

THE CONSULTANCY

MAY - JULY 2015

2015 TRENDS: COLOR AND CABINETRY

BE READY WHEN YOUR CUSTOMERS ASK FOR THEM.



**RETHINK 'QUALITY' IN
MANUFACTURING**



SIMPLY AMISH CASE STUDY

ACCESSA
Coatings ■ Solutions

HiT
SOLUTIONS



Work Your Vision

What is the vision for your company? I'm not talking about just a big-picture vision statement hanging on the wall that describes what your company is going to look like in five, 20 or 50 years, but a vision for what you're working for and on right now. And if you have it figured out, are you really working your vision?

You should have a vision for your product as well. Many might say they want their product to be the market leader in its specific category. Goals such as these take vision, and they also take action. What are you doing to achieve market leadership?

For example, if your product is not quite living up to the vision you have for it, are you trying to fix the areas that would allow it to do so? That fix might call for modifying the manufacturing process used to create it or improving a raw material used in the process. The important thing is to take steps to reach your vision.

At Accessa Coatings Solutions and HIT Solutions, we've watched companies often preach quality and performance, but at the end of the day, they are more interested in saving money, even at the expense of their product's performance, and ultimately at the expense of the vision for their product. The consequence is these companies self sabotage themselves by inaction and come no closer to their vision.

So, do you have a vision, and are you executing on said vision? Does everyone on your team who has a hand in your product in some way know this vision, too? Accessa Coatings Solutions and HIT Solutions are here to help you grow, and developing a vision can be part of that process.

Part of our vision is to improve your product and your bottom line. This can be achieved in a number of ways, but starts with understanding your business and products. Establishing a true partnership better allows you and us to make your vision a reality. If you're stuck or would like help more effectively working your product vision, please contact us.

Vince Todd, Jr.
Vice President, Accessa Coatings Solutions and HIT Solutions

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Accessa Coatings Solutions puts top-performing coatings, industry expertise and personal service to work so clients can build bigger, stronger businesses.

HIT Solutions' service-first attitude and partnerships with pioneers in research and development support its mission to be the preferred logistics provider of value-added services and adhesive, surface treatment, metal working, and chemical specialty products.

On the Cover: Bathroom design by NKBA designer Adrienne Dorig Leland, CKD, Dorig Designs LLC. James Netz Photography.

2015 TRENDS: COLOR & CABINETRY

Get this year's top design styles, with a focus on wood. When consumers start asking for it, you will be ready.

Accessa Coatings Solutions

2015 Color of the Year: Coral

Coral Reef, a vivacious hue, is AcromaPro's Color of the Year 2015. Upbeat and optimistic, Coral Reef celebrates a time for renewal and is the perfect mélange of pink, orange and red that can be used to liven up any space. "Its unexpected versatility brings life to a range of design aesthetics, whether traditional, vintage, cottage or contemporary," says Jackie Jordan, director of color marketing. — *AcromaPro*

Cooler, Softer Colors

"There is a growing movement to step out and create 'quiet zones' to disconnect from technology and unwind," says Leatrice Eiseman, executive director of the Pantone Color Institute. This season, understated brights, pale pastels and nature-like neutrals take center stage.

— *Pantone Color Institute*

Gray is the New Beige

From kitchens to bathrooms, consumers are turning to gray as a modern standard for cabinets. "It's the new neutral," says Geoff Horen, CEO of highly rated Lifestyle Group Residential Remodeling in Indianapolis. "It's just a trend that we've seen come into play in the last few months that I expect to continue." Earthy grays—rather than colder, sterile hues—are a pleasant neutral that won't feel like a fad after a few years. — *Angie's List*

While white is still very popular, gray is the fastest-growing shade for the bathroom.

— *National Kitchen and Bath Association*

Bathroom Spending is on the Rise

After years of being overlooked for showier rooms, the bathroom is poised to be the most popular remodeling project.

The average consumer wants a custom, luxury bathroom enough to pay for it, experts say. For years, homeowners wanted a bathroom remodel to cost \$15,000, according to Tom Sertich, president of highly rated Kirk Development Co. in Phoenix, but now the starting point is \$20,000.

