

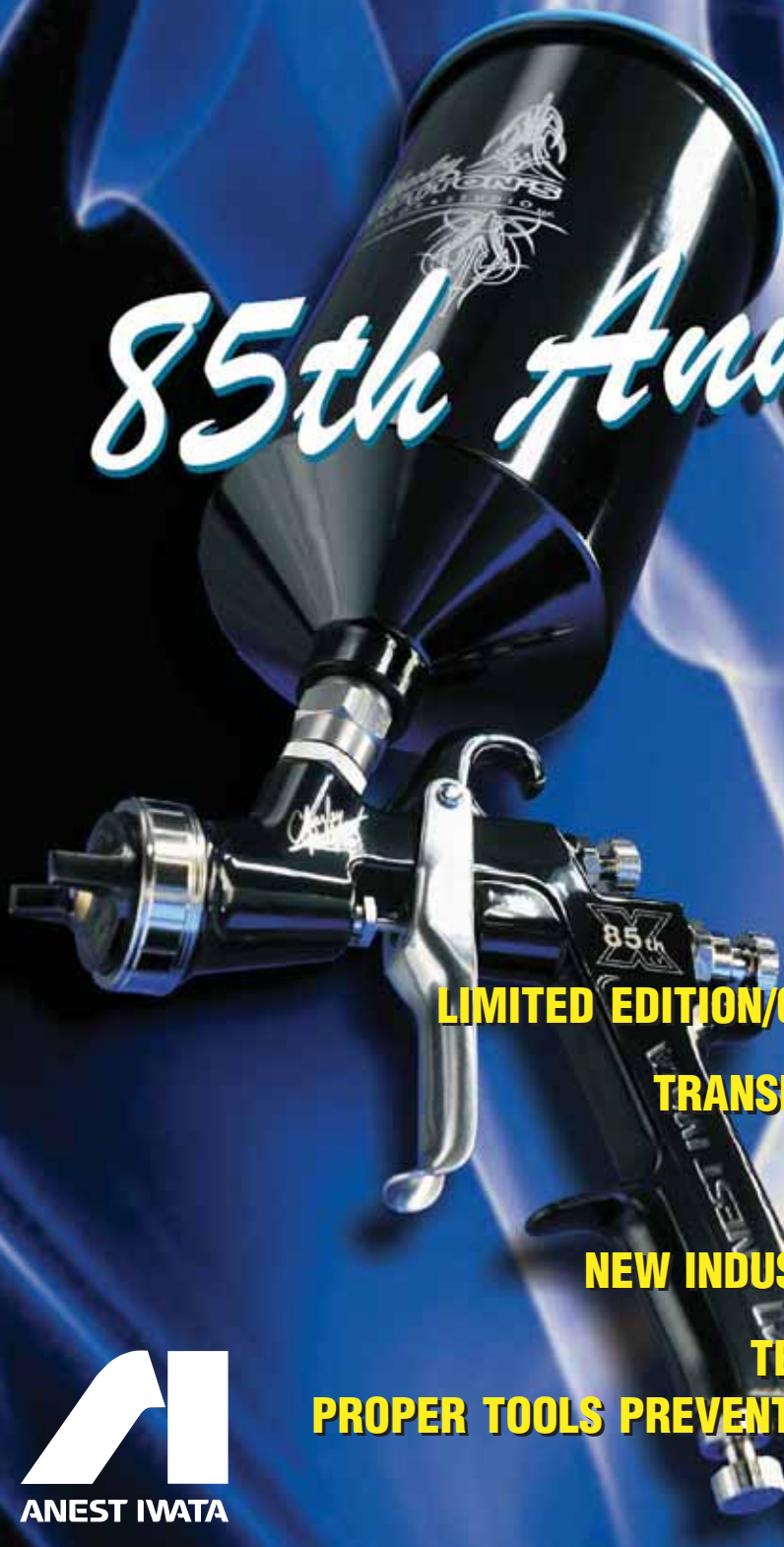
IWFA
2010

Booth #4967

INNOVATIONS

ISSUE 12, SPRING/SUMMER 2010

85th Anniversary



**85th ANNIVERSARY
LIMITED EDITION/CHARLEY HUTTON SIGNATURE GUN**

TRANSFER EFFICIENCY: THE REAL STORY

ENGINEERED ATOMIZATION

NEW INDUSTRIAL/WOODWORKING PRODUCTS

**TECHNICAL DISCUSSION WITH MITZ:
PROPER TOOLS PREVENT UNEXPECTED TROUBLE – PART 2**

2010 ASET ULTIMATE AIR AFFAIR


ANEST IWATA



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INNOVATIONS

IN THIS ISSUE

In this twelfth installment of *INNOVATIONS*, we will focus on our 85th Anniversary. We will also present:

- Engineered Atomization with our patented LV Technology.
- The real story about transfer efficiency.
- A preview of IWF 2010.
- The ASET 2010 Ultimate Air Affairs.
- Part 2 of a technical discussion with “Mitz” about preventing unexpected trouble by using the proper tools.
- New woodworking and industrial products.
- The new MAXX JET air compressor from Iwata-Medea.

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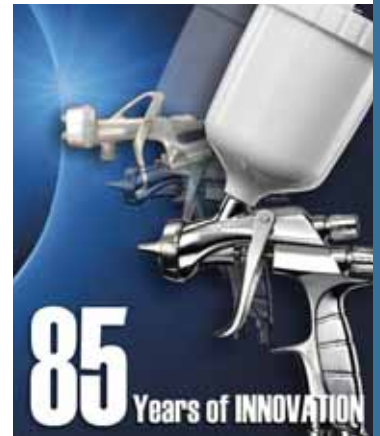
ANEST IWATA USA, INC.

A LETTER FROM THE PRESIDENT

Keeping my promise from the last issue of *INNOVATIONS*, and also in recognition of ANEST IWATA's 85th anniversary, we have a new gun coming available this fall. The limited edition anniversary gun was designed with the help of Charley Hutton, who is one of the premier painters in North America. Each gun is individually numbered for authenticity.

