



# TW Industrial Finishing

Binks • DeVilbiss

Justin Hooper <i>Industrial Finishing Specialist</i>
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## GreenWorks™ Quarterly Sales Success Award

**Purpose:** Encourage best practices through recognition.  
**Who's Eligible:** External Sales Force

### Who is the customer?

Company & Address	W W Wood Products 12140 Main Street Dudley, MO 63936
Primary End-User Decision Maker and Role	Randy Wonderlik VP Operations Brian Robison Assistant VP Operations
(optional) Phone/E-mail	

### What happened?

Describe the end-user customer's a) "Green" initiative and/or b) Operational challenge	Currently the customer has 4 cefla lines that all feed into one exhaust duct. This duct feeds out to an incinerator. Due to the amount of overspray in each booth, the duct leading to the incinerator has become loaded with material. The incinerator has also malfunctioned due to the amount of overspray entering into the system. The cost to clean out this system and repairs were over \$40,000. My objective was to minimize the overspray from the Cefla booths.																											
Describe the nature of the green solution. Check all that apply and please elaborate!	<table border="1"> <thead> <tr> <th></th> <th>Potential "Green" Benefits to Customer</th> <th>Customer Benefit (\$)</th> </tr> </thead> <tbody> <tr> <td></td> <td>Solvent Savings</td> <td></td> </tr> <tr> <td>X</td> <td>Air Consumption Savings</td> <td>\$1,000</td> </tr> <tr> <td>X</td> <td>VOC Reduction (Material Savings)</td> <td>\$88,000</td> </tr> <tr> <td></td> <td>Reduction in Booth Filter usage &amp; disposal</td> <td></td> </tr> <tr> <td>X</td> <td>Reduction in Booth Maintenance &amp; disposal</td> <td>\$40,000 +</td> </tr> <tr> <td></td> <td>LEED (or other) "Green" certification</td> <td></td> </tr> <tr> <td></td> <td>Productivity Improvement</td> <td></td> </tr> <tr> <td></td> <td>Other (feel free to overwrite this text)</td> <td></td> </tr> </tbody> </table>		Potential "Green" Benefits to Customer	Customer Benefit (\$)		Solvent Savings		X	Air Consumption Savings	\$1,000	X	VOC Reduction (Material Savings)	\$88,000		Reduction in Booth Filter usage & disposal		X	Reduction in Booth Maintenance & disposal	\$40,000 +		LEED (or other) "Green" certification			Productivity Improvement			Other (feel free to overwrite this text)	
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How did we quantify and put into financial terms our "green solution?"	I have provided ROI calculations on air consumption and material consumption.																											
How did document and present this information to the decision maker(s)? Please attach it.	While I have gone through the data with upper management I am waiting until the end of our 2 month trial to ensure the data remains consistent. I have attached the data I will be including in my presentation.																											
Describe the sales impact for Please elaborate	This initial trial will result in the sale of 16 MAG AA guns with 4-8 backup gun purchases. While this test has been going on, I have																											

<p>on dollar impact as well as equipment sold.</p>	<p>spent time in the rest of their plant looking at how I can improve the efficiencies of their manual lines. I have already tested and sold a low pressure pump package. There is a potential to upgrade 35 pumps from Graco Triton pumps to Gemini ½" pumps. We also will be upgrading all the fluid regulators, fluid hoses, and spray guns to compact guns. In late May we will be testing the new Binks AA1600 gun. There is a potential for 16 of these guns. If there is a need to replace any high pressure pumps in the facility I will be given the potential to sell our MX pumps. Finally, we have begun discussing the use of Equalizers on each Cefla line.</p> <p>W W Wood currently has 25 DeVilbiss guns in the facility. Last year they did a net total of \$10,000 in product. They purchases approximately \$70,000 net in competitive product last year. This year my goal is to sell a minimum of \$75,000 net in this facility. The potential for all equipment is well over \$150,000 net.</p>
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