

SPRING CLEANING

NEW PRODUCTS, CLIENT
STORIES AND A STREAMLINED
ACCESSA BRAND.



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**THINK & ACT FAST:
ARROW POWDER COATING**



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**POLY OR CONVERSION?
PROS, CONS & USES**

ACCESSA



ACCESSA BRAND EXPANDS

Growing your business the right way means putting it on a path that leads to opportunities. As such, as of Jan. 4, 2016, Accessa Coatings Solutions and HIT Solutions came together under the parent company name of Accessa. Accessa Coatings Solutions kept its name, and HIT Solutions has become Accessa Chemical Solutions. The businesses remain separate business entities.

Since 2008, HIT Solutions has worked to become our customers' No. 1 resource for high-quality surface treatment, metalworking, and chemical specialty products. As Accessa Chemical Solutions, the Accessa division will continue to provide the same outstanding products and service.

To see our new brand organization in action, you can visit the all new Accessa.com website, which will be the home of both Accessa Coatings Solutions and Accessa Chemical Solutions.

The decision to develop Accessa as a parent company was made based on a number of factors and opportunities, including the following:

- **Strengthen capacity to serve:** Having Accessa as a parent company with multiple, connected divisions allows us to more easily fulfill customers' future needs, as we can build complementary divisions under the Accessa name to support customers as the marketplace changes.
- **Improve brand clarity:** Accessa Coatings Solutions has strong brand recognition across the Midwest, and it continues to grow. Under the banner of "Accessa Chemical Solutions," our chemical products brand will benefit from that same brand name. This change also makes it easier to understand how the brands are related.
- **Support efficiency for customers:** This new structure makes Accessa more of a one-stop shop for our customers, allowing our team to discuss coatings and chemical solutions during the same conversation with less confusion regarding who is providing the product/service.

Please contact me with any questions, concerns or feedback.

Vince Todd, Jr.
Vice President & Principal, Accessa



NEW DIGITAL DIGS

Please visit the new Accessa website. The new Accessa.com is designed to help you more easily find the information and industry insights you want.

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Tailoring expert services and delivering superior products since 1979, Accessa is centered on customers' needs to improve their products and their bottom lines.

Accessa Coatings Solutions
From contractor startups to large-scale industrial customers, Accessa Coatings Solutions strives to be an incomparable coatings solutions source for every client.

Accessa Chemical Solutions
At Accessa Chemical Solutions, we believe that the surface treatment, metalworking and chemical specialty products you rely on are integral to your meeting the highest expectations.

NEW! ACCESSA COATINGS SOLUTIONS

Aquamill Primer

Product Number: WB-8313B

Description: White water-based millwork primer for particle board, MDF and natural woods.

Features:

- Economical
- High Build
- Fast dry to sanding and packing
- Water-based, low VOC
- Versatile application – may be applied via conventional, airless, air-assisted airless, or HVLP spray.

NEW! ACCESSA CHEMICAL SOLUTIONS

HitSol HSTMC101

HitSol HSTMC101 is a phosphate-free transition metal conversion coating ideally suited for the pretreatment of steel and aluminum for enhancing paint adhesion.

Features:

- Contains no regulated heavy metals
- Applied at ambient temperature for energy cost savings
- Resistant to sludge formation as the bath ages

HitSol HSC127

HitSol HSC127 is a concentrated, water-dilutable metal cleaner that is effective on a wide variety of soils. It is excellent for use in recirculating spray washers or in immersion tanks.

Features:

- Provides rust protection for iron and steel
- Quickly removes lubricants, shop soils and grease
- Oils separate from the cleaning solution for easy removal at the surface
- Safe to use on iron, steel, stainless steel, rubber, and plastic; may etch aluminum and copper alloys under some conditions

HitSol RP704

HitSol RP704 is a water-based corrosion inhibitor concentrate designed to protect ferrous metal from corrosion during indoor storage. Used as an inter-stage rust preventive in phosphatizing and painting operations.

Features:

- Has low foam characteristics, making it ideal for recirculating spray washers
- Film deposited leaves a light, dry film, which can be easily removed



EQUIPPING LABS WITH DATACOLOR

Working toward unparalleled measurement performance

The first shipment of Accessa's new spectrophotometers from DataColor have arrived at Accessa. DataColor products are designed to ensure accurate formulation of solid color matches and quality control for paints. Having this new equipment allows us to meet our customers' needs more fully and raise our standard of quality for customers. With the proper data entered into this system, we are able to get better first-time predictions and have tighter quality control parameters.