We thank you for your loyalty and continued support of our brand, and we hope you enjoy the most advanced atomization technology in the world. I hope you enjoy *INNOVATIONS*!

Satoru Iwata, President
ANEST IWATA USA, Inc.



SEMA 2009 / 2010

AUTOMOTIVE AFTERMARKET INDUSTRY WEEK



ANEST IWATA USA would like to extend regards to all who visited our SEMA exhibit during the Automotive Aftermarket Industry Week 2009. Once again, we pulled something out of our hat: some of the best artists in the world painting a banner representing our latest INNOVATION, the SUPERNOVA spray gun.

Be sure to make plans to attend the SEMA event in 2010 to see what new INNOVATION we have up our sleeves this time!

Once again, thanks to all who utilize and support ANEST IWATA / Iwata-Medea / Artool products. Also, a special thank you goes out to everyone who helped.

IWF 2010

The International Woodworking Machinery & Furniture Supply Fair – USA[®] is one of the world's largest trade shows for the furniture manufacturing, architectural woodwork, custom and general woodworking industries – and it's more than just woodworking!



Atlanta, Georgia – August 25-28, 2010
8:00 A.M. to 5:00 P.M. – Wednesday-Saturday
Visit us at booth #4967

ENGINEERED ATOMIZATION

PATENTED LV TECHNOLOGY



ANEST IWATA's patented **LV Technology** is setting the standard by which all other spray guns are measured while turning **paint** into **profit**. This exciting technology is a natural evolution in ANEST IWATA's continuing commitment to providing the best spray solutions for our customers.

