

INNOVATIONS

ISSUE 9, FALL 2008



Automotive Aftermarket Industry Week

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Flaked out Merc

ENGINEERED ATOMIZATION

GUN DOC HUB FORSGREN: PREPARATION COUNTS

**FROM THE MIND OF CRAIG FRASER:
NEW BLOOD IN THE INDUSTRY**

**MIX & SPRAY CUP SYSTEM
DISPOSABLE/REUSEABLE/RECYCLABLE**

TECHNICAL DISCUSSION WITH MITZ: GUN WASHERS

SEMA/NACE PREVIEW





ANEST IWATA USA, Inc.

9920 Windisch Road
West Chester, OH 45069
Tel: 513.755.3100
Fax: 513.755.0888
www.anestiwata.com

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Call 513-755-3100 or e-mail
inquiry@anestiwata.com

INNOVATIONS

IN THIS ISSUE

In this ninth installment of *INNOVATIONS*, we will focus on Automotive Aftermarket Industry Week in Las Vegas. We will also present:

- A recap of the International Woodworking Machinery & Furniture Supply Fair.
- "Preparation Counts" with Hub Forsgren.
- Engineered Atomization with our patented **LV Technology**.
- Craig Fraser: New blood in the industry.
- Our **Mix & Spray** disposable/reuseable/recyclable cup system.
- Technical discussion with "Mitz" about gun washers.
- More creativity from Iwata-Medea and Artool.



ANEST IWATA USA, INC.

TRAINING SUPPORT PROGRAM

Since the establishment of ANEST IWATA USA, Inc. we have been donating spray guns and accessories to numerous vocational schools, technical institutes, community colleges and paint company training centers in North America. These schools and training centers have also benefitted from training by our sales representatives.

Students at these facilities are learning how to paint with ANEST IWATA's state-of-the-art products. It is an honor and a great pleasure to hear their thanks for this opportunity to learn about advanced coating techniques and technology with ANEST IWATA products.

ANEST IWATA's support of coating education in North America will continue and will hopefully contribute to the future of the coating industry in North America.



IWF 2008 RECAP

ANEST IWATA USA, Inc. participated in the International Woodworking Machinery & Furniture Supply Fair-USA® from August 20-23. Visitors from over 80 countries and all 50 states were in attendance at one of the largest trade shows in the world. 1,324 companies were on hand exhibiting with over 800,000 net square feet of product displays.



ANEST IWATA showcased our industrial line of equipment including automatic solutions featuring our new manifold automatic spray guns. Our 13:1 air-assisted airless system with the MSG200 spray gun provides a great solution for waterborne stains and topcoats. Some of the other highlights were our double diaphragm pumps and extension guns.

Although the show as a whole didn't set any attendance records, we noticed steady booth traffic and a more motivated buyer profile. With the hard economic times facing the industry, I think the companies visiting IWF kept the travel numbers down and only sent users and decision makers. This made for a very satisfying show experience for our employees and accumulated many solid leads for our distributors across North America.

Our thanks to Stand-Out Services for their help with the booth and to all of our distributors and end users for attending!



PREPARATION COUNTS:

PRIMERS AND SEALERS

An important part of preparation is choosing a primer that is compatible with the substrate about to be refinished, whether it's steel, aluminum, e-coat, plastic, fiberglass, cured OEM, or the dreaded repaint. The surface must be clean and dry before you begin no matter which substrate you're working with. This means prior to doing any repair work, the surface should be cleaned with soap and water followed by a surface cleaner that's compatible with the substrate.

Preparation counts. Be ready for the thief of time by stopping it before it stops you. Use the right piece of spray equipment for the job at hand. Primer is the first building block of successful refinish work. With that in mind, ANEST IWATA has designed and engineered the LPH440 Primer Gun.

Traditionally, the old color gun that's no longer good enough for color or the \$39.99 knockoff becomes a primer gun. That's a get-by at best, and not good enough for today's high-solids primer, surfacers or filler.

The first rule is to follow each paint company's recommended mixing ratios and fluid nozzle sizes for the product being sprayed. Fluid nozzle sizes for the LPH440 are 1.4, 1.6, 1.8, 2.0, and 2.5. Keep in mind as the primer goes, so goes the top coat.

The spray pattern on the LPH440 is very well-defined with a sharp edge, which creates very little if any peripheral overspray, eliminating the need to bag or block mask, and it does all this on only 8.9 CFM at 20 PSI.

SHARP EDGE SPRAY PATTERN

For questions about
ANEST IWATA spray equipment,
visit Hub's message board
at www.asetusa.com



Waterborne materials are a reality and the LPH440 is waterborne-ready. It has stainless steel fluid passages, nozzle and needle.