Improving our productivity by reducing our turnaround time and do-overs generates immediate benefits to our customers, our lab technicians and Accessa as a whole. Long-term, we plan to take it to the next level of quality control considerations, including in external-bound shipments to customers.

This is one of many investments that allows us to differentiate our products and services to a growing base of new and existing customer requests.

If you have questions about this technology and how it can benefit you, please contact us.



Owner Brian Staggs (right) expanded services and market segments by doubling the size of Arrow Powder Coating's washer.



Pretreatment is the cornerstone to our business. There are no shortcuts in this step of the process. The metal substrate is either clean or it isn't.

SUCCESS BEGINS WITH PRETREATMENT

Indianapolis' fastest shop, Arrow Powder Coating, racing toward growth

When someone comes to Arrow Powder Coating with a piece of raw metal, what that person wants — and what they receive — is a durable, vivid finished product. They aren't so concerned about the process it took to get it that way, but Troy Simmerman is. He is Quality Manager at the powder coating shop that boasts a four-day turnaround time, the fastest in Indianapolis.

"Pretreatment is the cornerstone to our business. There are no shortcuts in this step of the process. The metal substrate is either clean or it isn't," Simmerman says. For several years, Accessa Chemical Solutions has provided Arrow with pretreatment options and new products as they come to market. Innovating their system and process has earned Arrow the respect of contractors and customers around Central Indiana.

Contractors' metal jobs that have gone through the line at Arrow are now installed in various ways at the Indianapolis Convention Center, Lucas Oil Stadium, The Children's Museum of Indianapolis, Indianapolis Museum of Art, Indianapolis International Airport, Indianapolis Metropolitan Police Department, Carmel Performing Arts Center and many more notable venues.

MAKING WAY FOR GROWTH

When Arrow's owner, Brian Staggs, and his team decided the time was right in 2016 to expand their services and market segments by doubling the size of their washer, they turned to Accessa Chemical Solutions to help guide them.

"This will allow us to take one stage of mixed purpose and split it into two stages, thereby making the chemicals more efficient. The first step in the upgrade is to automate our current setup, which is already underway. Later we will add additional stages and more automation," Simmerman says.

By automating the operation, Arrow will be able to reduce the amount of human interaction with chemicals kept onsite, but making such changes doesn't come easy. Existing permits must be followed, so any changes in the process have to fall within strict specifications.

To help Arrow tackle the challenges, Accessa President Joe Todd led an Accessa team that included Accessa Coatings Consultant Ryan Morton and others to conduct a line survey of Arrow's system. They measured current washer dimensions, tank dimensions, line speed, liquid carryover, chemical usage, water usage and other aspects before recommending

CASE STUDY (continued)



the appropriate solutions. The audit involved on-site visits and conference calls to make sure all the bases were covered.

"Accessa made recommendations for chemical upgrades and hardware including electronic controllers, pumps and sensors. There is room for expansion, so when our chemical upgrade takes place, it's an easy transition," Simmerman says.

EARNING REPEAT BUSINESS

While steel and aluminum are the most common substrates that come through Arrow's door, the team also coats stainless steel, galvanized steel, cast iron and other non-ferrous metals. Products vary, from decorative railing and sculptures to car frames, brackets, boxes and screws.

"We get very little — if any — notice that parts are coming to us. Since we have the quickest turn time in the state and limited storage space, we don't fully know what our chemical demands are even weeks in the future,"

Simmerman says. "It's important to have a supplier that can stock and provide product quickly if needed. Accessa has always met that need."

Morton is the person at Accessa charged with making sure Arrow stays on top. By regularly visiting the facility to check inventory, being responsive and available, and testing to make sure chemicals are meeting expectations, he strives to match Arrow's rapid turn time and exemplary customer service.

"Any salesman or vendor can provide a product to make a sale. To earn repeat business and establish a relationship, a vendor must sell the correct product and provide technical knowledge and service behind it. The only way to do that is to know our business and what our customers expect," Simmerman says. "When something unexpected pops up, Accessa can respond fast while keeping our business in mind."