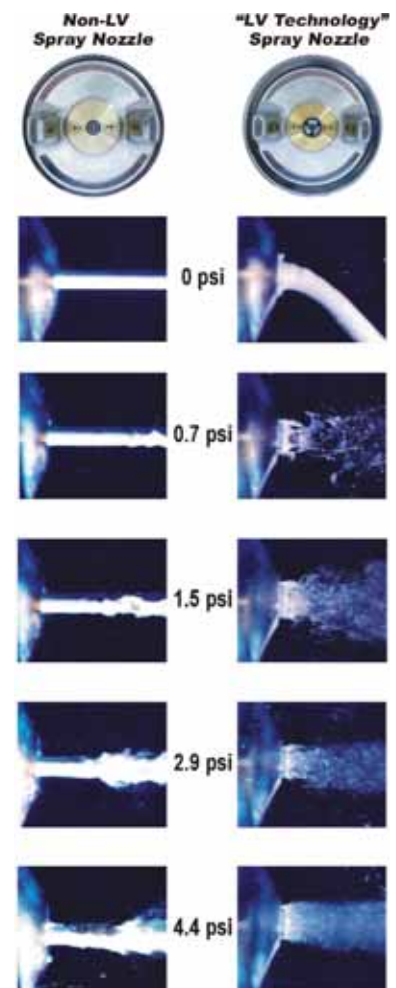
The unique technology creates a double “engineered atomization” process within the sprayed coating. **LV Technology** works by focusing air down the special slits in the fluid nozzle that direct air towards the center of the nozzle orifice. This change in direction also causes the air stream to speed up, meeting the fluid in the center of the tip where a powerful pulverization of the fluid occurs. This pulverization is the pre-atomizing step which expands the paint stream 4 to 5 times that of the fluid opening and it is now a mixture of air and paint rather than fluid only. This air and paint mixture is much easier for the main atomization to break up, resulting in lower gun operating pressures. The secondary air cap piercings then complete the main atomization.

The many benefits of **LV Technology** include better appearance, better through dry, and better transfer of the material to the surface. Solvents that do not escape the film before drying or curing cause many common paint defects. Solvent pop, die back, shrinking, loss of gloss, softness of film, etc. are all defects caused by solvents remaining in the paint film. The ANEST IWATA **LV Technology** pre-atomization theory minimizes these problems because the in-flight loss of solvent is greater than with other technologies. Painters who have made the switch to **LV Technology** notice a significant reduction in product consumption and better appearance. Our patented **LV Technology** is available in HVLP and compliant high transfer efficiency spray equipment. Pressure, gravity and siphon spray guns are available with this technology.

0 psi: Note the fluid velocity of the LV spray nozzle has long dwell time in the atomization area This is because of the concave design of the fluid nozzle

0.7 psi: Notice how the fluid stream is starting to shred and break up these ligaments of fluid this is the pre-atomization process. Air comes around the tip and then is directed by the slits to the center of the nozzle that creates the breakup. This is less than 7/10 of 1 psi.

4.4 psi: The fluid is pre-atomization and awaiting the main atomization from the air cap to break up even further. Note that the non-LV tip is just starting to cut the fluid.



TRANSFER EFFICIENCY: THE REAL STORY

RAY ODETTE



“What percent does your gun transfer?”

As a spray gun manufacturer, we hear that a lot. It is mostly subjective to the person on the end of the handle. Transfer efficiency testing is done in an environment where almost everything is controlled: exacting distances, air flow, angles, temperatures, etc. ANEST IWATA has done several tests with various testing facilities across the world, including Thatcham and the U.S. EPA. (Visit <http://www.epa.gov/etv/vt-ppc.html#hstepsg> for the EPA testing and results.) The percent transfer question can be somewhat misleading to the one doing the painting. I hope that this article will shed some light on a question that is asked very frequently.

