

**FOR IMMEDIATE RELEASE:**

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**MEDIA ADVISORY****ITW Gema Introduces OptiFlex2 Manual Powder Coating System**

*Smarter, More Robust Manual Powder Spray System Reasserts ITW Gema's Superiority in the Powder Coating Gun Category, Makes Using Exotic Powders to Coat Complex Geometries Easy, Even in Toughest Environments*

INDIANAPOLIS, Ind., USA (Jun. 21, 2011) — [ITW Gema](#), the global leader in high-performance powder coating technology, announced the introduction of the OptiFlex2, the industry's most advanced manual powder spray system.

ITW Gema's new [OptiFlex2](#) stands apart from other manual powder coating systems in several distinct ways. Its ability to spray virtually any powder with outstanding effectiveness and consistency is unparalleled. Its precision current and voltage controls ensure maximum transfer efficiency and coating uniformity when dealing with even the most complex parts. Unlike other manual [powder coating equipment](#), the OptiFlex2 can also easily withstand the excessive heat and humidity that often cause power supply failures.

"Even inexperienced users can spray exotic powders with ease, coat complex geometries with outstanding efficiency and uniformity and do it all in the most challenging environments, temperatures and humidities," Jeff Hale, director, standard products sales & marketing for ITW Gema, said. "Put simply, the OptiFlex2 [manual powder coating](#) system works with any powder, on any part, in any place."

**Any Powder**

Today, powder coating operations are faced with the challenge of spraying a multitude of colors and chemistries. The OptiFlex2 [manual powder spray system](#) gives users the precise power and control they need to achieve the best looking finishes with metallic, polyester or enamel powders.

OptiFlex2 manual powder coating system has a high-performance, integrated, cascade power supply, with 100,000 volts of first-pass power, which efficiently charges all types of powders. For challenging powders such as metallic or special effects, users can call on the OptiFlex2's [Precision Charge Control](#) (PCC), for greater accuracy and adjustability of current settings below 10 microamperes (10  $\mu$ A). The system's new [PowerClean](#) feature cleans the entire powder path from the pump to the gun tip using powerful blasts of air. The OptiFlex2 manual powder coating system also features an ultra-efficient powder pump design that employs the most effective angle to consistently deliver powder, resulting in optimized air consumption and less powder waste.

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### **Any Part**

The OptiFlex2 manual powder spray system takes all types of difficult shapes in stride, applying the powder precisely where needed. The system's unprecedented current and voltage control ensures maximum efficiency and uniformity of coating. The OptiFlex2 has an advanced control unit with a simplified user interface that offers 20 custom and three pre-programmed settings, giving users ultimate versatility for any application. An improved [powder coating gun](#) nozzle works in concert with the high-performance powder pump, delivering powder with first-pass transfer efficiency, accuracy and repeatability.

### **Any Place**

Whether operating in heat or cold, in dry or humid conditions, the OptiFlex2 [manual powder coating system](#) delivers the functionality and performance required to operate in any temperature, any humidity and virtually any finishing environment. Even under punishing conditions, the system's hardened, industry-leading cascade power supply is so robust that users can expect flawless performance for years and years.

The OptiFlex2 [manual powder spray system](#) is available in a fluidizer unit (OptiFlex2 F), a box unit (OptiFlex2 B), and a stirrer unit (OptiFlex2 S). The OptiFlex2 also comes in three lab versions including the OptiFlex2 L, OptiFlex2 C and OptiFlex2 W.

“In today's manufacturing environment, a manual powder spray system must bring more than just power and powder to the equation — it must bring intelligence,” Hale said. “The new OptiFlex2 manual powder coating system is so smart, it makes spraying any powder, on any part, in any environment, simple.”

High-resolution images of the OptiFlex2 manual powder coating system can be found here: <http://www.optiflex2.com/ManualPowderCoatingSystems.aspx>

A product video describing the OptiFlex2 manual powder coating system can be found here: <http://vimeo.com/25088818>

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Editor's Note:

### **About ITW Gema**

ITW Gema continues to be a pioneer in the powder coating industry and a global manufacturer of superior quality powder coating equipment. As a business unit of Illinois Tool Works Corporation, ITW Gema operates its North American Headquarters from Indianapolis, Indiana. For more information, contact Jeff Hale by telephone at (317) 298-5161, by email at [jhale@itwgema.com](mailto:jhale@itwgema.com) or on the web at [www.itwgema.us](http://www.itwgema.us)

OptiFlex is a registered trademark of ITW Gema. Precision Charge Control (PCC), is a trademark of ITW Gema. PowerClean is a trademark of ITW Gema.

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## MEDIA ADVISORY



ITW Gema's new OptiFlex2 has the ability to spray virtually any powder with outstanding consistency and its precision current and voltage controls ensure maximum transfer efficiency and uniformity when coating even the most complex parts.



The OptiFlex2 F Manual Fluidizer Unit is a flexible and economical solution for operations with medium to large production runs.



The OptiFlex2 B Manual Box Unit is perfect for fast turnarounds or small to medium production runs and when frequent color change is part of the powder coating equation.



The OptiFlex2 S Manual Stirrer Unit offers improved material handling for powders and dry-blended materials that may otherwise prove difficult to fluidize.



The OptiFlex2 includes a simplified user interface that offers 20 custom and three preprogrammed settings and can operate in any temperature, any humidity and virtually any finishing environment.