



TW Industrial Finishing

Binks • DeVilbiss

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| Dewey Smith |
| <i>Industrial Finishing Specialist</i> |

GreenWorks™ Quarterly Sales Success Award

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

Who is the customer?

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|--|---|
| Company & Address | Tiffin Motorhomes, Inc 16-4 Industrial Rd Belmont, MS 38827 |
| Primary End-User Decision Maker and Role | Andy Secor, Paint Plant Manager |
| (optional) Phone/E-mail | Andy.secor@tiffinmotorhomes.com |

What happened?

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|--|--|--|-------------------------|
| Describe the end-user customer's a) "Green" initiative and/or b) Operational challenge | <p>A. Increase plant through-put of Motorhomes by reducing cure time.</p> <p>B. Paint application process, HVLP too slow for faster curing material</p> | | |
| Describe the nature of the green solution. Check all that apply and please elaborate! | <input type="checkbox"/> | Potential "Green" Benefits to Customer | Customer Benefit (\$) |
| | <input type="checkbox"/> | Solvent Savings | |
| | <input type="checkbox"/> 15% | Air Consumption Savings | |
| | <input type="checkbox"/> | VOC Reduction | |
| | <input type="checkbox"/> 50% | Reduction in Booth Filter usage & disposal | |
| | <input type="checkbox"/> | Reduction in Booth Maintenance & disposal | |
| | <input type="checkbox"/> | LEED (or other) "Green" certification | |
| | <input type="checkbox"/> | Productivity Improvement | |
| How did we quantify and put into financial terms our "green solution?" | <input checked="" type="checkbox"/> X | Other (feel free to overwrite this text) | Est \$80,000 in nat gas |
| How did document and present this information to the decision maker(s)? Please attach it. | See attached success story for details. | | |
| Describe the sales impact for Please elaborate on dollar impact as well as equipment sold. | The process was observed and documented by Tiffin, BASF, Industrial Finishes, (on premis's paint supplier), Dudley C Jackson Co. The results were obvious with a 50% reduction in the cure cycle of the product. See attached success story. | | |
| | furnished in a SIB trial, two MX1231 systems with two AA4400M guns to supply one booth. A subsequent order for a second booth has been placed totaling \$13.5k. Following succesfull implementation of clear, base coat application is next. | | |