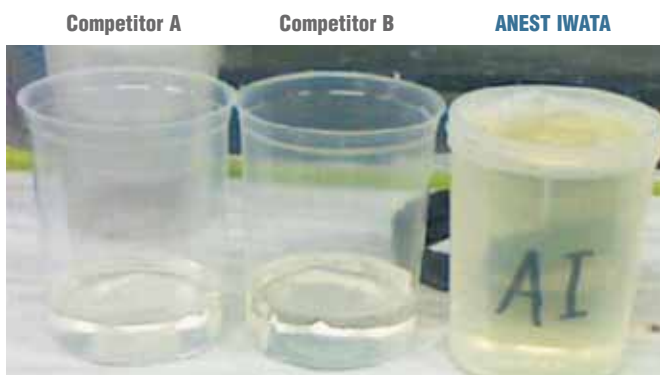
Most shops and manufacturers are well aware of paint costs; some new pigments and performance clear coats can have costs that are many times more than standard white or silver. Shops and refinishers are becoming well aware of these costs, and are working on solutions to address this. ANEST IWATA has been aware of this concern, and has developed products and solutions to assist the shop with solutions to become more profitable while still offering the high quality performance finishing systems to their customers. The **Anest Iwata Challenge** was one of these solutions. We attained many new customers who took the challenge and found improved quality and lower maintenance of both equipment and spray guns, as well as significant material savings, in most cases over 20% comparing previous material hour usage to material hour usage after the Challenge. It is our opinion that the material hour expense is the true measurement of efficiency for the Real World. It is how we evaluate the additional savings by using our equipment.

Why? Why should this equipment make that kind of Real World difference? It is because the equipment is engineered to do so. The LV dual atomization, the tulip-shaped fan, lower pressures, and the new **HVLP / Compliant HYBRID** design (coming soon) for the **SUPERNOVA** all combine to make this benefit occur.

A significant amount of shops in North America are standardizing procedures for as many shop functions as they can. ANEST IWATA has seen many customers standardize with our spray guns from the priming stage to the clearcoat stage with tremendous material savings and improved quality. In the past, painters purchased equipment, and the shop utilized what the painter was spraying. ANEST IWATA’s goal is to provide the painter with products that are preferred over other competitive choices, and provide the material savings benefit to the shop owner. Significant developments in ANEST IWATA’s products and performance keep pushing the performance bar upward. Fancy decorated guns look nice, but should not suffice for value with engineering ideas and solutions to paint technologies today and tomorrow.

If you are interested in exploring the **Anest Iwata Challenge**, please contact your wholesaler or your ANEST IWATA sales representative.

Test conducted using compliant guns from three major gun companies. 3 GM S-10 front clips were cleared, same painter, same clear coat, similar application times, similar film builds. ANEST IWATA had the best appearance, and used almost 30% less materials than our competitors. Two coats were applied, and the picture is the balance left over after 3 full cups were used of product. The picture represents the leftover clear in the third cup.



Limited Edition

85th Anniversary



In recognition of ANEST IWATA's 85th anniversary, we have designed a limited edition spray gun, with each gun individually numbered for authenticity. We teamed up with Charley Hutton for this gun. As one of the premier painters in North America Charley is known for his custom paintwork on high-end street rods, including two prestigious Ridler Awards, several Street Rod of the Year, and Custom Rod of the Year.

Check out the official release of ANEST IWATA's 85th Anniversary limited edition Charley Hutton spray gun during the ASET Ultimate Air Affair Kustom painting event in Salt Lake City, Utah, August 25-28. To find out more information about the Ultimate Air Affair Kustom painting event, or to participate, please contact ASET at 1 (800) 628-5449.

Charley Hutton

Charley Hutton started painting cars at 13, working in a body shop owned by a family friend, and painted his first custom car when he was 15. He established his own business in 1993 at the age of 20. As one of the premier painters in North America, Charley is known for his custom paint work on high-end street rods, including two prestigious Ridler Awards, several Street Rod of the Year and Custom Rod of the Year awards, as well as an America's Most Beautiful Roadster Award. He made his mark in television on the Discovery Channel's *American Hot Rod* working with legendary custom car builder, the late Boyd Coddington. Charley has also been featured on The Learning Channel's *Overhauled* and on Hot Rod TV.

Charley Hutton's Color Studio is located in Nampa, Idaho.