The LPH440, with engineered atomization at low pressures, will result in these time-saving benefits:

- High transfer efficiency = dollars saved*
- Fewer coats to achieve desired film build = less spray time*
- Better solvent escape = faster through dry*
- Less overspray = save on cleanup time*
- Improved adhesion = reduced chance of peeling*
- Self leveling = less texture to sand*
- Faster cure time = reduced sandpaper clog*
- Easier sanding = save on sanding time*
- Better color hold out = fewer come backs*

Preparation counts. At 75 percent or more transfer efficiency, it won't take long for the ANEST IWATA LPH440 to pay for itself. You do the math. It's a great investment!



ENGINEERED ATOMIZATION: PATENTED LV TECHNOLOGY

HOW DOES YOUR GUN ATOMIZE?



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

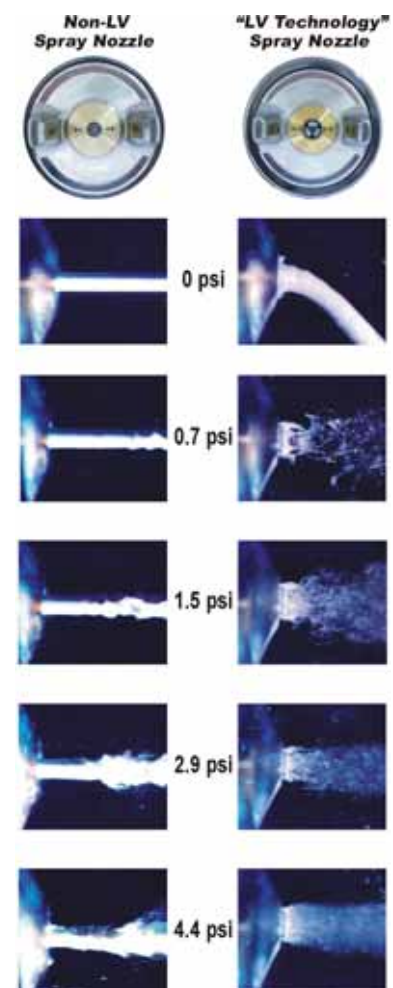
The unique technology creates a double “engineered” atomization process within the sprayed coating. Our patented **LV Technology** works by focusing air down the special slits in the fluid nozzle that direct air towards the center of the nozzle orifice. This change in direction also causes the air stream 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, making it a mixture of air and paint rather than fluid only. This air and paint mixture is much easier for the main atomizing air 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 process 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 better appearance and a significant reduction in product consumption. Our patented **LV Technology** is available in HVLP and compliant high transfer efficiency spray equipment. Pressure, gravity, and siphon spray guns are also 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-atomized and awaiting the main atomization from the air cap to break it up even further. Note that the non LV tip is just starting to cut the fluid.



THE STATE OF THE INDUSTRY

NEW BLOOD IN THE INDUSTRY, AND LEARNING FROM A PAGE IN HISTORY – CRAIG FRASER

The last letter I wrote for *INNOVATIONS* concerned the evolution of the Kustom Industry. We titled it “The State of the Industry.” Since this is a pretty general title, I have decided to keep it as the title for a series of articles concerning . . . you got it, The State of the Industry. This particular installment is going to cover the historical significance of New Blood: the new styles of kustom painting, and the new kustom painters that are constantly hitting the scene. Who are they? Where are they coming from? Is there room in the industry for them (or should we start taking them out)? Heh heh, just kidding. No, really . . . just kidding.

Seriously, the concept of new blood in any industry is nothing new. In the past, many kustom painters viewed newcomers to the industry as a threat. In reality, new blood in any creative industry is necessary for that industry to succeed, improve, and grow. When I first started working professionally in the automotive kustom industry there were no workshops, schools, DVD’s, or books on how to get started. While there were a few kustom painters out there that were willing to offer advice, most were pretty tight lipped. The kustom industry was the ultimate “good ol’ boyz” club, and there was no easy or fast way to become a member. I was lucky to be in the right place at the right time. Lacquers were in the initial stages of being phased out, and the new basecoat systems were just starting to hit the shelves (similar to what is currently going on with the solvent-based technology being phased out by the new waterbournes . . . hmm. Things really don’t change, just get a facelift from time to time).

