

PROJECT PROFILE



COMPANY
Panasonic Automotive Systems

PROJECT
Integrated Supplier to the
Automotive Industry

MARKET
High-End OEM Radios and Components



In Search of a Sound Solution

Panasonic Automotive Systems, located in Peachtree, Georgia, is an integrated supplier to the automotive industry, building high-end OEM radios for auto manufacturers. It also acts as the North American operating company of Panasonic Automotive Systems Company, a division of Matsushita Electric Industrial Co., Ltd., which coordinates global automotive industry systems and components operations.

The 45,000-square-foot facility is a showplace and a source of pride for Panasonic and Matsushita, as its acoustic products typically are heralded as leading-edge and best-of-class in the automotive industry.

Unfortunately, the existing floors, with their cracked, salt and pepper appearance, didn't support the company's image or its work. The company must maintain a dust-free environment and has stringent requirements for managing electrostatic charges.

"One electrical shock can ruin equipment," said Facility Manager Tim Banks.

But none of their previous floors had proven adequate, showing ugly wear and needing to be recoated or replaced soon after their initial installation or a recoating procedure. The older carbon fiber-filled floor technology the company used not only wore quickly; it also did not protect the facility as well as possible.

After repeatedly replacing floors for 13 years, Banks and Panasonic's manufacturing and maintenance workers were tired of the same old song and dance. When they learned that ICS's advanced ESD technology, specifically,

the ESD 1000 HB product, was durable enough to maintain a consistent color after years of wearing, they started asking questions.

They liked the answers. Panasonic verified that ICS's ESD-Control flooring products more than met their facility's requirements, learning that in fact it offers the lowest Body Volt Generation (BVG) in the industry, at less than 15 volts. The floors also provide consistent readings throughout the surface, and are unaffected by relative humidity.

They were sold on ICS's patented ESD technology, and references from satisfied customers.

But building car radios for music lovers – including some first-of-their-kind, with six CD changers and ELS Surround Sound – isn't an easy job, and while replacing their worn floor was a priority, the company couldn't afford to halt production to get the job done.

Keeping Time

Atlanta-based contractor Premier Industrial Coatings, Inc. was willing and able to replace the floor in sections, and in stages. Planning and careful timing made it possible for Panasonic to maintain its production schedule while staying in operation.

Because the facility does stop production for two days each month for inventory, Banks asked Premier Industrial Coatings, Inc. to replace the floor over the course of several months.

Not only did Premier Industrial Coatings, Inc. schedule the work to coincide with

several inventory-related shutdowns, the installers also planned the job so that different sections of the floor could receive the appropriate care and treatment.

Approximately half of the floor was buffed down and then coated, while the other half, which was especially worn, was scarified and given an application of ICS's CT300 General-Purpose Resurfacer first, before the ESD 1000 HBC was applied.

The installers provided a plastic barrier to insure dust didn't reach the assembly. Within a few months time, and as Panasonic continued production with no unscheduled downtime, the new floor was finished. In short, the installers met "some awesome deadlines."

A year after installation was complete, Banks can walk the facility and say, "It really has held up." The floor's appearance matches the high-quality products manufactured by Panasonic, ESD readings are consistent throughout the facility, and the readings continue to meet the company's demanding specifications. "It looks great...it's easy to maintain, and we have absolutely no problems whatsoever."



Building Technologies

Installed By



ATLANTA, GEORGIA