

# Advantage

## American Autocoat finds success with Haitian Mars Series

High quality parts are the key to success.

American Autocoat provides unequalled painted parts and assemblies to customers in the automotive and household appliance industries. They have mastered the geometry of difficult-to-paint parts with finishing excellence, giving their customers the confidence to design without limits.



Left to right: James Warkentien, Senior Mold Process Technician and Richard Rogers, President and Chief Operating Officer, American Autocoat

North American Tier 1 and Tier 2 automotive suppliers looking for Class A body color finishes on plastic and composite parts and assemblies turn to American Autocoat, a young, dynamic organization located in Hudsonville, Michigan. American Autocoat offers solutions for molding, color application, finishing and assembly on interior and exterior trim components, primarily for the automotive industry, but also for consumer goods manufacturers and other industries. Designed from the ground up with the latest technologies and fully automated processes, the results are an efficient process environment that optimizes energy and controls waste.

American Autocoat moved into the injection molding of automotive components to support their strategic business plan. "To finish well, you have to begin the part with the finish in mind," said Richard Rogers, President and Chief Operating Officer. "We were frustrated with the amount of time and energy that was wasted on parts that were not molded properly for Class A high gloss finishes. Our goal was to control the quality of the molding and improve the efficiency of the entire process."

While American Autocoat is known for its high-end finishes, the automotive industry is price driven. "If you don't have a re-



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*The addition of the Mars machine cell expanded American Autocoat's capabilities to include superior-quality, energy-efficient and environmentally sensible injection molding services.*

ally good price, then you don't belong in the business," said Rogers. The company needed molding machines that delivered performance but at a low cost to ensure their competitiveness. Rogers learned that other companies were using Mars molding machines successfully with more than five years of reliable performance and took a serious look.

He found the right solution when American Autocoat bought two 427-ton Haitian Mars injection molding machines. "In a word, our servo electric/hydraulic Mars presses provided us with value," said Rogers. "We obtained efficient machines at a very competitive price, giving us an advantage against competitors."

The results? The Mars is delivering a stable and repeatable process within tight process tolerances, which is what is needed for painting Class A finishes. "Our customers recognize that we are able to produce quality parts with repeatability and stability. This gives us confidence to mold good products, shot after shot, day after day," indicated Rogers.

What does James Warkentien, Senior Mold Process Technician for American Autocoat think? "The Mars is user-friendly and extremely quiet. The software is easy to use with pages that are simple to navigate. There's a lot of room to work around the clamp and frame, which makes it convenient to run lines and add auxiliaries. These machines are work horses and they are fast," said Warkentien. Are they energy efficient? According to Rogers, "We estimate that our hybrid Mars machines use 75% less energy than a full hydraulic machine."

Another point of satisfaction for Rogers and Warkentien is the relationship with Absolute Haitian. They credit sales representative Mark Vliem for understanding their needs and gathering data to make sure the Mars was the right solution for them. Rogers said, "Mark is technically qualified and spoke our language. He really knows this industry, as does Glenn," (Glenn Frohring, President of Absolute Haitian). "From a service and technical support standpoint, Absolute Haitian is in our facility on a regular basis, ensuring that we remain satisfied. When we have questions, they are addressed right away," said Warkentien.

"Recently, we met a strategic goal to diversify our business by landing a new program with a household appliance maker, working on a high-end laundry application. We're running a mold that this customer had previously run in-house and they could see we ran less scrap than they did. They knew we could do a better job with the program than they could in-house and wished they had our Mars machines," concluded Rogers.



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