With the new basecoats coming online in the early 90’s, a lot of the veteran kustom painters refused to learn the new technology. With the industry in transition, it gave a number of opportunities for new painters to come onboard. With everybody having to learn to work with the new materials, and with the older techniques needing to be modified, the industry found itself in an unusual state of equilibrium. Veterans and greenhorns both found themselves on an even playing field. This forced re-learning not only brought new blood into the industry, but brought about a large amount of creative innovations in painting tricks and techniques. You see, whenever one thing changes in any industry, there is always a domino effect of change. New materials bring about new techniques, and new effects attract new practitioners.

During this material revolution of the automotive industry, another industry’s collapse changed the Kustom Kulture forever. This other industry was the airbrush T-shirt business. With T-shirt shops closing left and right in the early 90’s, there was a huge influx of T-shirt airbrushers looking to get into the automotive industry. The downside to this? A lot of airbrushers were looking for jobs that had no idea what automotive paint was. The upside? The kustom industry would get a large number of highly skilled freehand airbrush technicians that were used to working under



Craig's Diablo Blanco, SEMA 2007



Diablo Blanco



Steve Vandemon's Flaked out Merc

pressure, and could make deadlines. This “New Blood” from the T-shirt industry would change the industry forever, bringing the airbrush up to the same level as the pinstripe brush with kustomizers.

The following decade of change brought about educational videos, training workshops, new products, and new techniques of kustom painting. Some have viewed these things as detrimental, but it really depends on your point of view. No gained knowledge or increase in education is ever wasted. With knowledge comes the ability to choose. The more you get to choose, the more creative the outcome. There will always be painters that don't like change. They want things to remain the same. Things never do. The kustom industry does not just rely on change, it is change. As a matter of fact, the only constant in the Kustom Kulture is change. Without it, there is no creative spark, literally no reason for it to exist.

So, what does this page from history tell us about the new blood coming into the industry? Unlike the great T-shirt exodus of the 90's, or the illustration exodus a decade later (as a result of computer illustration), the new painters that are coming into the automotive industry are starting from the industry itself. This is the first generation of painters that are specifically trained, and have viewed the kustom industry as a goal, and not an alternative. With vocational schools such as Wyoming Tech, and hands-on workshops such as the Airbrush Action Getaway and ASET's Ultimate Air Affair, the automotive kustom industry is now an attainable goal from an educational standpoint. Even ICAR is currently working on a curriculum to offer an accredited education program for kustom painters. I have always felt that the best tool a kustom painter has is his mind, and now there are opportunities to develop it.

What does this mean for those of us who are already in the kustom paint industry? I have never viewed myself as a veteran until recently when I was talking to one of my students at a workshop, and realized I had been airbrushing longer than he had been alive. Wasn't a pleasant realization, heh heh. I have never been threatened by new painters, because I always viewed myself as one of the new guys and never quite one of the veterans. When I have been asked how to stay current in an industry that is always changing, I have to credit my teaching. By traveling to foreign countries, working with different artists, and experiencing different cultures and styles, I am constantly influenced by the new. These influences force innovation without even knowing it.

What do we do about the new blood, the new styles, and the new trends coming into our industry? We can ignore them, or worse, try and hinder or stop them, for fear of change. The end result? We will be passed up by our own industry as it marches ahead. My suggestion? Learn from the new painters and continue to expand our kustom painting ability. If you don't like a new style, then take it and change it to make it your own. The kustom industry is only your enemy when you try and hold it back for your own benefit. Just remember, you don't have to be a new painter to be the New Blood in the Kustom Kulture. Paint to live, live to paint!

Craig Fraser has been involved in airbrushing for over 20 years. Specializing in automotive airbrush work, pinstriping, and the fine art of the Kustom Kulture, Craig has been the in-house airbrush artist for Kal Concepts since '92. With over 20 videos on the market in kustom painting, and a number of books, and magazine articles focusing on the kustom culture, Craig splits his time between kustom painting, teaching, and designing products. When he is not on the road with ANEST IWATA, Iwata-Medea or the Airbrush Action Getaway workshops, you can find him at his studio, Air Syndicate Inc. in Bakersfield, CA, (661)-836-3084. Check out the Kal Concepts/ Air Syndicate website at www.gotpaint.com, or log onto their Q&A forum at www.kustomkulturelounge.com.

Mix & Spray System

**Reusable / Disposable / Recyclable
Cup System**



Mix & Spray System allows the user to save time in preparing paint, cleaning time and cleaning materials. The disposable, reusable or recyclable gravity cup is graduated for easy, accurate mixing. Any leftover paint can be stored in the cup and sealed with the supplied caps. The unique air valve with an anti-dripping system creates a positive flow to the gun, which means there is no change in the paint delivery rate, resulting in an even flow and great finish. With inner liner systems, the bag creates a negative flow situation that inhibits the flow rate. Guns are designed to operate within certain parameters, and having positive flow is very important.