— *Angie's List*

Kitchen Spending Up, Trends Hold Steady

Homeowners plan to spend more on kitchen remodels, but styles such as glazed cabinets, often in a gray shade, will remain popular. Cohen says consumers get a better value if they spring for custom cabinets, and they're choosing custom more frequently. — *Angie's List*



Photo courtesy AcromaPro

Furniture-Style Design Features

Interior designer Greg Natale predicts that furniture-style cabinetry and other features will be one of the top trends in 2015. This approach marks another step in the evolution of the kitchen as the hub of the home.

Incorporating an island will be a popular way people will introduce this style into their kitchens. "Raising it on legs or including intricate paneling or a contrasting top and sides are ways of turning this into a piece to be proud of," Natale says.

— *Houzz*

Modern Traditional Style

Designs that marry modern and traditional elements will be one of the most influential looks of 2015, according to kitchen designer Kesha Pillay of Art of Kitchens.

"This trend is affecting everything from cabinet design to colors, materials to textures," she says. "Flat-panel cabinet doors are being replaced with classic door profiles, such as Shaker doors," for example. — *Houzz*

Beautiful Black

Black will be one of the "It" colors in kitchen design this year, says Interior designer Greg Natale. A simple way a homeowner will introduce this classic, sophisticated color into their design will be through black cabinetry or countertops. — *Houzz*

Click [here](#) to download the PDF of the 2015 trends or visit the Accessa blog at <http://bit.ly/1bfTzT1>.

MANUFACTURING QUALITY

How exactly do you hit the mark?

HIT Solutions

"Quality means doing it right when no one is looking." It is presumed that Henry Ford made that insightful statement, but I doubt it. Ford's take on quality was entirely strategic—he was an industrialist after all. For large and small shops alike, there remains plenty of opportunity in "quality" to increase both your effectiveness and profits.

1. How quality defines you

Manufacturing quality isn't about perfection or integrity or even how nicely something is made. Quality is about design and meeting specifications. Specifically, it drives tolerances to a point where variation is accepted and the part is deemed "perfect." How exactly you meet the specifications each time you ship defines your "quality" and insures your continued relevance to the supply chain.

In a way, Henry Ford defined manufacturing quality by the sticker price of his Model-Ts. His "design" included

- a customer profile
- a detailed list of product specifications and
- an assembly line to scale it.

"Quality" has since become the metric where manufacturing dominates. How many "Q-type" programs can you name?

2. Quality costs you nothing

"Doing-it-right" is a better description than "quality." You make stuff happen by conforming to and, accommodating set expectations—theirs and yours. Doing anything more, anything less or anything "unquality" is too costly. You can't sustain your profitably and without damage to your relationships, machines and company morale if you're not "doing it right."

In the book *Quality Is Free: The Art Of Making Quality Certain*, Phillip B. Crosby says you have to make quality a leading part of your operations, at least "a part equal in importance to every other part." He asserts, "Quality is free ... What costs money are all the unquality things—all the actions that involve not doing jobs right the first time."

3. How to do quality wrong

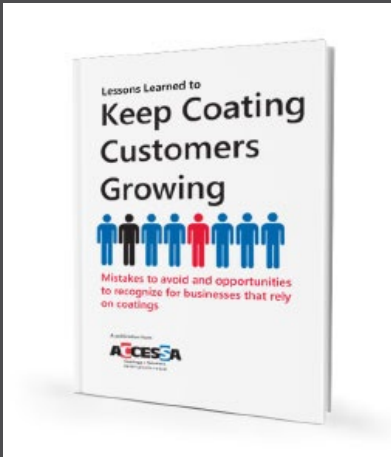
If you've purchased airline tickets recently, you know the ticket price is artificially low until you include all the "extras" you have to have. Even if your plane is on time, you know the extra fees did not go to improve the service. For airlines, quality is clearly a subjective attribute. The only objective is protecting the status quo with price gouging and they do it on an as-needed basis. Their metric? Butts-in-seats. And the only tolerance they seem to push is that of their customers. But hey, they write the rules.