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SEE ARROW IN ACTION

Watch the Arrow Powder Coating video on Accessa Chemical Solution's "case studies" page. Or visit Accessa's YouTube channel.



HANDCRAFTED CABINETS FOR MODERN CONSUMERS

Bridging the gap between timeless craftsmanship and consumer demands influenced by social media and fluctuating trends can be difficult. Kline Cabinetmakers does it with the help of Accessa Coatings Solutions. Watch how Accessa Coatings Solutions helps Kline Cabinetmakers stay on top.



GETTING CLEAR

Pros, cons and uses of conversion varnish and polyurethane finishes

Manufacturers who use wood coatings have more and more options available to them when it comes to their finishing lines, and the best choice for their business isn't always clear. Letting just one or two factors determine the direction you go can be hasty, a lesson that rings true when decision makers are considering whether to use a conversion varnish or a polyurethane.

To help us take a closer look at the advantages and disadvantages of each coating type, the team at Accessa Coatings Solutions and other experts in the coatings field help us better understand when each type makes sense and the differences between conversion varnish and polyurethane.

CONVERSION VARNISHES

Chad Everett at Accessa Coatings Solutions works with conversion varnishes on a daily basis as Coatings Consultant for customer Middlebury Hardwood Products, where about 85 percent of all clear topcoats used are conversion finishes. Located in Middlebury, IN, MHP is a leader in the manufacture and distribution of cabinet doors. For more than 25 years, the company has been supplying hardwood cabinet doors to the manufactured housing and recreational vehicle industries. Conversion varnish helps MHP's finishers create a custom-cabinet look and meet the Kitchen Cabinet Manufacturers Association's performance standards. These same qualities are often sought out for the residential furniture market, where conversion varnishes are commonplace.

One of the biggest advantages of a conversion varnish for MHP, Everett says, is that it dries quickly so a product such as cabinet doors can be finished and stacked fast, making it possible to ramp up production when demand is high. Conversion varnish also has good mechanical strength, a long pot life and high percentage of solids.

"The product works well on the line at Middlebury. Polyurethane doesn't dry on the same schedule as the conversion coating, thus making it more troublesome to run on the line."

"Secondly, it provides a durable finish that helps to provide Middlebury Hardwood Products with a good product for their customer," Everett says. But conversion varnish isn't the right finish for every job. Performance and price must be carefully regarded.

"The customer needs to have an expectation as to how the coating should perform and what look they want to achieve. They also need to weigh the value of the quality of the product compared to the price. Many times the lowest price is not the best value," he says.

When customers evaluate how well a coating will work with their current system, if significant changes would be necessary to make a change, is it worth the cost? From a performance standpoint, you have to determine how the product sprays, dries and lasts, among other things.

"If the product has a great price, but doesn't work in your shop or run on your line, there isn't as much value to the low price," says Everett, who works with customers at every level of the decision-making process — upper management, purchasing, supervisors and operators on the floor — to evaluate which product is the best fit. As they say, "The bitterness of poor quality remains long after the sweetness of low price is forgotten."

Conversion varnishes come up short in some areas. When comparing its product to conversion finishes, a leading manufacturer of polyurethane coatings reports the disadvantages of conversion varnishes include limited build possibilities; limited chemical resistance; UV instability; existence of difficult, sensitive catalyst ratios; poor re-coat windows; difficulty in touch-ups; an inability to achieve a wet look, high gloss or vivid colors; and formaldehyde content.

While conversion varnishes are used extensively in the United States, it's a no-no in European countries due to its formaldehyde content. In order for the resins in a conversion varnish to cure and harden, acid must be introduced. This process produces a byproduct of formaldehyde, and fumes associated with formaldehyde will continue to off gas up to 28 days, until the coating is completely cured. All is not lost however, formaldehyde-free conversion varnishes have recently been introduced into the marketplace, such as AcromaPro's Beryll FF line.

Les Yoder, Corporate Production Manager at Accessa Coatings Solutions, says about 80% of the products Accessa customers manufacture are put into service within about 10 days of being finished. Though the conversion varnish's cure isn't complete within 10 days, it is relatively hard and suitable for use at this point.

