

Finish Lines

SUCCESS STORIES

IN INDUSTRIAL FINISHING

CUSTOMER

Simply Amish

INDUSTRY APPLICATION

Wood Furniture:
Stain, Paint, Topcoat

CHALLENGE

Faster production needed
with fewer redos

FINISHING EQUIPMENT

Binks® MX™ Pumps

Binks AA1600M Guns

DeVilbiss® Compact™
HVLP Guns

DeKups® by DeVilbiss

RESULT

Easier operation,
material savings
and a better finish



A Simply Superior Finish for Simply Amish

SOLID WOOD. HAND CRAFTED. CRAFTSMAN SIGNED.

Simply Amish furniture, made by authentic Amish craftsmen, sets high standards in furniture making.

So when it came to building and outfitting a new Simply Amish distribution and finishing facility in Arcola, Illinois, only the best suppliers were invited to the table. A twelve foot long table to be exact — awaiting a finish.

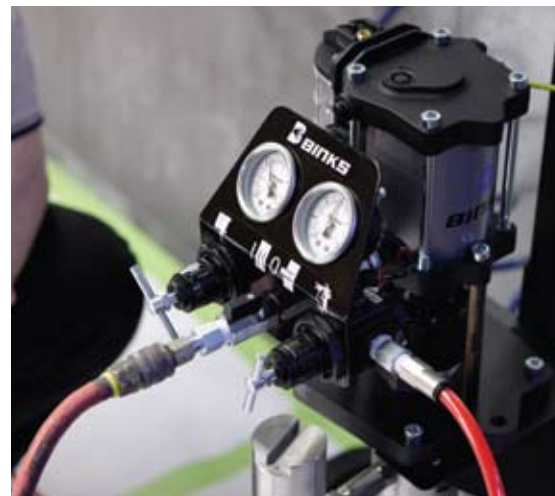
One hundred percent of the Simply Amish product line is made by hand on more than 50 family farms using skills passed down in Amish families from generation to generation. Ninety percent of these hand crafted pieces are also finished, stained or painted, on the farm using a combination of spray technology powered by generators and hand-rubbed finishing techniques.

The remaining ten percent of this hand built furniture is delivered to the Simply Amish facility for finishing before distribution. Applying a fine finish to a carefully crafted piece of Simply Amish furniture demands both an adept hand and advanced technology. Binks and DeVilbiss equipment is the spray technology chosen by Simply Amish.



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Waste Not, Want Not

Industrial Finishing specializes in advanced spray finishing technology systems, and is globally recognized for its industry leading brands — including Binks and DeVilbiss. At the new Simply Amish Arcola facility, Binks and DeVilbiss technology worked together with fine craftsmanship to increase efficiency. Industrial Finishing Specialist Roy Young introduced Simply Amish Finishing Manager Ed Sullivan to the Binks AA1600M, an air assisted airless spray gun that delivers superior atomization, finer finish and minimal overspray, and the Binks MX pump with surge free delivery.

"Finish is one of the top reasons customers buy our furniture," says Ed Sullivan, Simply Amish finishing manager. "If a pump winks for even a milli-second on a long, flat surface, like a table, it can cause you to start over. You have a dry spot without finish and you have to re-sand the table and redo it."

Over the years, Sullivan has seen his share of pumps and guns. "Ed had previous experience

with our guns," says Roy Young, Industrial Finishing Specialist for Industrial Finishing. "But at the Arcola start-up, they were using another disposable bag system. Simply Amish was having a hard time with the retaining ring — getting it on and off. With our DeVilbiss DeKups disposable cup system, you don't have to fight to get the lids off. You don't have an issue removing the retaining ring. Our cup has a positive lock that's more effective than others. The Compact manual gun used in combination with the DeKups disposable cup is a very efficient system."

But the true test came from those 12-ft. long unfinished, beautifully handcrafted tables. It is while finishing a long, flat surface like a table or bureau top that Binks MX pumps, Binks AA1600M and DeVilbiss Compact guns proved they could go the distance — without costly winks and orange peel.

"The AA1600M guns really perform well. We're seeing about 20 percent

material savings and getting a better finish," says Sullivan. "The material atomizes when it lays down, which makes the furniture look richer. There's no wink and no orange peel with the clear coat."

