

# **2012 TEEA Winner Technical/Technology Category:**

## **Nucor Vulcraft Group, Grapeland, and Century Industrial Coatings, Jacksonville**

### **Narrator:**

Nucor Vulcraft is one of the country's largest manufacturers of steel trusses and decking. For five years they pursued what was once thought impossible; a water-based primer that prevented rusting. Then they learned their paint supplier, Century Coatings, was working on the formula.

### **James Landrum, General Manager, Nucor Vulcraft Group:**

Our long standing relationship with Century gave us confidence that if anybody could do it, they could do it.

### **Dean Harvey, President, Century Industrial Coatings:**

Anytime you're being creative it just doesn't come real easy.

### **Narrator:**

Century President Dean Harvey and Technical Director Gary Swindler knew it would be costly, and that it would take time to perfect.

### **Gary Swindler, Vice President & Technical Director, Century Industrial Coatings**

It's difficult to go to a customer and say we want you to spend more money for something that may not work as good as you have now.

### **Narrator:**

After five years of experimentation, Century and Nucor Vulcraft found the right formula.

**Gary Swindler:**

There's no hazardous air pollutants coming out of this system; it's all water based.

**Narrator:**

Since the trusses are dipped into an open vat to be coated, the water-based coating cut Vulcraft's VOC emissions by nearly 400 tons and hazardous waste disposal by 35 tons.

**Jim Landrum:**

We think it's been revolutionary because it's permeated throughout the industry; our competitors are also using water-reducible primer.

**Narrator:**

The success has turned Century Coatings into a global brand—determined to build on its breakthrough.

**Gary Swindler:**

This is really the beginning of it. We've expanded on a lot of different things with this type of technology. Some materials have no solvents at all in them. We're just kind of quietly going about doing the right thing.