NEW WOODWORKING/ INDUSTRIAL PRODUCTS



LPH80

INTRODUCING ANEST IWATA'S NEW LPH80 GLAZING GUN

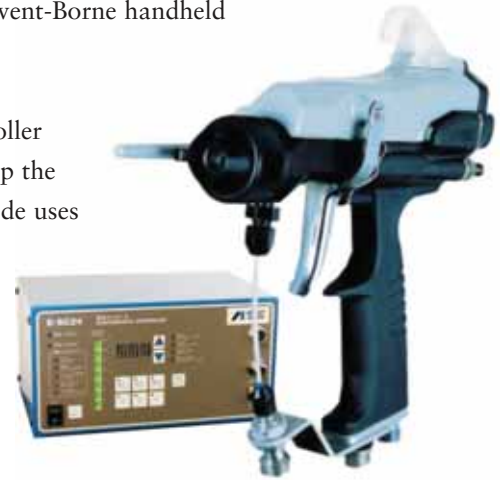
The new LPH80 glazing gun is lightweight and designed to improve and speed up the glazing process in the cabinet shops. The specially-designed cone shaped nozzle makes it easy to apply fine lines on all styles of doors and patterns, as well as allowing for even controlled shading. All wet areas are made of stainless steel for waterborne or solvent glaze use. There are two different sizes of cups available, as well as the option to use the gun on our 2 quart pressure pot for larger jobs. At less than 1.8 cfm to run the gun, it can be used for on site with the smallest of compressors.



HANDHELD ELECTROSTATIC UNITS NOW FM APPROVED

ANEST IWATA is pleased to announce that both our Waterborne and Solvent-Borne handheld electrostatic units are now FM approved.

Our Waterborne unit is an indirect charge system run by a separate controller and low voltage wire. The gun itself utilizes a cascade cartridge to bring up the working voltage to a maximum of -50KV (E-MW50). The indirect electrode uses a corona charge to induce current on the material. This allows use of this system without any isolation systems or voltage block outs. The use of a separate controller and cascade also minimizes moving parts.



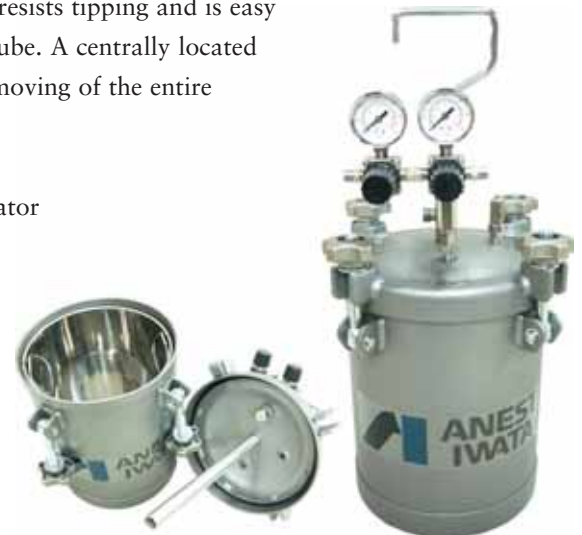
Our Solvent-Borne system shares all the benefits of the waterborne unit with the advantage of increased efficiency due to the direct charging needle. This unit works at a maximum of -40KV (E-M15B).

If you are interested in a demonstration or just need more information, please contact ANEST IWATA USA, Inc. directly or through our website.

2 GALLON/DOUBLE REGULATOR HEAVY DUTY COMMERCIAL PRESSURE POT

Our new 2 gallon/double regulator heavy duty commercial pressure pot resists tipping and is easy to clean with its polished stainless steel tank and stainless steel pick-up tube. A centrally located handle mounted on the lid allows for one-handed lid removal and easy moving of the entire pressure pot.

Pressure Pot comes complete with two regulators and gauges. One regulator is for control of fluid pressure, and the second regulator is for setting the gun atomizing air to a maximum of 100 psi. It is for use with all standard coatings.



TECHNICAL DISCUSSION with “MITZ”

PROPER TOOLS PREVENT UNEXPECTED TROUBLE – PART 2

In *INNOVATIONS* Issue 8, Summer 2008, I talked about using proper tools for the maintenance of spray guns, showing what can happen to a fluid nozzle using incorrect tools. There are still several points regarding maintenance to be concerned about.