For example, the operating air pressure for an ANEST IWATA LPH400 is 16 psi. If you have a bag system in place, and the recommended operating air pressure is

16 psi, and you need to take some of that operating air pressure to collapse a bag system or vacuum the paint, what pressure is the gun operating at? Do you know what pressure you need to collapse the bag? These are critical issues for any gun, and may sometimes cause issues such as color matching problems. With the advancement in coatings, and with many OEM's painting vehicles with more exotic colors, the flow rate is critical.

With so many application variations such as wood, plastic and automotive refinish, the Mix & Spray System is ideal for use with gravity fed spray guns.

Mix & Spray System is available for use with all 400, 300 and Air Gunsa series spray guns.



TECHNICAL DISCUSSION with “MITZ”

“GUN WASHERS, DID YOU FORGET SOMETHING?”



Many busy painters use a gun washer to clean their spray guns automatically. Gun washers are convenient and simple; you can just put spray guns and cups in the gun washer, flip a switch, and get on to something else. But there might have been something you forgot in regards to your spray gun!

Did you plug or place an air purge tube (depending on the type of gun washer) on the air inlet? A lot of spray guns are manufactured with some internal plastic and rubber parts inside the air passages. Plugging decreases the risk of solvent getting inside the air passages and damaging these parts. Paint residue may also get into the air passage and clog or leave residue on the air valve. Damage to these internal parts may cause an air leak or a defective pattern. We also recommend that you make sure to remove the spray gun from the washer immediately upon the end of the cycle and then blow it dry with compressed air.



This is especially necessary when using waterborne solvents. The spray gun needs to be dried off completely **inside and out** to eliminate any cleaning solution remnants on the gun surface or inside the gun. All of our guns fluid passages are stainless steel, but if cleaning solution makes its way inside the spray gun air passages and remains wet, it can cause corrosion on the raw aluminum gun body. After drying **inside and out**, make sure all moving parts and packings are lubricated.

This simple and effective routine will increase the life of your spray gun and make your paint look great!

REMINDERS

- Did you remove your regulator before placing your gun in the gun washer? ANEST IWATA gun regulators (part numbers 8130, 8180, and 8005A) are not solvent-proof, especially the gauge. If you leave the regulator on the spray gun, even if you put a plug on, it may cause a malfunction of the regulator during gun washer usage.
- **Soaking a spray gun and/or regulator in solvent for cleaning is not recommended!** Our guns are chrome-plated to make cleaning the gun easy, by just wiping the outside of the gun with a clean solvent soaked rag. Soaking a gun can affect the internal working parts and limit the life of your investment. **Do not soak guns in solvent!**

WATERBORNE CONVERSION SOLUTIONS

ANEST IWATA offers a complete package for waterborne conversion. Our Patented **LV Technology** produces the velocity required to properly atomize waterborne materials. All of our Century Series spray guns have stainless steel nozzles, needles and fluid passages with the exterior body chrome-plated for corrosion resistance. Combining the ADG-1 Aquadry system with our **LV Technology** spray guns offers a seamless waterborne conversion.



THE NEW G5 & G3

“PISTOL GRIP” AIRBRUSH GUNS

iwata
MEDEA

Unique “Pistol Grip” airbrush guns, the Eclipse G-Series look like miniature spray guns, but spray and perform like a large airbrush.

The G-Series Airbrush Guns work with most twin-piston airbrush compressors like the Iwata Studio Series Power Jet Compressors.

You can find the new Eclipse G-Series airbrush-guns at your local Iwata-Medea dealer, or wherever Iwata-Medea and Artool products are sold.



