

Whiting SPIR® Coating System

In 1991, Whiting began investigating alternate coating systems in an effort to address both quality and environmental concerns. By the end of 1993, we had developed the SPIR® System and began a series of wide-ranging field tests.

Eighteen months later, in July of 1994, we converted to SPIR® as our standard prime coating. At the same time, we upgraded our standard finish coat to a two part automotive-quality urethane. This combination of the SPIR® System with urethane finish coats has proven itself where it counts, over time on the highways in all types of conditions.



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Manufacturers of:
SEA-LOK® Swing Doors
And these quality
Roll-up Doors:
▪ Whiting PREMIUM
▪ CARGOSAVER
▪ COLDSAVER
▪ TEMPGUARD
▪ HINGELESS TRUSS
▪ HINGED TRUSS
▪ GENERAL PURPOSE
▪ CARGOGUARD
▪ SINGLE WALL
EXTRUDED ALUMINUM

- ▶ e-mail: whitingdoor@webt.com
- ▶ Visit the most informative site in the trucking industry on the web at www.whitingdoor.com

What's new?

Nothing. Absolutely Nothing.



Whiting's SPIR® Coating System

**It's the coating system
that provides the toughest,
longest-lasting finish you can buy.**

And, it's more than an experimental effort.

We introduced SPIR® on all Whiting
Roll-ups in 1994...but only after
two years of intensive testing over-the-road.

What's new? Nothing.
Absolutely nothing.
SPIR® gives you everything,
everything you ever wanted
in a truck door finish.

Whiting's SPIR® Coating System – It's proven. It works!

SPIR® It's the sort of innovative thinking you've come to expect from Whiting...

SPIR® It's the quality finish from a quality company.

What is Whiting's SPIR® Coating System?

The SPIR® Coating System consists of a water-based primer cured with infrared oven treatment. The infra-red curing process is a proprietary sequence of timing and intensity that yields a unique surface profile on the prime coat for unmatched adhesion to both the substrate and the finish coat.

How Does SPIR® Work?

The key to any quality coating system is the prime coat's ability to adhere to both the substrate and the finish coat. Achieving this requires the coating to have a surface profile, or "tooth", that either mating material can "lock onto".

Many systems require a sanding operation to create this profile prior to applying the finish coat. This step is undesirable for three reasons:

- (1) Sanding by definition removes a portion of the prime coat and, if done unevenly, can affect gloss, bond, etc.
- (2) Marks and scratches left by sanding inevitably show through the finish coat.
- (3) The sanding step is time consuming and expensive.

The SPIR® System is unique in that we are able to create a quality surface profile by altering the curing process. Through the use of a series of linked infrared heating elements, we can control the curing sequence. This allows us to avoid the traditional curing phenomena in which the surface cures first, becoming hard with just a marginal surface profile.

The SPIR® System cures in more of an "inside-out" progression. This allows us to alter the infrared intensity towards the end of the cure cycle to effect a far superior surface profile. While the technology involved is widely known, the proprietary control of the curing sequence has been developed by and for Whiting.

There's Nothing Quite Like SPIR®. Absolutely Nothing.

- Unmatched adhesion to substrates and finish coats.
 - Ease of preparation and application.
 - Compatibility with automotive-quality finish coats.
- Elasticity of coating excellent for exterior wood application.
- **Proven Technology... and Proven Performance. Whiting Guarantees It.**



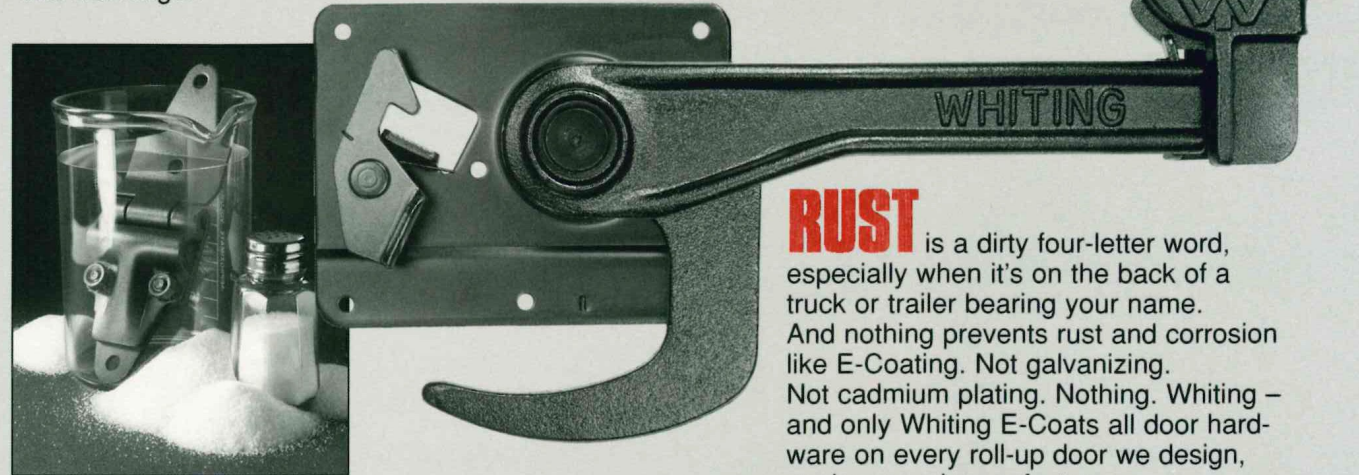
...and so is this.

Whiting E-Coats all hardware on every Whiting Quality Roll-up Door we manufacture

A clean, rust-free door conveys a quality image. Whiting E-Coats Whiting roll-up door hardware in our own manufacturing facility, the largest of its kind, devoted to the manufacture of WHITING QUALITY DOORS, exclusively for the transportation industry.

Whiting E-Coating is done under stringently controlled conditions, to provide superior protection against rust and corrosion.

Whiting quality parts don't just look better. They *are* better. Better designed, engineered and manufactured to work better and last longer.



RUST is a dirty four-letter word, especially when it's on the back of a truck or trailer bearing your name. And nothing prevents rust and corrosion like E-Coating. Not galvanizing. Not cadmium plating. Nothing. Whiting – and only Whiting E-Coats all door hardware on every roll-up door we design, engineer and manufacture.

Independent salt spray tests and actual over-the-road testing confirm the definite superiority of E-Coating compared to galvanized or cadmium plating for protection against rust and corrosion.



Whiting SPIR® Coating System and Whiting E-Coating
The world's finest finishes for the finest truck/trailer doors manufactured...anywhere in the world.

Whiting's SPIR® Coating System

It's just one of hundreds of quality innovations we've built into our roll-ups since we invented the world's first practical roll-up door for trucks and trailers in 1953.

At Whiting we continually look for new and innovative ways to make the world's favorite roll-ups even better.

At Whiting we don't stand on our laurels and we never will.

"You have to build a quality product in order to stay in business, Whiting will build quality products"

- Business philosophy of Theo Whiting, on founding Whiting Roll-up Door Manufacturing Corp. (1953)