AIR LEAKS FROM THE AIR CAP

In this case, seat section between the air valve and the air valve seat set may have problems, or the O-ring of the air valve seat set is damaged. You need to detach these parts to check their condition. To detach the air valve seat set, you must use a 10mm Allen wrench. However, the edge of the wrench needs to be straight, not ball-point. A ball-point wrench is very useful for socket screws, but we do not recommend it for the air valve seat set because the edge of ball-point may hit the seat section inside and scratch or scar, and cause another leaking problem. This surface is where the air valve makes contact to seal airflow.



PAINT COMES OUT FROM AIR PASSAGE

We launched brand new **SUPERNOVA** guns last year, and so many customers have purchased this gun and have been overwhelmed with its outstanding performance. We also have received reports of some trouble regarding the fluid nipple. Customers have sent some guns in for repair due to paint leaking from the air passage (around the fluid nozzle) without pulling the trigger. I inspected these guns, and found that the fluid nipples actually had cracks inside, and paint leaked from there. Curiously, I removed the fluid nipples, and found the hex sockets inside of the fluid nipples were bored out. It appeared as if someone had tried to tighten or loosen the nipple, and split the outer wall. After trying to replicate this a couple of times, I found that this was due to using the wrong wrench.

This nipple is designed to use an 8mm Allen wrench, not a 5/16 inch! A 5/16 inch wrench looks correct and feels correct when you put it in, but actually it is just a little bit smaller than an 8mm wrench. When I replicated this using a 5/16 wrench, the edge of the wrench hit on the flat surface of the fluid nipple, and pushed and expanded the surface toward the outside with a wedge effect, cracking and splitting the fluid nipple as a result. The fluid nipple also has a glue applied on the thread, just like other ANEST IWATA spray guns. This will make it harder to disassemble, and you need to use a heat gun to soften the glue before removing the fluid nipple with an 8mm Allen wrench.

Please always remember to use metric tools when maintaining your ANEST IWATA spray equipment properly to insure that you achieve the highest quality results!



NEW MAXX JET COMPRESSOR

Iwata-Medea Inc. in Portland is pleased to announce the newest addition to The Iwata Studio Series Air Compressor line, the NEW Iwata Maxx Jet Air Compressor. It is now easier than ever to take your art on the road with our first compressor on wheels!



- A strong protective travel case with wheels and retractable handle.
- One front removable drawer for additional storage.
- Detachable top with handle opens tray for storage of your airbrush accessories.
- 2.5 liter air storage tank and internal cooling fan.
- Dual manifold air regulator with airbrush and spray gun holder.
- Includes two braided airhoses, one for an airbrush and one for a spray gun.

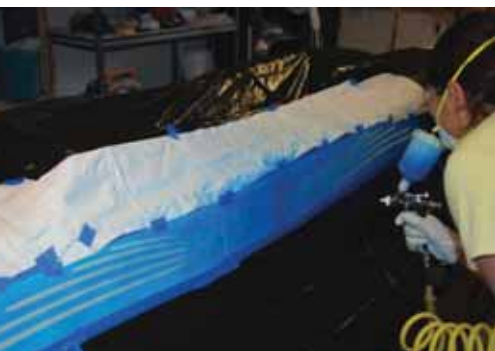


The Iwata Maxx Jet powers Iwata's Eclipse G-3, G-5, and light use with the RG-3, and runs twice the RPMs of the Power Jet.

MAXXJET

PACIFIC SOUTHWEST REGIONAL CONFERENCE FOR AMERICAN SOCIETY OF CIVIL ENGINEERING STUDENTS

April 7-10 marked the Pacific Southwest Regional Conference for American Society of Civil Engineering student organizations. 18 schools from southern California, Nevada, Arizona, and Hawaii competed in Las Vegas in several technical competitions. One of the highlighting events from the conference is the concrete canoe competition. Schools fabricate 20 foot canoes made from lightweight concrete. The canoes must be able to withstand the rigors of competition, which includes a four man co-ed sprint. The concrete canoe team from California Polytechnic State University, San Luis Obispo competed with this year's canoe AMAZONA. The canoe competition consists of four major categories, including final product, technical presentation, design paper, and races.