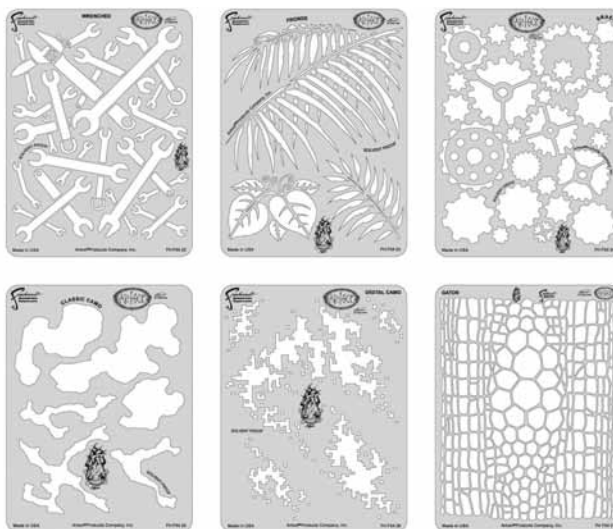
NEW ARTOOL KUSTOM FX4

TEMPLATES BY CRAIG FRASER



From the mind of Craig Fraser, and the work-release program at the Artool Chemtox Lab, here are six new Kustom FX stencils that Craig has drawn specifically for your own creativity! Here's the lineup: WRENCHED (FH FX4 22), FRONDS (FH FX4 23), SCRAEG (FH FX4 24), CLASSIC CAMO (FH FX4 25), DIGITAL CAMO (FH FX4 26) and GATOR (FH FX4 27). Then there's the whole shebang as a set (FH FX4 28), plus the Artool FX4 Mini Series (FH FX4 28 MS), which is sold only as a set.

With artists becoming more discerning about stencils, here is a new batch of Craig Fraser Kustom FX to fill in those pesky graphics and mural backgrounds that are just screaming for more details! These aren't your run-of-the-mill public domain internet designs; these are guaranteed to rock your world with radical concepts and themes.



SEMA & NACE

AUTOMOTIVE AFTERMARKET INDUSTRY WEEK



Every year, ANEST IWATA, Iwata-Medea and Artool exhibit the latest and greatest spray equipment and accessories in the market. During the shows, spending time at our booths gives attendees the opportunity to meet some of the world's greatest and most talented artists. These artists use our products and accessories to set the trends that everyone follows throughout the industry.

This year during the SEMA show, we will present something a little different than the normal "come see some product and listen to a rep tell you about it" fare. This year, you will be able to see these artists hanging out and demonstrating some of their latest and coolest techniques.

If you get the opportunity to come to Las Vegas for the Automotive Aftermarket Industry Week, make sure to visit our booths (SEMA booth #24379 and NACE booth #N2247) to grab some ideas and cool giveaways!

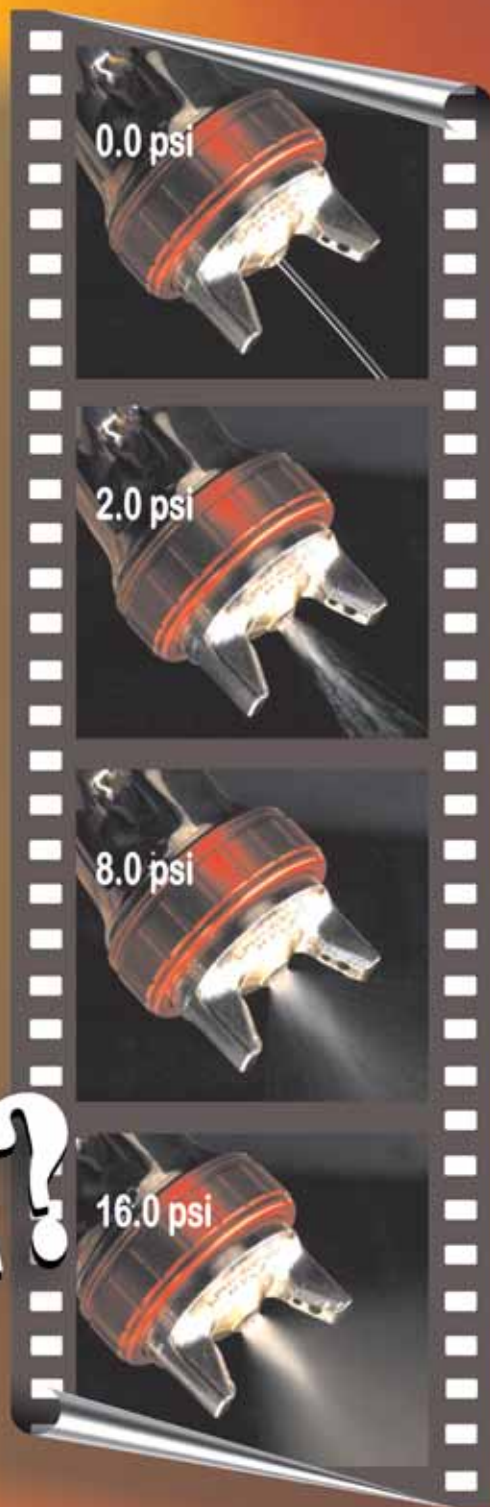




LPH400 LVX



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ANEST IWATA USA, Inc.
West Chester, Ohio 45069
(800) 440-0282
www.anestiwata.com

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