POLYURETHANE

Accessa Coatings Solutions works with a wide range of clients. They say polyurethane coatings are often the best choice for use in more industrial and commercial settings such as restaurants, offices and airplanes, where there is more wear and tear compared to residential use.

Accessa customer Nucraft uses polyurethane on all of its office furniture that calls for a clear topcoat. Since its founding in 1944, the Comstock Park, MI, company has built furniture for conference rooms, private offices, reception areas and training spaces. With clients in Europe and elsewhere around the world, Nucraft has to make sure its tables, desks and chairs meet more stringent environmental standards and BIFMA's performance requirements.

Polyurethane can also produce a look conversion varnishes can't, partly due to how well it can be built. That glossy, glass-like finish you often see on some polyurethane coated products is many times achieved by applying multiple coats and then buffing and polishing. Conversion varnishes are typically only sprayed to a total of 4-5 mils dry film, while polyurethane can be built up to 10-12 mils dry film in some cases.

This thicker layer also increases the durability of the coating. With grainy woods, you can more completely get into and seal pores. Because restaurant tables, hospital furniture and office desks are susceptible to frequent cleanings with strong chemicals and soaps, a longer-lasting finish is attractive to many customers, with a growing market crossover from the residential side.

"With polys, we are seeing more demand for homeowners' outdoor kitchens to protect cabinetry from wind and weather," Yoder says.

A leading manufacturer of polyurethane coatings with whom Accessa represents, Industria Chimica Adriatica (ICA), says the finish's attributes include having very good mechanical and chemical strength, good clarity, a relatively quick dry time, easy catalyst ratios, versatility (full fill, open pore, etc.), very high solids and good UV resistance.

On the downside, polyurethanes can be difficult to touch up, is generally more expensive and more difficult to use compared to conversion varnish. Its pot life of 3-5 hours means that after the hardener and product are mixed, your production line must be prepared to spray. Conversion's pot life of 8-12 hours is more forgiving, but Yoder says that shouldn't deter someone who wants to move to polyurethane. Investing in a metered, dual-component spray gun that mixes the finish right before it's sprayed is a consideration, depending on usage volumes and throughput needs.

BOTTOM LINE

Before purchasers start wringing their hands at a possible cost increase or feeling a rush of hope that a less expensive option is out there, Yoder says manufacturers should carefully weigh the pros and cons and ask themselves one question: "First and foremost, you have to consider your application. What are you putting it on and where is that finished product going?" Answering this question may open the door to a new market, increased sales or improved marketability of your product.

Should you consider a change in coating type? Contact Accessa Coatings Solutions to start a conversation about your needs.

2016 TRENDS IN KITCHEN & BATH CABINETRY

Are you on trend this year? Check your work against what industry insiders have said is hot in the wood market.

“Over 90 percent of the consumer’s initial assessment of your product quality is related to its color and appearance, so having the right color and right finish is extremely important.”

— *Angela Simone, Director of Global Color Marketing, AcromaPro*

2016 WOOD TRENDS

Kitchen Cabinetry Trends: Finishes & Colors for 2016, Woodworking Network

Trends with OEM customers include minimalist, European-style cabinets without a face frame, seen most prevalently in urban areas, says Doug Clark, Sales Manager for Timber Products Company. For 2016, Clark is seeing real wood interiors in maple and other varieties, a departure from laminate. “We’re seeing mix and match now in a lot of kitchens where the island might be natural wood and perimeter cabinets may be painted or some sort of another surface.” In the area of durable finishes, scratch-resistant finishes and prefinishes are gaining popularity. In the Midwest especially, customers are switching to plank match using walnut to get a true lumber look. Wood and core types are leaning toward veneer, MDF and particleboard. In the commercial area, Clark is seeing more color options and different textures.

