PRESS RELEASE

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October 23, 2026

Total Finishing Introduces Zeus Powder Coating Applicator and A.S.P. Electrostatic Spray Gun at FABTECH Las Vegas

Zeus pairs solid Italian construction with intuitive controls and competitive pricing, while A.S.P. offers an attractively priced entry into electrostatic liquid spraying.

LAS VEGAS - October 23, 2026 - Total Finishing unveiled two new additions to its finishing equipment lineup this week at the Total Finishing booth at FABTECH in Las Vegas: the **Zeus powder coating applicator**, available in box-feed, hopper and gravity cup configurations, and the **A.S.P. Aqua Solvent Pod electrostatic spray gun**, capable of electrostatically applying **all water-based coatings and conductive solvent-based coatings**.

Both introductions reflect Total Finishing's focus on bringing practical innovation, straightforward operation and strong value to professional finishing operations.

Zeus: Built in Italy, Easy to Operate and Competitively Priced

Built in Italy, the new **Total Finishing Zeus powder coating applicator** combines solid construction, high transfer efficiency and an exceptionally easy-to-use touchscreen at a competitive price point. Straightforward operator menus make settings easy to navigate and adjustments simple to manage.

Zeus is available with a **box-feed system, hopper system or gravity cup**, allowing customers to select the configuration that best fits their work. The **gravity cup version is ideal for laboratory use, small production runs and applications requiring frequent color changes**, making it a practical option for coating trials and jobs involving smaller quantities of powder.

A standout feature is the ability to **find all spare parts directly on the machine's touchscreen**. Operators can browse the on-screen parts catalog, identify the component they need and display its QR code. Scanning the code with a smartphone connects them to **TotalFinishingSupplies.com** to purchase the replacement part.

This direct connection between the equipment and its replacement parts simplifies maintenance planning and helps reduce the time spent searching for part information. Operators, maintenance teams and purchasing personnel gain a convenient way to identify and order the components needed to support their equipment.

> “We never stop innovating at Total Finishing, and that includes finding ways to make advanced finishing technology more accessible to our customers. Zeus brings solid Italian construction, easy operation and convenient parts ordering together at a very competitive price. A.S.P. gives customers an attractive entry point into electrostatic liquid spraying, with the flexibility to apply all water-based coatings and conductive solvent-based coatings using one gun.”
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> **TY CROWDER | President, Total Finishing Solutions**

A.S.P.: An Accessible Entry into Electrostatic Liquid Spraying

The new **Total Finishing A.S.P. electrostatic spray gun** gives customers looking to enter electrostatic liquid spraying an option at a **very attractive price point**. Short for **Aqua Solvent Pod**, the A.S.P. enables finishers to **spray all water-based coatings and conductive solvent-based coatings electrostatically** using one manual spray gun.

Its isolated coating pod and pressurized gravity-feed design combine convenient material handling with electrostatic application. Fine atomization supports uniform finishes while electrostatic transfer helps reduce overspray and coating waste. The pod design also supports convenient flushing, cleanup and color changes, while available nozzle options allow the gun to be configured for different coating applications.

For shops considering their first electrostatic liquid spray system, the A.S.P.'s combination of coating versatility and attractive pricing provides a practical way to add this capability to their finishing operations.

Practical Innovation and Value for Professional Finishers

Together, Zeus and A.S.P. expand Total Finishing's powder and liquid coating equipment offerings with products focused on ease of use, efficient material application and accessible pricing - from laboratory testing and small runs to production finishing.

For product information, configuration options, pricing and ordering assistance, visit **TotalFinishingSupplies.com** or contact the Total Finishing team.

ABOUT TOTAL FINISHING

Total Finishing serves professional finishing operations through Total Finishing Solutions, Total Finishing Systems and Total Finishing Supplies. Its offerings include coating application equipment, finishing systems, automation, replacement parts and consumables, supported by technical expertise to help customers select and maintain equipment for their applications.

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