4. Why customer service works

The general perception that higher quality requires higher costs, either by buying better materials or machines or by hiring more labor is false. Ford focused on consumerism. Today we call it "customer-focused," which has finally become a paradigm shift for most of industry.

Manufacturers are learning that customer focus is the best policy because the more customer focused you are, the better you understand what "doing it right" means for each customer, so you can "do it" more profitably.

HIT Solutions understands that quality is a moving target. That's why our representatives collaborate with clients to help them hit the mark and achieve quality every day. Contact us to learn more.



Don't Learn the Hard Way

Through our more than three decades of experience in the chemical and coatings industries, we have learned a lot about helping hundreds of businesses make smart choices. In our free guide, ***Lessons Learned to Keep Customers Growing***, we offer you some of the common mistakes and opportunities we have observed.

What's Inside:

- 6 common mistakes customers make
- Potential risks if you make these mistakes
- How to prevent the 6 mistakes
- 5 recent opportunities our clients are taking advantage of
- Potential benefits of the 5 opportunities
- How customers can gain from these opportunities
- How Accessa & HIT can help you prevent mistakes and take advantage of opportunities

Download ***Lessons Learned to Keep Customers Growing*** for free [here](http://www.accessa.biz/lessons-learned-to-keep-coating-customers-growing/). (http://www.accessa.biz/lessons-learned-to-keep-coating-customers-growing/) or contact us to request a printed copy.

SALES ARE UP! 4 Ways to Ensure Your Finishing Line Keeps Up

Accessa Coatings Solutions

With the upsurge in the economy, our customers have recently experienced steady sales growth. Generally, a rise in sales equates to positive gains. However, attaining higher production targets on the finishing line can lead to changes and disruptions that hurt the bottom line. Here are 4 ways you can routinely evaluate your finishing line design plan to help maintain your business objectives.

1. Carry out design audits.

Designing a flexible, efficient finishing line can be time-consuming and intense, and it's easy to say, "Job well done!" once it's in place. But failing to audit your finishing line and process can lead to costly consequences.

As our clients' coating partner, we recommend they proactively work to identify and solve issues on an ongoing basis—from the design stage to ongoing routine reviews. Though a well thought out finishing line design is essential, day-to-day monitoring of the finishing process is also critical. Routine monitoring helps you:

- Be aware of necessary adjustments before they become more costly
- Make needed improvements to support your production goals
- Make enhancements to increase efficiency
- Take steps to retain the current cost of goods
- Better manage fluctuating production demands

2. Align business and operational objectives.

Though many of our clients are experiencing growth in these early months of 2015, they still remain cautious and vigilant. They want to do what they can to ensure their investments align with conservative long-term business and operational bottom-line objectives.

Therefore, as a resource to their finishing line design team during planning, review and budgeting, our recurring question is, "What is your end-result expectation?"

Why do we ask this? The answers to this question can help predict and solve business and operational issues that have the potential to adversely affect the bottom line or quality of the finished product.

For example:

Let's say your production demands increased by 10 percent in August. The humidity is high, so the line speed specification was adjusted faster to meet the production increase. The end result did indeed produce 10 percent more finished product. You're ready to celebrate because your end result met the expectation, right? Not so fast. By speeding up the line speed, the curing process changed, and now we have blocking occurring during packaging and shipping. So while production soared, the end result had quality issues, costing you both lost production time and rework costs.



3. Know your clients' expectations.

Our follow-up question to clients is, "What does your client expect?" Today's consumers are more empowered and educated than ever before. They conduct online research and search for business reviews before ever speaking to a prospective partner. If you disappoint a customer one too many times, they will look for a partner elsewhere.

Typically, we hear clients recall customer complaints that center around quality, performance or delivery. Daily monitoring of your finishing line production and quality reports will help you manage these issues before they become a customer satisfaction concern. Once you have a customer, keep the lines of communication open so you know what their priorities and concerns are before matters reach the level of "complaint."

The bottom line: Understanding, meeting and exceeding the client's expectations can keep you competitive.