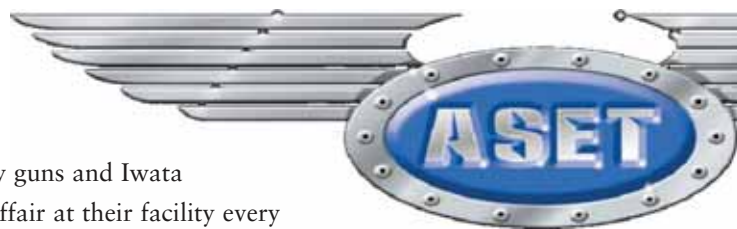


Thanks to a donation from ANEST IWATA, the Cal Poly team was able to create stunning graphics using the LPH80 spray gun. This new spray gun saved countless hours of hand staining, and significantly reduced bleeding from the stencils. The graphics and smooth finish helped the team earn 1st Place in the final product category. The Cal Poly team also placed 1st in the technical presentation, 2nd in design paper, 1st in races, and 1st Place overall. The team won the National Competition, which was held in San Luis Obispo, CA on June 17-19. This was the first time the school has won the competition. You can learn more at <http://content.asce.org/conferences/nccc2010/history.html>.



2010 ULTIMATE AIR AFFAIRS

SHERRI CANDLAND



AIR AFFAIR HITS THE ROAD...

ASET, North America's distributor of ANEST IWATA spray guns and Iwata airbrushes, holds an annual event called the Ultimate Air Affair at their facility every year in Salt Lake City, Utah. This event has had such success, that many students requested our show go on the road to locations closer to them. Because we at ASET want as many people with the desire to learn the art of airbrushing to have access to the unbelievably talented arsenal of artists that work for us, we did just that, planned two smaller Air Affairs and packed our bags.



The first traveling Air Affair landed this year in Holland, Michigan, on July 9-10. We had invited Jason Doll, Craig Fraser, Steve Driscoll, and Bob Soroka to instruct, and we were off to the races. We are always so fortunate with the facilities that step up to the plate and allow us to come in and hold these events. Our host this year in Holland was Extreme Body Works, a very impressive shop owned and operated by a talented boat builder named Chris Mills. Everything ran like clockwork, and the students experienced two intensive, hands-on days of spraying with some of the best airbrush artists the industry has to offer.

Air Affair's next stop for 2010 was in the beautiful city of Vancouver, BC. Our host on July 23-24 was a fantastic facility, the Vancouver Community College's automotive department. The structure of the class was the same, two eight hour, hands-on days . . . nothing but learning the art of airbrushing. The instructors were Mike Lavallee, Steve Vandemon, Bob Soroka and Steve Driscoll. Students, instructors and all of us at ASET were sad to see it end, but we are looking forward to returning to these two locations and many new ones across North America and Canada!



ULTIMATE AIR AFFAIR 2010

Twelve of the world's greatest artists will blow into town to blow the minds of aspiring airbrush artists. The Ultimate Air Affair is three full days of hands-on instruction, and runs August 25-27, finishing up with the Ultimate Air Affair Car Show on August 28. ASET provides everything that students need to attend the class, including lunch each day and admittance into the car show. They will also have an opportunity to spend three days in the largest art gallery of its kind in the country. Each year the artists have painted on everything from snowboards to electric guitars to headless mannequins with a horror theme. Students of all abilities can attend the Ultimate Air Affair, and will leave with more knowledge than they could have thought possible. Make 2010 the year that you catapult your airbrush skills into the next dimension. Don't miss the opportunity to learn from the very best in an atmosphere that is beyond compare. Call to register for the Ultimate Air Affair today!

For more information, go to www.asetusa.com or call Sherri at (800) 628-5449. 2010 Ultimate Air Affair artists include Craig Fraser, Steve Driscoll, Fonzy, Abel, Gerald Mendez, Bones, Brian Papa, Pamela Shanteau, Paul Quinn, Bob Soroka, and Jason Doll.



Super
NOVA™

**LS400
basecoat**

**LS400
clearcoat**

*DESIGN MEETS
PERFORMANCE*

LS-400

designed by

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INNOVATIONS

