

# Defending Against the Elements: The Best Powder Coating Service in New Jersey

Living in the Garden State comes with a specific set of environmental challenges. We experience hot, humid summers, rainy springs, and harsh, snowy winters. For metal objects—whether they are car parts, patio furniture, or industrial gates—this climate is a recipe for disaster. Oxidation, rust, and corrosion are constantly attacking your investments. If you are looking for a permanent solution to these issues, finding a professional **powder coating service in New Jersey** is the most effective step you can take.

## Why Paint Fails in the Northeast

Traditional liquid paint has been the standard for decades, but it has significant limitations. Paint relies on solvents to stay liquid. When applied, these solvents evaporate, leaving the solid color behind. Over time, UV rays from the summer sun break down the chemical bonds in the paint, causing it to chalk and fade. In the winter, the freeze-thaw cycle causes moisture to expand in microscopic cracks, causing the paint to peel.

Once the paint barrier is breached, rust sets in. In New Jersey, this is accelerated by the road salt and brine used on our highways. These corrosive agents eat through steel and aluminum with alarming speed. A simple coat of spray paint from a hardware store offers little to no protection against this chemical assault.

## The Powder Coating Advantage

Powder coating is fundamentally different. It is a dry finishing process. The material is applied as a free-flowing, dry powder. It is electrostatically charged and sprayed onto a grounded metal part. This creates a magnetic attraction, ensuring the powder wraps around corners and covers deep recesses that liquid paint often misses.

After application, the part is cured in an industrial oven. The heat causes the powder to melt, flow, and chemically cross-link into a long-chain polymer. This results in a "shell" that is harder, thicker, and more flexible than paint. It effectively seals the metal off from oxygen and moisture.

When you hire Rusty Lions for your powder coating service in New Jersey, you are getting a finish that is engineered to withstand the specific rigors of our local climate. Our coatings are tested for salt-spray resistance and impact durability.

## **Versatility for Every Project**

One of the misconceptions about powder coating is that it is only for industrial use. While we certainly handle heavy machinery, our services are available for almost anything metal.

- **Homeowners:** Restore your cast iron radiators, wrought iron railings, and vintage lawn chairs.
- **Car Enthusiasts:** Customize your rims, brake calipers, and valve covers.
- **Business Owners:** Refurbish your fleet vehicles, storefront signage, and office furniture.

## **The Rusty Lions Difference**

Located in Franklin, NJ, Rusty Lions is dedicated to providing the highest quality finish in the region. We understand that preparation is key. You cannot apply a high-end coating over a rusty surface. That is why our facility is equipped with professional sandblasting capability. We strip every item down to the raw white metal before a single gram of powder is sprayed.

If you are tired of scraping and repainting your metal items every spring, it is time to upgrade. Choose the powder coating service in New Jersey that guarantees longevity. Choose Rusty Lions.