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2025-05-15 - Mark Moody - Sales and Marketing Director - New Products

Colore by WDS: Premium Powder-Coated Solutions

WDS is proud to introduce Colore, a premium finish, high quality powder coated solution for aluminium and cast-iron products. Designed for maximum durability, aesthetic appeal, and superior performance, Colore offers a vibrant, corrosion-resistant finish that enhances both functionality and style.

Speaking on the new launch, Mark Moody, Sales and Marketing Director, stated: “At WDS, we are committed to providing our customers with innovative solutions that combine durability with aesthetics. The Colore range represents our dedication to quality, precision and sustainability, which we hope will grow quickly.”

Whether for industrial grade handwheels, hand knobs, or handles, Colore powder coating can customise machinery components, and provide colour coded safety solutions. Colore coatings have aesthetic appeal and provide exceptional resistance to corrosion and wear under harsh environmental conditions. Engineered for smooth operation, they ensure a reliable and ergonomic user experience across a wide range of applications.

Available in a variety of striking colours, Colore’s range allows businesses to achieve superior performance while maintaining a sleek, professional look. Whether for custom branding or aesthetic appeal, application coding, or wear and tear protection, powder coating is a lightweight and strong solution that offers enhanced protection compared to bare metal.

Available in semi-gloss finish, the coating is designed for either interior or exterior use and is weather resistant and UV stable. Custom finishes and colours can be provided upon request.

The Colore coating caters to many different types of industries, whether marine, infrastructure, or agricultural, with a solution suited to the specific needs of each business. WDS have launched their powder coated range with a selection of handwheels, hand knobs, and handles which suit a variety of purposes.

In an automotive or transport setting, powder coating provides both an aesthetic finish plus extra protection for elements under stress. Powder coated knobs and handles excel against wear and tear, with bright finishes providing visibility.

Powder coating also suits many domestic uses, such as furniture, outdoor products, cabinets, gates, doors, appliances, trim and fixtures. Components can be coated to match any aesthetic or design brief.

Where colour coding is essential for highlighting actions or meaning, powder coating finishes provides the perfect solution. Whether labelling for gas, air, liquids or oils, valve handles and handwheels can be suitably colour coated with powder coating to indicate their use. For situations requiring caution or simply visibility, yellow, red and orange powder coating can highlight dangers and cautionary actions. In situations requiring cleanliness, grey powder coating can highlight grime and dirt and lends itself to clean aesthetic looks.

Colore powder coating is a dry finishing process that provides a durable, high-quality, and environmentally friendly alternative to traditional liquid painting. An initial surface preparation, where the material is thoroughly cleaned and pre-treated, removes dirt, grease, and oxidation, ensuring strong adhesion. Next, a fine powder consisting of polymer resins, pigments, and additives is electrostatically charged, then sprayed onto the surface of the component with a specialised spray gun. The charged particles adhere evenly to the grounded object, creating a uniform coating. Coated items are cured in a high temperature oven (typically between 160-220°C), where the powder melts, flows, and chemically bonds to form a smooth, durable finish. The result is a scratch-resistant, corrosion-resistant, and UV-stable coating that enhances both the aesthetic appeal and functional properties of the product.

Powder coating is widely used in industrial, automotive, architectural, and consumer applications due to its long-lasting performance and eco-friendly nature, as it emits no harmful VOCs (volatile organic compounds). All powder coating is done in house at WDS in our dedicated powder coating bay.