

Success Case File • Case No. 808066

Client Info	Mr. Wang · Procurement Manager, SG Hotel Project (Housing Rust Issue)	Date: Aug 2023
Client Background	Mr. Wang is the procurement manager of a Marina Bay hotel in Singapore, responsible for recessed downlight procurement for hotel corridors and public restrooms. The previously purchased standard aluminum housings suffered from oxidation, paint peeling and rust spots after several months of use in the high-salt, humid coastal environment, affecting the hotel's interior aesthetics.	
Client Requirements	Requirement: 600 sets of 4-inch deep-cup anti-glare downlight housing kits. The housing must have salt-fog and rust resistance, complete with springs and gaskets accessories, and full batch delivery within 7 days. The client mentioned that previously purchased housings from another supplier started showing rust issues after 6 months, and the manufacturer refused to provide warranty. This caused significant damage to the project's reputation, and the client was very frustrated with the situation.	
Our Solution	Since the product is used in a coastal area with high salt and humidity, we recommended the client choose powder-coated housing kits instead of paint-sprayed housings. Why Powder Coating? While both powder coating and paint spraying are finishing processes, each has unique characteristics in material selection, application areas, visual results, environmental friendliness, and production process. Paint spraying is like a liquid dancer — flexible and versatile. It uses liquid coatings (oil-based or water-based) that dry quickly into a thin protective film. Powder coating is like a solid warrior — tough and stable. It uses dry powder coating that melts and cures into a hard protective layer through heat or chemical reaction. Powder coating has excellent corrosion resistance and weatherability, providing reliable protection even in harsh environments. Process-wise, paint spraying requires extensive surface preparation (sanding, cleaning) followed by multiple coating, drying and curing steps. Powder coating relies on specialized electrostatic spraying equipment for even powder adhesion, then heat treatment for melting and curing. In terms of finish, paint spraying offers smooth, uniform coatings with rich color and texture options for fine decorative needs. Powder coating provides slightly thicker but extremely durable coatings with excellent mechanical performance, ideal for wear-resistant and impact-resistant applications. Regarding environmental impact, paint spraying may release VOCs and other harmful substances. Powder coating is solvent-free, reduces VOC emissions, and excess powder can be recycled — making it an eco-friendly choice. Therefore, we recommended powder-coated housing kits for this project.	
★ Key Points (What We Delivered)	1: Considered the actual installation environment — coastal location, salt fog, and humidity factors. 2: Clearly explained the difference between paint and powder coating to help the client make an informed decision. 3: Provided cost-effective recommendations based on real usage scenarios, solving the client's pain points.	
Client Testimonial	Amy, it' s been almost 2 years since the completion of this installation project. We are extremely grateful for your company' s professional advice. The powder-coated cylinder lamp housing is suitable for humid coastal environments, eliminating the need to worry about rusting of the housing. In future hotel renovation projects, I will prioritize choosing your manufacturer.	
Key Takeaways	Beyond appearance, the most important thing is to first understand the actual usage scenario, and ensure the product meets or exceeds expectations. This helps clients build better reputation and credibility, laying a solid foundation for larger future projects. When our clients succeed, we succeed.	