



Bruce Loeser, VP (left), Justin Blumberg, Sales Manager (middle) and Howard Loeser, President (right) accept the Recommended Coaters plaque.

Whitford reconfirms Industrial Metal Finishing Co. as a premier Custom Applicator in the U.S.

March 2017, Houston, Texas. Whitford, makers of the world's largest, most complete line of fluoropolymer coatings, has reconfirmed Industrial Metal Finishing Co. (IMFCO) as a member of the "Whitford Recommended Coater" (WRC) program and awarded a new plaque to Justin Blumberg, Bruce and Howard Loeser. Perry Poradek, industry expert for Whitford, states, "IMFCO continues to display a thorough knowledge of the different Xylan products and has an established history of successfully applying Xylan coatings."

The Whitford Recommended Coater program recognizes custom coaters who meet certain criteria. Among them: the coater must have thorough knowledge of Whitford coatings and experience in applying them, must complete a Whitford training course held at the worldwide headquarters and must have solid quality-assurance procedures in place. Coaters in the program go through rigorous audits every two years to requalify for the program.

Founded in 1950, Industrial Metal Finishing Co. has provided coatings for varying customers, including multinational corporations, government agencies and small businesses. They are well known for their unparalleled service and reliability.

Adds Whitford's Perry Poradek, "IMFCO has the custom-coating capabilities required to apply Whitford's Xylan series of products. Their unique position in Houston, Texas allows them to address a variety of industry sector needs, regardless of order size."

For more information on Industrial Metal Finishing Co., please visit imf-co.com. For more information on Whitford, visit whitfordww.com, contact sales@whitfordww.com or the address below.