



## CASE STUDY



# Master Appliance Makes Carbon Wraps Orlando Safer And More Professional

As an artist, Steve Carney wants to make sure everything he creates is of exceptional quality, and he's willing to go the extra mile to make sure of it.

The Master Appliance heat gun is the only heat gun in the world with a fully integrated infrared thermometer.

In the early 2000s, Carney's artistic passions intersected with another favorite subject of his: cars. In 2003, he began learning how to apply stripes, flames and other decals to vehicles. To apply the designs, he needed to use a heat source to warm the vinyl and adhere them to the outside of the car.

Carney had used heat guns before. He knew them to be wobbly, unreliable and quick to burn out. So when he tested out a new industrial

heat gun, he was surprised to see such superior quality.

The Master Appliance heat gun he used is the only heat gun in the world with a fully integrated infrared thermometer allowing it to sense, display and control the work surface temperature. While most people would let their heat guns clatter to the ground after they were done using them, it was clear that the Master Appliance model was a gun to take care of.

"It's a little bit bulky, you can feel the weight," he recalled. "You heat something up, then you set it down. You're more aware when holding this tool."

Carney could tell right away that this Master Appliance heat gun was exactly the kind of tool he needed to be successful in the car wrapping scene. So, he bought one for himself and has been dedicated ever since.

### Striking Out On His Own

In 2009, Carney decided to open his own shop: Carbon Wraps Orlando. This was the year that Fast & Furious 4 came out, and everyone wanted to have a car that looked high-end or had racecar features. As Carney puts it, he was in the right place at the right time - his business was a hit, and he became known for his high-quality car wraps.

As his company grew, Carney's team needed to expand. Training someone on a heat gun who has never used one before can be tricky.

Carney said he begins to train the least-experienced people on inexpensive heat guns he buys at the hardware store, and when the trainees are ready, they graduate to Master Appliance heat guns.

When Carney began using the Surface Temperature Control heat gun from Master Appliance in 2012,



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training newcomers was suddenly a lot easier.

The Proheat® 1600 STC™ Heat Gun comes equipped with two lasers, which serves as a guide showing users where, exactly, they’re heating the car. The cross hair feature gives them a good idea of when to stop moving the gun closer to the car.

#### **Setting and Reading Surface Temperature**

While the lasers are there to act as a guide, the sensor below the nozzle records the surface temperature of the object being heated. The LCD readout on the heat gun allows you to set your desired target surface temperature and the heat gun will automatically maintain this temperature regardless of variations in the distance from the car wrap.

Carney explained that, once the vinyl has been adhered to the car, the whole vehicle needs to be

heated to ensure the wrap has been applied properly.

“Post heating is a slow process and it’s also a controlled process,” Carney explained. “Before [switching to the STC], you would stand there with the heat gun and temperature gauge – two tools in two hands. Now it’s just one tool. It’s nice to have that second hand free.”

#### **Peace of Mind**

When people visit the typical wrapping shop, they usually see a sight that makes them a little bit nervous: someone holding an open flame to the exterior of their car.

Carney explained that this is how many people in his industry run their shops: They use torches instead of heat guns. Though torches are typical, they come with a host of negative side effects. They’re hard to control and temperatures can increase or – decrease in seconds.

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– Steve Carney, Artist

“It’s definitely a nice peace of mind if a client comes by and sees us using a professional tool instead of a torch and putting a flame to their car,” he said. “Also, with the torch, it’s more dangerous. You could injure someone. You could damage the car. You could ignite fumes in the air.”

Customers see the Master Appliance heat gun and know it’s a high-end product. They are instantly reassured that their car – perhaps one of their most prized possessions – is in good hands.

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**MASTER APPLIANCE CORP.**

2420 18th St.

Racine, Wisconsin 53403 USA

**PHONE:** 262.633.7791

**TOLL FREE:** 800.558.9413

**FAX:** 262.633.9745