Rocket Powder Coating Highlights Custom Powder Coating Services for Data Center Infrastructure

April 23, 2026

CENTURIA, WI - April 23, 2026 -
Rocket Powder Coating highlights custom powder coating services developed specifically for data center infrastructure projects across Minnesota and Wisconsin. The company applies high-performance finishes to metal components that support server racks, enclosures, structural frames, cable trays, conduits, and equipment carts in these critical facilities. These coatings address the unique requirements of data centers, where components must maintain durability under conditions of humidity, mechanical stress, abrasion, and potential corrosion.

Data center development continues to expand in the Upper Midwest as demand for reliable computing infrastructure grows. Rocket Powder Coating supports both new construction and facility upgrades by providing finishes that contribute to operational reliability and reduced maintenance needs. The services focus on extending the service life of parts while ensuring consistent performance in environments where downtime carries significant consequences.

The powder coating process at Rocket Powder Coating follows a controlled sequence designed for precision and repeatability. Surface preparation includes phosphate spray washing or media blasting to eliminate

contaminants and establish a strong bonding foundation. Electrostatic application systems then distribute powder evenly across complex geometries, including weld areas and intricate assemblies. Curing occurs in large-capacity ovens, where temperature profiles and heat transfer rates are calculated according to material thickness to produce a uniform, hard finish.

The company operates two facilities, one in Centuria, Wisconsin, and one in Hinckley, Minnesota. This network supports efficient project handling, from single custom server racks to large structural elements. Equipment accommodates parts up to 30 feet in length and assemblies weighing up to 5,000 pounds. Such capacity allows the company to meet the scale of data center projects without compromising quality controls.

Rocket Powder Coating maintains compliance with AAMA 2604 and AAMA 2605 standards for high-performance coatings. These specifications confirm long-term resistance to corrosion, UV exposure, and color fading where applicable. Rigorous inspections measure coating thickness, adhesion strength, gloss levels, and other performance indicators at every stage. Process parameters, including chemical concentrations and oven conditions, receive continuous monitoring to ensure consistency.

"Powder coating creates a uniform, smooth, and protective surface that resists wear, corrosion, humidity, and mechanical stress," said Curt Carlson, President and Owner of Rocket Powder Coating. "This protection helps extend component life and supports reliable operation in data center environments where every element contributes to overall system performance."

Color and texture options provide flexibility for branding, identification, or compliance needs while preserving functional properties. Masking techniques protect designated areas during application, and the company coordinates with clients to align finishes with project specifications. In-house logistics facilitate timely pickup and delivery across the region.

The approach at Rocket Powder Coating integrates technical processes with attention to client timelines. Projects range from prototypes to full production runs, with quality documentation provided for each batch. This documentation includes details on pretreatment methods, application parameters, and final inspection results.

"Data center projects require finishes that deliver both durability and consistency," Carlson added. "Our controlled processes and capacity help contractors and operators meet the demands of these expanding facilities."

Rocket Powder Coating combines capabilities for large-scale work with detailed process management. The facilities support a range of metal substrates, including steel and aluminum, commonly used in data center construction. Continuous evaluation of equipment and procedures keeps services aligned with industry

expectations for critical infrastructure applications.

The powder coating method itself contributes to material efficiency through overspray reclamation. This practice supports sustainable operations while maintaining the performance levels required in data center settings. Clients benefit from finishes that withstand the operational realities of high-traffic server environments.

Rocket Powder Coating is based in Centuria, Wisconsin, with an additional facility in Hinckley, Minnesota. The company specializes in high-durability powder coating for industrial and commercial clients throughout Minnesota and Wisconsin. It focuses on precision processes that produce consistent, long-lasting finishes for demanding applications.

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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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