



CASE STUDY



5950 Wraps Turns To The Heat Tool Experts At Master Appliance For The Highest-Quality Heat Guns

When Albert Hatfield started his company, 5950 Wraps, in 2009, he thought he knew pretty much all there was to know about wrapping cars. He had been in the industry for about six years and was ready to expand his business.

Then, in 2015, he was introduced to a new brand: Master Appliance. He was blown away.

“I use the gun on and off, so to be able to pull the trigger and have instant heat instead of a 30-45 second delay, that’s huge.”

– Albert Hatfield, Owner of 5950 Wraps

Hatfield was setting up his station at a trade show and preparing to do

some demonstrations, when a stranger approached him. The person was from Master Appliance, and had a new surface temperature sensing and control heat gun for Hatfield to try. As soon as Hatfield turned it on, he was sold.

Timely Temperatures

The first thing he noticed was how quickly the gun gave off heat – it was almost instantaneous.

“I use the gun on and off, so to be able to pull the trigger and have instant heat instead of a 30-45 second delay, that’s huge,” he explained. “Master Appliance is the fastest by far.”

When he was using guns that had a delay, he wound up doing one of two things: turn the gun off, but wait for it to reheat every time he needed it again. Or, simply leave it on, even when not in use.

It wouldn’t take much for Hatfield or one of his employees to get burned, and leaving the guns on also warms up the floor. When you’re wearing shoes, you may not notice right away – that is, unless you melt them.

Hatfield also explained that heat guns wear out more quickly if they’re overworked. The longer the gun runs, the quicker it’ll die and need to be replaced.

Plus, heat guns require a lot of energy – another expense that adds up quickly.

Two Tools In One

The second aspect of the Master Appliance Proheat® 1600 STC™ Heat Gun that surprised Hatfield was the built-in infrared thermometer. Hatfield frequently uses infrared thermometers during post-heating to ensure the vinyl is properly adhered



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to the surface of the vehicle he's working on.

“The whole process of post heating is an important thing that most people don't do properly,” Hatfield explained.

The process involves carefully and slowly applying heat to every square inch of the vehicle.

“No matter what vinyl you're using, it must be heated to a particular temperature,” he explained. “By not doing that, you can compromise the integrity of the vinyl.”

As such, the typical post-heat process used to consist of Hatfield holding his heat gun in one hand and a thermometer in the other. This juggling act was doable, but not ideal. He found himself watching the thermometer more than the heat gun.

That's why he was excited at the prospect of finding two essential

tools combined into one. But could one company really make a heat gun that worked well and measured temperature accurately?

He put the thermometer to the test. With his Master Appliance STC heat gun in one hand and one of the highest-quality thermometers he owned in the other, he turned on the gun.

“It was super accurate,” he said. “Compared to a high-end thermometer, it was dead-on.”

Confidence In His Work

Today, Hatfield trusts his Master Appliance STC heat gun to get the job done. He knows that when his customers drive away, their cars' new looks are there to stay.

“It makes you feel better as the customer takes the vehicle home,” he said. “You know you did everything you could to make the wrap successful.”

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Hatfield noted that, with a lower-quality heat gun, he might be less sure that the wrap was completed perfectly. Knowing that his work was done accurately and to the best of his ability is crucial for his clientele.

“With exotic cars, these guys want it to look like paint,” he said.

A vinyl wrap that begins to bubble in the sun wouldn't go over well with his customers.

Hatfield knows he found a winner in Master Appliance's heat guns, and he plans to use them at his business in the years ahead. As he puts it, “It literally changed how I do everything.”

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