

Hearth and Home Technologies Case Study

The Colville, Washington division of Hearth and Home Technologies (HHT) launched the most advanced pellet stove on the market in early 2005. The new design exceeded consumer's expectations and criteria, which resulted in a 400% increase in production at HHT, Colville.

The increase in stove production subsequently led to an increase in the use of their high heat solvent based stove paint. Due to the increase, the Washington State Department of Ecology required that HHT renew their permits and decrease the percentage of HAPS and TAPS used in their existing high heat stove paints.

Their current paint supplier reformulated their coating to meet the new requirements at HHT. After more than 25 failed attempts the paint specialists at HHT decided to test coatings from other high temperature paint manufacturers. After a week of searching a private labeled product was found on the shelf of a local hardware store; that product was made by Crossroads Coatings. After a week of internal testing it was determined that the product met HHT's specifications and performed better than any of the coatings tested.

HHT contacted Crossroads Coatings to find out if they were up to the challenge and Bob Lodgek, the company president, showed up in Colville one week later. During their meeting, HHT management told Bob Crossroads had one month to modify the formula to meet Washington's HAPS and TAPS requirements but still maintain the other properties. All it took was three formula modifications and within three weeks Crossroads Coatings met all of the formula specifications. In the end, Crossroads had not only developed a more environmentally friendly coating, HHT was able to decrease oven temperatures and cure times, which resulted in a savings of over \$400,000 in manufacturing costs. And at the end of one year it was also determined that HHT's customer complaints regarding paint adhesion and rust decreased by almost 100%.