4. Consult your coatings provider.

There is a science to deciphering which coatings are suitable to meet product use and production needs. Changes on a finishing line, even if they are minor, can often adversely modify the appearance and performance of the finish. Consult with your Accessa Coatings Consultant when you see any changes in physical appearance, performance, manufacturing output, assembly, packaging or delivery issues. We can help make sure your finishing process is supporting your overall sales.

Could your finishing line be improved? Contact us to help you find smarter solutions so your business can keep growing.

2 ADVANCES IN MANUFACTURING CHALLENGE YOUR CONTROL IN 2015

HIT Solutions

Survivors are no longer the largest, strongest or even the most intelligent—they just know when to adapt. In light of the challenges, they also know that growth begins with control, not revenue. You wonder where they get such insight.

Each year around this time, scads of articles appear with predictions about the future and, more importantly, what's next for manufacturing. This year, two topics seemed to outweigh everything else—at least for me—1) Next-shoring and 2) the Internet of Things (IoT). The sheer complexity of either one should challenge the best of survivors to maintain control. It was difficult enough to summarize.

First, who's keeping score?

Many reliable sources are so inspired by these topics that they're claiming we have begun the next industrial revolution, a.k.a., "Industry 4.0." Like you, I'm still listening.

It seems to me, humans have always had difficulty naming revolutions while they're living them. Some believe we're [still] in the dawn of the computer age. They associate the third industrial revolution (Industry 3.0) with the impact of computers and digitization, which is giving way to additive manufacturing. Maybe it's just getting fuzzier. At any rate, here's the scorecard.

Four so-called revolutions and what they represent:

- 1.0 = steam engine and mechanization
- 2.0 = the moving assembly line and mass production
- 3.0 = computers and digitization
- 4.0 = IoT (the Internet of Things) and ACT (Advanced Collaborative Technologies)

Here are my summaries. See if you think we're moving beyond computers ... building a case for Industry 4.0:

Advance #1: The "Next" frontier

The idea is not new but the name "next-shoring" is—as of early 2014. Dubbed, the next manufacturing revolution, its middle name should be "adaptability". The very premise of next-shoring is built upon operational agility—all in the name of speed-to-market.

Expectations for convenience and speed rise as fast as global demand expands. This fact challenges manufacturing's reliable business model to remain close to suppliers and customers. But off-shoring [was] expensive; savings exaggerated. Many re-shored.

Next-shoring goes furthest to compress the distance between supply and demand in ways much more sophisticated than mere geographic reach. Buoyed by a more abundant technical workforce, next-shoring "rethinks" the entire ecosystem of a supply chain. It takes advantage of ACT (advanced collaborative technologies). Complex IT that can tap emerging markets for their innovation, talent, and customers from afar. In this way, manufacturers can overcome physical limitations to work closer to their customers without moving their main operations.

Because next-shoring is all about adaptability it's the best insurance yet to stay competitive in what appears to be the next manufacturing frontier.

Advance #2: Merge right

The speed-to-market that next-shoring provides is half the equation. There are also increasing demands for more choice and more products in more places in varying lots that match customer specifications precisely. The complexity is daunting. The word "exponential" comes to mind.

The on-ramp is certainly connectivity. The Internet of Things (IoT) poses that communication between physical objects is now possible and it will change manufacturing as you know it.

According to a recent McKinsey Global Institute report, the Internet of Things (IoT) has the potential to unleash as much as \$6.2 trillion in new global economic value annually by 2025.

Markus Löffler, principal at McKinsey & Company weighs in: "Most companies think of physical flows—meaning the flow of material components through the supply chain—as separate from information flows". Only later do they consider how and where to coordinate and synchronize those flows. IoT will enable machine-to-machine communication, inextricably linking products to "their" information. This will blur the line between material and information. Machines and workflows merge right to become a single entity.

Some other implications of the IoT include:

- New forms of collaboration will be necessary
- Higher degrees of standardization worldwide will be accepted
- Mechanical engineering becomes inseparable from IT
- Workflow is integrated into the hardware and,
- To adapt to these new conditions, "the fields of systems engineering, production IT, and business systems will need to fuse to a higher degree than ever before, creating new means of production in the process".

