

Why NJ Businesses Choose Rusty Lions for Powder Coating Services

New Jersey is a hub of industry, manufacturing, and commerce. For businesses in these sectors, equipment downtime and maintenance costs are the enemies of profitability. Whether it is manufacturing machinery, architectural infrastructure, or mass-produced metal components, the finish applied to metal parts plays a crucial role in their lifecycle. This is why commercial and industrial clients rely on Rusty Lions, a trusted [powder coating service in New Jersey](#), to provide finishes that stand up to the rigors of industrial use.

The Industrial Advantage of Powder Coating In an industrial setting, painted surfaces face abuse that goes far beyond weather. They deal with chemical spills, abrasion from moving parts, high heat, and physical impact. Liquid paint simply cannot compete with the cross-linked durability of a cured powder coat.

- **Chemical Resistance:** Specialized powders (like epoxies) offer superior resistance to solvents, oils, and chemicals, making them ideal for hydraulic equipment and engine parts.
- **Electrical Insulation:** Certain powder coatings can act as electrical insulators, which is vital for electrical cabinets and switchgear components.
- **Edge Coverage:** Liquid paint tends to pull away from sharp edges as it dries, leaving the most vulnerable part of the metal exposed. Powder coating provides uniform coverage over edges, ensuring there are no weak points for corrosion to begin.

Capabilities for Large and Small Batches Rusty Lions is equipped to handle the diverse needs of NJ businesses. Their facility in Franklin, NJ, features state-of-the-art coating lines and large ovens capable of accommodating oversized items.

- **Architectural Coating:** For construction firms and architects, Rusty Lions coats aluminum extrusions, window frames, door hardware, and light poles. They understand the importance of AAMA specifications and ensuring that architectural elements maintain their appearance for decades.

- **Batch Production:** For manufacturers producing thousands of small brackets or housings, consistency is key. Rusty Lions' process ensures that the first part and the thousandth part have the exact same mil-thickness and color consistency.

Sandblasting: The Foundation of Industrial Coating

Industrial parts often come with mill scale, heavy rust, or old, failing coatings. Rusty Lions provides comprehensive sandblasting services. For industrial clients, this is a one-stop-shop advantage. Instead of shipping parts to a blaster and then to a coater (risking flash rust in transit), Rusty Lions handles the entire surface prep and coating process in-house. This streamlines the supply chain and reduces turnaround time.

Restoring Industrial Assets It's not just about new products; it's about maintaining assets. Radiators in old commercial buildings, fencing around industrial parks, and safety railings in warehouses all require maintenance. Replacing these items is costly and disruptive. Rusty Lions offers restoration services that strip these items down and recoat them, often making them more durable than they were when new. This service extends the service life of capital assets and improves the safety and aesthetics of the facility.

Fast Turnaround for Business Continuity In business, time is money. Rusty Lions prides itself on offering a fast turnaround without compromising quality. They understand that a machine part out for coating is a machine that isn't running. Their efficient workflow and location in Northern New Jersey make them an accessible partner for businesses in Wayne, Paterson, Parsippany, and beyond.

Conclusion For New Jersey industries, the choice of metal finishing is a strategic business decision. It affects maintenance budgets, product quality, and brand reputation. By partnering with Rusty Lions, the leading powder coating service in New Jersey, businesses gain a partner with over 20 years of experience in delivering durability, precision, and reliability. From the smallest bracket to the largest structural beam, Rusty Lions ensures your metal is ready to work.