

Growing Capacity, Cutting Costs

The installation of a new, state-of-the-art powder coating system brings logistics, packaging and handling savings to one of the top metalworking facilities in the country.



In the metal fabrication business, BTD Manufacturing is a powerhouse of services. With a strong heritage of growth, service quality and innovation, BTD has integrated their extensive range of services into a number of industries. Founded in 1979 as Bismarck Tool & Die Co., BTD has grown to provide a complete spectrum of custom metalwork. BTD is able to assist customers in every stage of the process – from research and development, packaging and delivery to follow-up maintenance.

“Our competitive advantage is that we are a ‘one stop’ shop,” says Paul Gintner, BTD’s chief executive officer. “We can complete all services that your product needs. We’ll help you develop a product,

produce it and service it, staying with you as success grows.”

BTD Manufacturing serves a range of industries, including agriculture, RVs, lawn and garden, wind energy, mining and construction and many more. With production sites in Minnesota, Illinois and Georgia, the company was in need of more and more paint – and a system that could handle the increased volume.

With a focus on best meeting customer needs, BTD considered powder coating equipment suppliers for almost five years. There was much to consider, and the needs of their customers were a #1 priority. BTD wanted to work with a company that could recommend,

integrate, install and service a powder coating line. The integrator team suggested Nordson systems from the start – and BTD knew right away that Nordson systems would be the best choice.

Nordson stood apart from the competition because of their impressive customer test facility and unsurpassed customer and technical support.

A Nordson powder coating line was installed at BTD’s Lakeville, MN location in early 2015. Equipment included a Nordson Excel 3002 Powder Primer Booth with two Encore HD manual guns and a Nordson ColorMax 2 Cube with Encore Venturi auto guns and Encore HD manual guns with Color-On-Demand system. The systems were up and running in just six months – well ahead of schedule.

“The equipment was ready in advance, and needed virtually no adjustments,” says Gintner. “We knew we weren’t experts, but it was immediately clear that Nordson’s team was. Everything operated as they said it would. Loren Smeester was very responsive and knew the equipment inside and out. We were well-supported,” he says. “It was a great decision.”





Showing Commitment to Quality

BTD shows their commitment to quality through their new, improved capacity. “Before, our inventory level was higher because parts had to leave our facility and come back in,” Gintner says. “With the Nordson systems, we can produce small batches. We aren’t at the mercy of outside vendors.”

In the metalworking industry, quick color change is absolutely critical – especially when working with a range of OEMs. “We are running tons and tons of parts in multiple OEM colors,” Gintner explains. “We are going from red to green to black multiple times per day.”

The Nordson ColorMax® Cube is capable of a complete color change in just 7-10 minutes. This system contains 14 Encore® automatic guns, and two Encore LT rail-mounted manual guns for touch-ups. Jeff Antal, BTD’s powder line manager, has been working closely with the ColorMax system for the past few months.

“The Nordson system is working wonderfully,” Antal says. “It works well for two coat products, it covers faraday areas well.” Antal has worked with Nordson systems in a variety of other jobs. “I would rank Nordson above the competition,” he adds.

Antal explains the important features of the Nordson ColorMax system are quick color change, automatic controls, transfer efficiency and an accommodating design with simple-to-use guns. As for the Nordson Excel powder primer booth, Antal says the Prodigy® HD wall-mount

guns perform better than other brands he has worked with.

The primer booth and Colormax system work in tandem to make the finishing process easy. The ColorMax quick color change powder spray system is optimized for efficient, repeatable powder application. Its numerous features minimize powder in process and aid in system cleaning – providing the user with fast, contamination-free color change.

New System, New Opportunities

BTD Manufacturing found improved success by listening to the needs of their customers and rounding out their service offerings. Now a one-stop solution that can take products from raw steel to finished products, BTD is by far the largest manufacturer in their area. “We had to play a little catch-up,” says Gintner regarding the installation of a Nordson finishing system, “but putting in a Nordson system and working with their expert team – I’d say the best in the Midwest – really helped us surpass our competitors.”

Nordson provides engineering services and systems for major manufacturers around the globe. With direct operations in 30 locations, we serve virtually every industrialized country in the world. As the automotive industry continues to pull resources from around the globe, Nordson will be where you need us, when you need us, with the systems and service that help you improve manufacturing efficiency and product quality.



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