

# “They’re the Best I’ve Ever Seen”

## An Inside Look at How a Global Manufacturing Leader Achieves World Class Finishing Quality & Production

When you’re entrusted with applying the critical finishing touches to an iconic brand that bears the boss’s name, you better be hyper-critical about the vendors you select.

You’re not looking to meet customers’ expectations. You’re expected to exceed them.

Welcome to the world of Thomas Clawson, paint engineering manager for Vermeer Corporation, a Pella, Ia.-based family-owned and operated global maker of equipment for the construction, landscaping, environmental, excavation, and forage industries. Today this 67 year-old family enterprise serves customers in more than 60 countries worldwide.

Clawson is a 24-year veteran of Vermeer, serving in his present role for the last 18 years. His world is driven by a relentless quest to achieve world-class finishing quality in a demanding assembly-line environment. What does he look for in a trusted industrial finishing partner? Who earns his highest rating? Clawson shares his views on best practices:

### On Working with Industrial Finishing Vendors

“It seems to be a constant battle with vendors. They can do small projects, but when you give them a big challenge, they always run into issues. They fall behind. They don’t follow our schedule. In a startup situation, things never quite work right. This is a production environment. We can’t afford slip-ups or delays.”

### On His First Experience with Spray Equipment

“It was 10 years ago. Our paint representative told us about another company he works with. That company brought in Spray Equipment to do a paint line installation. He said it was the finest work he’d ever seen.

“Intrigued, I called Spray Equipment in. I gave them an assignment on one of our production lines. I was leery about it. Basically they had to redo the entire layout and system during an off-shift. There was no room for

error. Spray Equipment not only finished ahead of schedule, they did it with no system hiccups whatsoever. I was surprised.”

### On What Makes Spray Equipment Different

“Their technical background is the best I’ve seen. Their response time is the best I’ve seen. Their delivery time is the best I’ve seen. The same holds true for their prices, too. Every time we compare them, they’re in line if not lower than any other company.

“I can’t say enough good things about Spray Equipment. They’re the best I’ve ever seen.”

### On Spray Equipment’s Competitive Edge

“They give us a competitive advantage. Spray Equipment brings new products to the table we wouldn’t be aware of otherwise. They also perform a lot of behind-the-scenes R&D work on our behalf. They’re very proactive. For example, we just introduced a new paint gun that helps us improve our finish quality. Now we can reach tight areas we never could before.

“Their rep is here every week inspecting our paint line. If there is ever a glitch, they help us work through it over the phone or send someone over right away. Would I recommend Spray Equipment to another paint line manager? Absolutely. Without hesitation.

“They’re awesome.”



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