According to Sullivan, this saves "a fortune" in redos because the finish goes down right the first time. Smarter pump design has eliminated pump winks and reduced Simply Amish redos by 50 percent.

"The MX pump has an advanced design," adds Sullivan. We've been using it for the past year and a half and haven't had to replace as many parts as previous pumps. It doesn't wear as much. When you combine the effectiveness of the gun with a pump that needs a lot fewer replacement parts, you have considerable savings."

Ramping up during periods of increased production is easy with the right finishing technology in hand. "We can take a table and in an hour it's completely done — all the steps," says Sullivan.



Hands Work in Comfort

“The folks that work for me like the new system,” says Sullivan. “There are less parts to replace and ergonomically, the trigger pull is easier, and that’s extremely important. Any time an operator is more comfortable, there’s a likelihood of a better product.”

According to Sullivan, Simply Amish also has seen a decrease in returns since adding MX pumps, AA1600M and Compact guns to the line-up. “We had very few customer returns to begin with, now they are even fewer and farther between,” says Sullivan.

The Simply Amish brand is known for its quality. The company’s reputation for customer satisfaction is reflected in its lifetime guarantee. “I’ve been in the finishing business for 15 years and Simply Amish outshines everyone else. We make high quality furniture to last. We don’t take short cuts. Simply Amish furniture is built to stay in a family and be passed on for generations.”

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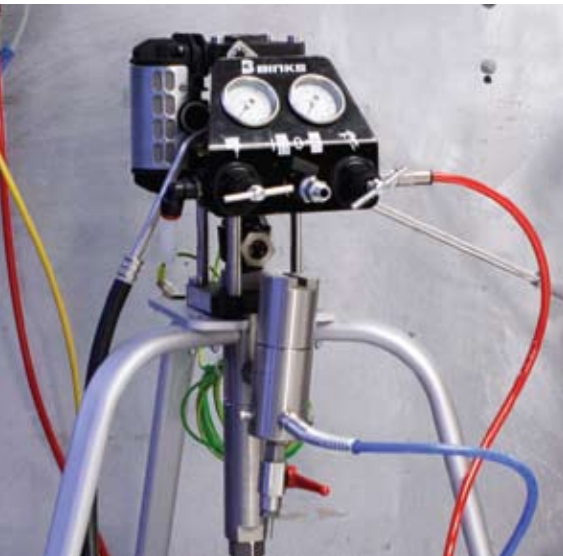
Ed Sullivan
FINISHING MANAGER
SIMPLY AMISH

AMERICAN CRAFTSMANSHIP MEETS INNOVATION

While generations of Amish craftsman were honing their fine woodworking skills in the heartland, two American innovators were discovering solutions to spray finishing problems. In 1888, Ohio Physician Dr. Allen DeVilbiss used a bulb, some tubing and an oil can base to create the first atomizer for health care. His son, Thomas DeVilbiss, later adapted this original atomizer to create a spray gun for finishing. At nearly the same time, Joe Binks, a maintenance supervisor for Marshall Field Department Store in Chicago, created the first cold water spray paint machine to quickly whitewash the store’s basement. A few years later, his invention rescued the 1896 Columbian Exposition, when just days before opening, nine out of ten exhibition buildings still needed painting. This tradition of providing innovative, time-saving solutions to manufacturing and industrial finishing challenges continues at DeVilbiss and Binks today.

Maintaining this level of quality also means high standards for supplier partners. “The fact that we’re collaborating like this, demonstrates we’re pretty comfortable with each other,” says Ed Sullivan.

Simply Amish and the Binks and DeVilbiss brands of spray equipment from Industrial Finishing — a partnership of American craftsmanship and American innovation.



Innovative Solutions for Industrial Finishing

Industrial finishers rely on Binks and DeVilbiss brands of spray finishing equipment. Their combined expertise spans more than two centuries.

From spray guns and accessories to pumps and plural component metering and mixing equipment, Binks and DeVilbiss are the best choices for standard application and fluid delivery products.

When you want the best, ask for it by name. Insist on Binks and DeVilbiss.



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DeVilbiss DeKups Disposable Cup System
U.S. Patent Nos. 7,353,964; 7,344,040; 7,086,549; owned by
U.S. Patent Nos. 6,820,824 and 7,374,111 owned by 3M Innovative Properties Co.