



SALES BULLETIN






TOPIC: POWDER COAT FINISH ANNOUNCEMENT

TO: ALL SWAPLOADER DISTRIBUTORS

I hope this letter finds you well. I am delighted to share exciting news about a significant enhancement to our SwapLoader hook lift product line. It is a great pleasure to announce the incorporation of a **powder coat finish** to the SwapLoader product line.

At SwapLoader, our commitment to continuous product improvements remains unwavering. In response to the evolving vocational truck body market and valuable feedback from our distributor organization, the implementation of a powder coat finish distinguishes SwapLoader apart from our competitors, reinforcing our position as the market leader.

SwapLoader's powder coat system is one of the largest in Iowa, covering nearly 20,000 sq. ft in our manufacturing facility and features an extensive 1500 ft of overhead conveyance for efficient operation. This system features a 5 step, 5 booth process:

-  **Shotblast:** Removes mill scale and creates a consistent profile for powder.
-  **3-Stage Wash:** Thorough cleaning process with a chemical wash, rinse, and sealer.
-  **Dry-off:** Ensures the elimination of moisture.
-  **Powder:** Application of a polyester powder coat.
-  **Curing:** Melts and adheres the powder to metal, ensuring a durable and high-quality finish.

SwapLoader's powder coat finish produces a substantially higher coating performance over the previous process of offering primer only and the distributor applying topcoat paint. Distributors will no longer need to apply finish paint at time of install which reduces upfitting costs and ensures the delivery of a superior-quality product to customers at a more affordable price.

Start-up of the powder coat line is scheduled for February, and the transition for all SWL product shipments will begin shortly after. The projected transition period for the shipment of all SWL products with powder coat is anticipated to span over several months.

For further information, please do not hesitate to contact your SwapLoader Regional Sales Manager or the SwapLoader office.

Regards,



Matt White
VP, General Manager
SwapLoader U.S.A. Ltd

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