Parting thought:

The ground rule for Industry 4.0 is this: anything that can be connected, will be connected. If you want to be among the survivors, you will take every opportunity to connect your business ... and remain in control.

HIT Solutions believes the more your business keeps up with important trends, the more you will improve your product, and improve your bottom line.



Introducing AcromaPro Innovat HF

The topcoat you know and love is now HAPs Free

The AcromaPro Innovat clear post-catalyzed topcoat that you trust just got better. Innovat HF conversion varnish is fast drying, acid cured, high solids and now HAPs free. As always, Innovat HF can be used as a self-seal product, or can be paired with the already HAPs-free Care Seal Post Catalyzed Clear high-solids sealer.

WHAT CUSTOMERS ARE SAYING

Feedback from existing Innovat and Euroclear customers has been very positive. Here's what we're hearing:

- Sprays great.
- Smells better.
- Dries fast.
- Sands well for a self-seal—better than old Innovat or Euroclear.
- Dry film feels great, as always.

HAPS-FREE SYSTEM

With the addition of Innovat HF, we are able to offer a complete HAPs-free system. With Innovat and Euroclear, you can achieve the smooth feeling, low odor and exceptionally durable products you want. This flexible, user-friendly system consistently delivers the highest-quality results so you can achieve an attractive finish while meeting environmental standards.

Your Accessa Coatings Solutions Coatings Consultant can answer any questions you have about Innovat HF and how it might improve your finishing process. If you would like to sample Innovat HF, please get in touch.



Applied directly to aluminum, the new water-based baking enamel has been found to be a great fit for LED billboards like this one in Panama City, Fla.

NEW Water-Based Baking Enamels

New low-bake, water-based coating for industry: This new enamel is an alkyd/epoxy hybrid that exhibits good adhesion and corrosion protection, at an economical price-point. Initially developed for automotive parts as a direct-to-metal (DTM) product to pretreated steel, it has garnered interest among other automotive, transportation and other industrial users.

UV-resistance built in for exterior use: The second water-based baking enamel is an acrylic and while similar to the above, it also does well for exterior applications by offering very good UV-resistance. This product is currently being used on LED billboard frames, being applied directly to aluminum with no metal pretreatment or wash primer.

Two NEW HitSol Products

HitSol HSRS4200 Rust Stripper: HitSol Rust Stripper is a highly aggressive, water-based rust stripper. It is designed for use on ferrous substrates to quickly remove oxidation.

HitSol HitCoat HSSC4504 Anti-Spatter: HitCoat 4504 is a water-based welding anti-spatter compound. It is designed for use in welding operations to prevent spatter from sticking to the metallic substrate. HitCoat 4504 makes clean-up easy and results in a more attractive weld area. HitCoat 4504 is non-flammable and nonhazardous. A rust preventive is built into HitCoat 4504 to prevent corrosion on iron and steel equipment.

Case Study



Simply Amish Success

Providing coatings, consistency and a strong relationship

Accessa Coatings Solutions

Inside about 40 individual woodshops in Illinois and Indiana, Amish craftsmen fill orders for heirloom-quality furniture that is sold across the United States and Canada. How do these individuals market their goods so widely and with such success? The answer is Simply Amish.

Founded in 1979 and based in Arcola, Ill., Simply Amish has developed a network of talented furniture makers who execute company designs using traditional construction techniques. These chairs, tables and more are paired with complementary or identical pieces from other Amish furniture makers, finished to perfection, and then sold under the Simply Amish brand. This network of craftsmen is part of what makes Simply Amish so exceptional. But in 1997, sourcing materials from different places was also exposing the company to risk.

Combating lost revenue and customers

Customers ordering sets of furniture—bedrooms suites, dining sets, etc.—were receiving deliveries of furniture that didn't match. A headboard was a little darker than its footboard. Dining chairs were slightly lighter than their dining table. The result was thousands of dollars in lost revenue and disgruntled Simply Amish customers. Kevin Kauffman, Simply Amish's co-founder and co-owner, makes sure the highest quality standards are met and repeated every single day. He began working with Vince Todd, who is now Strategic Account Manager at Accessa, when the company was facing these issues of finish inconsistency. At the time, several different vendors provided Simply Amish with its finishes, and the exact chemical makeup of each vendor's finish was often slightly different.

