Swedish war ships have barcodes painted on the side?

So when they come in, they can Scandinavian!



The Total Finishing Family

TotalFinishingSUPPLIES.com

TotalFinishingSolutions.com

TotalFinishingSystems.com



Total Finishing Solutions, LLC.

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