# Rocket Powder Coating Highlights Custom Powder Coating for Retail Store Fixtures

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CENTURIA, WI - October 13, 2026 -
Rocket Powder Coating is highlighting its custom powder coating services for retail store fixtures and commercial enclosures as manufacturers and retailers prepare displays and equipment for the holiday season. The company applies durable finishes to metal components that face foot traffic, handling, and indoor exposure, supporting long-term appearance and reduced maintenance needs across Minnesota and Wisconsin operations.

Retail store fixtures require finishes that maintain color and surface integrity under repeated contact and cleaning. Rocket Powder Coating works with clients on racking, shelving, displays, cabinets, and related metal structures. The process begins with surface preparation that removes contaminants and establishes adhesion. Phosphate pretreatment and media blasting address existing coatings or corrosion. Electrostatic powder application follows, delivering even coverage on complex shapes and edges. Curing occurs in controlled ovens with temperature profiles set according to metal thickness. Inspections measure film thickness, adhesion, and gloss before release.

The customers and partners page on the company website describes applications for retail store fixtures that

retain brilliance despite foot traffic, exposure, and urban conditions. It also covers enclosures and cabinets that maintain appearance without frequent scrubbing or refinishing. These services form part of the broader industrial and commercial work the company provides to original equipment manufacturers and fabricators. Large-format capacity supports parts up to 30 feet in length and assemblies weighing up to 5,000 pounds at the Centuria and Hinckley facilities.

October timing aligns with retail preparation cycles. Displays and fixtures often undergo updates or restoration ahead of peak shopping periods. Powder coating provides a hard surface resistant to chipping and fading compared with many liquid finishes. The process emits minimal volatile organic compounds, and overspray can be reclaimed. Custom colors and textures allow matching of brand requirements or functional identification. Masking protects specific areas during application when multi-color or selective coating is needed.

Curt Carlson, President and Owner of Rocket Powder Coating, said the company treats fixture and enclosure work with the same process controls used for heavier industrial parts.

?Retail components see constant contact, and the finish has to hold up without constant touch-ups,? Carlson said. ?The preparation and inspection steps are the same ones applied to agricultural and construction equipment.?

Quality documentation is available and can include inspection records and material details. The company operates both batch and conveyorized systems, allowing flexibility for one-off display pieces and larger production runs. In-house transportation supports pickup and return of finished parts. Transparent quoting includes masking and packaging steps.

The same page lists additional sectors the company serves, including agricultural equipment, heavy equipment, implements, mining, dredging and marine applications, and packaging and processing equipment. Each requires formulation choices matched to the operating environment. Polyester powders are commonly selected for UV resistance on outdoor or high-exposure items, while other systems address chemical or abrasion demands. The company maintains AAMA 2604 and AAMA 2605 certification for architectural aluminum and works to additional industrial specifications.

Carlson noted that long-term partnerships depend on consistent process control rather than one-time orders. ?Clients come back when the parts perform the same way from one batch to the next,? Carlson said. ?That consistency comes from monitoring pretreatment chemistry, conductivity, oven temperatures, and final inspection on every job.?

The company emphasizes small-town values of accountability alongside production capacity for complex

assemblies. Decades of hands-on experience inform solutions for substrates including steel and aluminum. Continuous monitoring of process parameters supports repeatable results across project scales. These practices apply equally to commercial fixture work and industrial components.

Rocket Powder Coating continues to serve manufacturers that require finishes engineered for specific use conditions. The retail and enclosure applications add to existing work in agriculture, construction, energy, and original equipment manufacturing. Facilities in Centuria, Wisconsin, and Hinckley, Minnesota, provide the scale needed for both prototype and production volumes while maintaining documented quality steps.

Rocket Powder Coating operates facilities in Centuria, Wisconsin, and Hinckley, Minnesota. The company provides custom powder coating for industrial, commercial, agricultural, and architectural metal components throughout Minnesota and Wisconsin.

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**Rocket Powder Coating**

*Our Rocket Approach guides us as the leaders in powder coating contractors. We believe in tough standards, efficient performance, and powder coating solutions in Wisconsin and Minnesota that surpass expectations across industries.*

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