"We do everything we can to maintain and control the color, so if you buy stains from different vendors, they have to be the same formula," Todd says. "For Simply Amish, we put into place a process to make sure manufacturers were using the exact same finish recipe in five different kitchens to solve this problem."

An ongoing partnership to support growth

Since that first issue was handled, Simply Amish and Accessa have worked together closely to prevent and troubleshoot coatings-related problems, and recognize opportunities to keep the furniture company growing. A great deal of respect is at the foundation of their relationship.

"Simply Amish goes after new technologies and trends and makes sure they stay ahead of the curve," says Gary Leech, Accessa Coatings Consultant for Simply Amish today. "We work hard to meet every expectation of what a supplier should be, and we help people like Kevin feel confident answering why they choose to work with Accessa."

How Simply Amish stays ahead

The ways in which Accessa provides value to Simply Amish are plentiful.

- 1. INVENTORY AND SPEED.** So that Simply Amish doesn't have to store many gallons of every color on its production floor at all times—when only a couple gallons are needed on any given day—Accessa maintains an inventory of all its finishes. Simply Amish knows that the Accessa team can get product to their facility fast when something isn't on hand.
- 2. BETTER PROCESSES.** Accessa also helps make sure production doesn't slow due to a coating issue or process. When a stain began to produce gritty results, Accessa helped make sure it was ground correctly to achieve a superior finish.
- 3. LESS WASTE.** To maximize a coating's coverage area—and cut costs—Accessa offered guidance on humidity and temperature so Simply Amish finishers can finish more wood with less coating.
- 4. PRODUCTS THAT PERFORM.** Recently, Accessa introduced an antistatic technology that prohibits dirt or dust from sticking to the finish. They also helped formulate a toner stain that works double duty on hard and soft maple. Leech regularly introduces Simply Amish to new products for Simply Amish to consider using, all while keeping prices competitive.

Are these the kinds of challenges you face? If so, contact your Coatings Consultant to start a conversation about how Accessa can be a partner for you.



Watch the Simply Amish backstory in our case study video, available from Accessa.com.

Case Study

HitSol CC353 Offers Quick and Effective Cleaning and Conversion Coating for Steel and Aluminum Substrates

HIT Solutions

Client: A Midwest based powder coating job shop that focuses on quick turnaround times of small batches of parts. A majority of these parts are for the racing industry and must meet high performance and durability demands. The coater must have great attention to detail to meet the performance and aesthetic requirements of his customers.

Challenge: The job shop could not afford to spend the time to media blast all of its parts prior to powder coating, nor did the customer want to install a large wash cabinet or in line wash system. The job shop was in need of a way to quickly and effectively clean and prepare both steel and aluminum parts for powder coating.

Solution: This job shop was able to achieve its goals of increasing efficiency in the cleaning operation in a cost effective manner. Through the use of a manual spray application, the HitSol CC353 is able to effectively remove soils while imparting an iron phosphate conversion coating

on both steel and aluminum substrates. The product operates efficiently at 130° F in order to provide maximum cleaning power while minimizing energy costs. The team at HIT Solutions was able to analyze the coater's parts to determine the appropriate amount of contact time necessary for the proper cleaning and conversion coating to take place.

Advantages Realized by the Coater:

- Improved time efficiency of cleaning
- Ability to use product on both steel and aluminum substrates
- Cost effective removal of soils
- Reduction in inventory costs by utilizing HIT Solutions' local warehouse

Do you face surface treatment challenges? If so, contact your Coatings Consultant to start a conversation about how HIT Solutions can be a partner for you.



Accessa Color App: Finding the Right Color Is Easier Than Ever

Browse color choices, save your favorites and make color decisions faster with the [Accessa Color App](#). Don't see the perfect shade? Contact us to mix up the right color for your next project. (The Accessa Color App currently is best suited for Metal and Electrostatic coatings users. For wood and other coating types, please contact us to get started.)

Try the Accessa Color App at accessa.com/colorcard.



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