

# CASE STUDY

## INVESTING IN A BETTER BOOTH COATING



### OVERVIEW

Our client is a long-established company specialising in refinishing prestige cars and performance vehicles, based on the South Coast of England.

With their spray booth urgently needing a complete renovation due to overspray and paint defects, our customer wanted to upgrade from 3M Dirt Trap to BAXT WP10 5-layer booth coating.

**Direct Tool Company Ltd**  
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**SUPPLY MADE SIMPLE**

*We found the BAXT WP10 easier to install than we thought it was going to be - it went up very well and looked the part. When the booth starts to look a bit tired and we pull the top layer off, it makes us smile every time. We were using 3M Dirt Trap before, and this is easier to use, and more effective.*

**Director**

### Challenges

To provide a better booth coating than their existing product which was proving difficult to use and wasn't providing the cleanliness they were expecting.

### Solutions

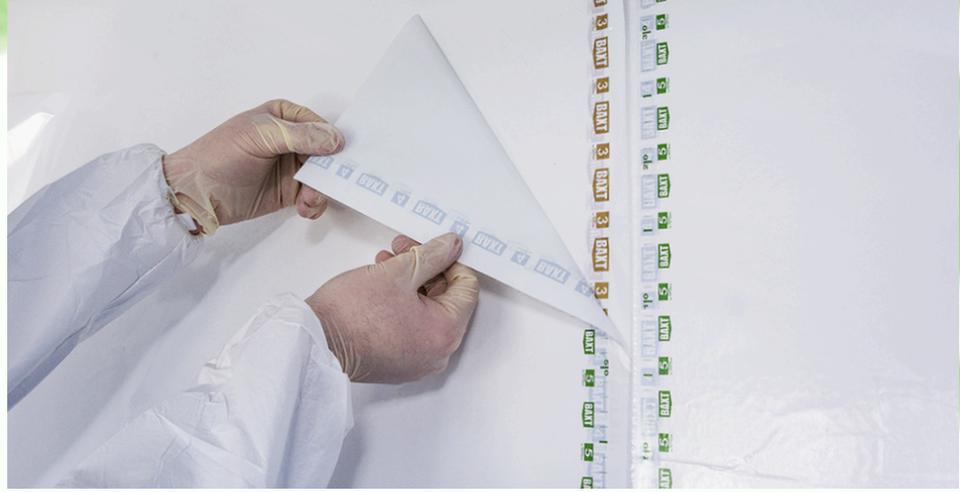
BAXT WP10 was recommended as a replacement to their existing product due to the very quick time it took to refresh the booth when needing renovating.

### Results

The customer applied the WP10 5-layer booth coating with more ease than they expected. Results were good and resulted in better protection and longer lasting film which kept the booth clean, bright and dirt-free.

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### THE OVERSPRAY PROBLEM

Our client had quality issues when their existing dirt trap booth coating film was getting torn and not adhering to the booth walls correctly. This was causing overspray to contaminate the booth and was causing defects in the paint work leading to costly rework.

In addition, it proved to be challenging to cover irregularly-shaped areas.

Maintenance was also proving to take too long and wasn't easy to fit into their busy production schedule which meant maintenance was often left a lot longer than it should have been.

### AN EFFECTIVE AND FUTURE PROOF SOLUTION

After consulting with a DTC advisor, our client decided to trial the BAXT WP10 as they hoped the self-adhesive film would prove easier to install, and the 5 layers would enable much faster renovations of the booth between jobs.

They purchased and installed the BAXT WP10 Booth Coating which was "easier to install than we thought it was going to be" and proved to be "more effective and easier to use" than the product they used to use.

### UNINTERRUPTED FINISHING

The result was a seamless upgrade to the BAXT WP10 Booth Coating creating a very clean and bright working environment.

Renovating the booth between jobs is a swift and easy process and they simply peel off the top layer and dispose of the dirty film.

The numbered layers ensure that they always know which layer they're on which means they can easily schedule the full replacement of the film when they've used up the last layer.

"We are now on our final layer and have ordered some more because we do believe in this product".

The overspray issues have been solved, eliminating the costly rework and interruptions to their schedule.



[VIEW WP10 VIDEO](#)

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