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# Technical Reference

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## Electrocoating Economics

### *How serious is your company about minimizing electrocoating costs?*

The significant initial investment made in an E-coat line is offset by the vast efficiencies of E-coat. Making wise choices on equipment is directly related to profits. These choices will keep equipment running at peak performance without unscheduled downtime. All E-coat processes can be divided into three stages: Pretreatment, Application, and Curing. Each of the three stages is equally important to the quality of the finished product. The end user should carefully select a membrane electrode cell that will produce consistent quality results that meet or exceed industry standards.

The Cell performance is a critical element in the paint application process. UFS Corporation's TECTRON™ Membrane Electrode Cell has earned the reputation of offering the highest level of quality and performance in the E-coat industry. The following will explain the economic value of the TECTRON Membrane Electrode Cells.

The typical cost of any membrane electrode cell system is less than 5% of the overall investment cost of the finishing system. When compared to the cost of poor finish quality, lost production time, higher energy costs, and premature equipment failure, the financial offset of TECTRON cells is obvious.

For the sake of discussion, a typical cell cost of \$500 is assumed. Prices vary with the effective length of each cell; however, \$500 will provide a basis for a linear cost comparison with other cells.

Competitors are typically 20% to 30% less expensive on the initial purchase of each cell.

#### EXAMPLE

UFSc TECTRON Cell Cost =	\$500 each
Average Life Expectancy =	4 to 5 years
Competitor's Cell Cost =	\$350 each (\$500 less 30%)
Average Life Expectancy =	1½ to 2 years (maximum)

Assuming the competitor's cell lasts the maximum of two years and the initial price is a full 30% less, over a period of four years the competitor's cell actually costs 30% more! This is only the cost of equipment and does not take into consideration the higher energy costs and replacement labor. Essentially, two sets of the competitor's cells for every one set of UFSc TECTRON Membrane Electrode Cells must be purchased in a four-year period.

UFS Corporation will be happy to provide customer references to support these claims. UFSc currently provides the industry's highest quality E-coat equipment to many automotive assembly plants, major appliance manufacturers, general industrial manufacturers, and job shops worldwide. For more information, please contact a UFSc Sales and Service Engineer at 219-464-2027 (telephone) or 219-464-8646 (fax).