

Innovation · Industrial Design · Mechanical Engineering · Electronics · Software · Optics · Manufacturing Processes · Supply Chain



Hammerite Metalmaster 3D Wrap Painter

Hammerite has long been the leader in paints to protect metal. However, customers have often been deterred from purchase by an application process that is both messy and time consuming.

Hammerite approached CDP with the brief to 'bring electrostatic commercial painting techniques into the hands of the consumer.'

CDP were able to deliver a high volume consumer product at a price point 100 times lower than the commercial alternative. The first electrostatic paint spray gun to be created for the home DIY market, Metalmaster is four times faster than a brush and delivers a flawless finish with minimal mess or effort.

CDP developed both the spray device and specialised containers, working closely with end manufacturers to push the boundaries of what had previously been possible.

Metalmaster's ease of use and excellent paint finish is expected to attract completely new customers to use Hammerite paint, rejuvenating the brand.

Technical Highlights

- 1st consumer electrostatic sprayer
- 100 fold price reduction for technology
- 1st consumer product ATEX certified

Skills Deployed

- Innovation
- Industrial design
- Mechanical engineering
- Electronic engineering
- Far Eastern supply chain development
- Project management

www.hammerite.com/uk

'Genius!' *T3*



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