2016 TOP COLORS

meccinteriors.wordpress.com

Christina Mogk of mecc interiors rounded up paint manufacturers’ top colors of the year for 2016:

- *Simply White*, Benjamin Moore
- *Ivory Keys*, Behr
- *Alabaster White*, Sherwin-Williams
- *Cappuccino White*, Glidden
- *Buckwheat Yellow*, Sico
- *Cherished Gold*, Dulux
- *Paradise Found*, PPF
- *Blue Cloud*, Olympic

CABINET STYLES ON TREND

Designer Loretta J. Willis follows and reports on interior design and decorating trends at alightreflection.com. “Although European-style cabinet frames are leading kitchen and bath renovation choices, traditional styles will continue to be a popular choice with wood finish, raised panels in frames [being] more popular than flat panels in frame,” she says. Based on a summary of purchase volumes within the United States, kitchens and baths will continue looking stylish and enjoyable in 2016 if you follow these trends, Willis says:



Benjamin Moore Simply White, Kitchen Cabinets, Donald Lococo Architects

Kitchen Cabinets — Type of Cabinet Frame

- Frameless (European Style)
- Face-framed (Traditional Style)

Kitchen Cabinets — Type of Door

- Wood finish, raised panel in frame
- Wood finish, flat panel in frame
- Glass panel in wood frame
- Laminate with raised panel look
- Wood finish, flat panel with no frame
- Laminate finish, flat panel with no frame

Bath or Vanity Cabinets — Type of Cabinet Frame

- Frameless (European Style)
- Face-framed (Traditional Style)

Bath or Vanity Cabinets — Type of Door

- Wood finish, raised panel in frame
- Wood finish, flat panel in frame
- Glass panel in wood frame
- Laminate with raised panel look
- Wood finish, flat panel with no frame
- Laminate finish, flat panel with no frame

WHAT’S HOT, WHAT’S NOT

Kitchen Cabinetry Trends: Finishes & Colors for 2016, Woodworking Network

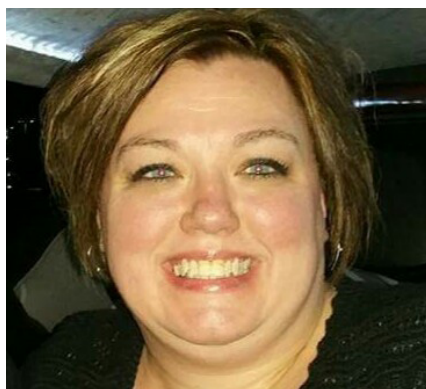
“The lifespan of popular colors has continued to decrease and today some colors last only 2-3 years before they are considered to be out of style,” says Angela Simone, Director of Global Color Marketing for AcromaPro.

TREND CHECKUP *(continued)*

Simone reports that fading trends to phase out include strong red undertones in stains, having too many effects at once (keep it simple), country/rustic in kitchens, stain on glaze in kitchen cabinets, and white and red oak (except quartersawn).

Trends with staying power include warm grays as a neutral, any colors with a neutral undertone, clear wood grains, consistency — from finish to furniture style — and contemporary looks popular with loft-style living.

INSIDE ACCESSA



Rose-Marie Carl



Jim Weatherford



Noah Muller

LOOKING OUT FOR YOU

The three people on the Accessa Customer Service Team are our secret weapon. You might not ever meet them in person, but they are completely focused on going above and beyond for our customers. Get to know them in this Q-&-A.

Customer Service Team:

- **Rose-Marie Carl**, Customer Service Representative, Elkhart, Ind.
- **Jim Weatherford**, Operation/Production Supervisor, Indianapolis
- **Noah Muller**, Customer Service Representative, Indianapolis

Experience at Accessa:

Carl: 2 months

Weatherford: 10 years

Muller: 19 months

Commonly heard questions:

Muller: "How soon can we have that?" and "Have you matched this color before?"

Weatherford: "Why do you not offer the paint chip color cards anymore?" and "Why are your TDS/SDS (technical and safety data sheets) not online?"

Two interesting or unusual questions received:

Weatherford: "Do you carry house paint?" and "Are you a subcontractor?"

Muller: "Will your paint work on cars?" and "Do I need to sand/clean before I paint?"

Goal for each call or issue handled:

Muller: I try to understand what the customer needs and from there I can create a plan to fulfill those needs. As long as the call ends with both sides on the same page, I can make it work.

Carl: To make sure I take care of it from start to finish.

Weatherford: To provide accurate and speedy service. We are here for them! We appreciate their business! We are here to offer our customers a quality product for a reasonable price.

What would you like people calling Accessa to know about you?

Weatherford: I'm working for them! Caring and understanding.

Carl: I am friendly and willing to help as much as I can.

Muller: My interests outside of Accessa are watersports, Indiana University basketball, and health and fitness.



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