Rocket Powder Coating Expands Team to Meet Growing Demand for Powder Coating Services

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CENTURIA, WI - June 18, 2026 -
Rocket Powder Coating is expanding its production team with new powder coating positions at its Centuria facility to support increasing demand for high-quality industrial and commercial finishing services across Minnesota and Wisconsin. The company continues to experience steady growth as manufacturers and fabricators seek reliable partners for durable, corrosion-resistant powder coating solutions that enhance product performance and longevity.

This team expansion reflects Rocket Powder Coating?s commitment to maintaining fast turnaround times and consistent quality even as project volumes rise. New team members will join an experienced group of professionals focused on precision application, rigorous quality control, and customer-focused service. The hiring initiative targets individuals with a strong work ethic, attention to detail, and willingness to learn advanced powder coating techniques in a production environment.

The company?s facilities in Centuria, Wisconsin, and Hinckley, Minnesota, already feature advanced equipment, including large-format batch and conveyorized systems capable of handling oversized parts up to 30 feet in length and assemblies weighing up to 5,000 pounds. Adding skilled personnel will further

strengthen operational capacity for everything from small custom components to large-scale industrial runs. This growth enables Rocket Powder Coating to better serve sectors such as agriculture, construction, energy, utilities, and OEM manufacturing.

Surface preparation at the facilities utilizes a 5-stage washer system and media blasting to ensure optimal adhesion. Electrostatic powder application delivers uniform coverage, followed by controlled curing processes monitored for temperature uniformity based on material thickness. Post-coat inspections verify film thickness, adhesion, gloss levels, and other performance metrics, with full quality documentation provided upon request.

The expansion supports Rocket Powder Coating?s ability to offer flexible services, including rush orders, detailed masking for multi-color projects, and custom powder formulations. Clients benefit from in-house logistics, including semi-truck and flatbed delivery options, which streamline the pickup and return of finished parts across the Upper Midwest region.

"Rocket Powder Coating is growing our team to uphold the high standards our customers expect while scaling to meet rising demand," said Curt Carlson, President and Owner of Rocket Powder Coating. "We seek dedicated individuals who share our commitment to precision and quality in every finish we apply."

The company maintains certifications including AAMA 2604 and AAMA 2605 for architectural aluminum applications, along with JDM F17X1 and JDM F17X2 standards. These credentials, combined with proven salt spray resistance up to 1,000 hours in testing, position Rocket Powder Coating as a trusted provider for demanding environments where long-term durability is essential.

Team expansion also aligns with ongoing investments in capabilities, such as recent additions to equipment that enhance efficiency in coating removal and preparation processes. This holistic approach ensures the company can handle complex projects that require both technical expertise and reliable execution.

"Investing in our people allows us to deliver the consistency and speed that manufacturers in Minnesota and Wisconsin rely on," added the representative from Rocket Powder Coating. "Our expanded team will help us continue providing solutions that strengthen supply chains and support client success."

Rocket Powder Coating emphasizes small-town values of integrity and personalized service alongside the production scale needed for competitive industrial operations. The company?s reputation stems from decades of hands-on experience, transparent processes, and a focus on building long-term partnerships rather than transactional work.

As demand for powder coating grows due to its environmental advantages?including minimal VOC emissions and recyclable overspray?the team expansion ensures Rocket Powder Coating remains well-positioned to

serve regional industries effectively. New hires will receive training in best practices for safety, quality, and efficiency, contributing to the overall excellence that defines the company?s operations.

This development underscores Rocket Powder Coating?s dedication to continuous improvement and regional economic contributions through job creation in the Centuria area. The company remains focused on delivering finishes that combine superior protection with aesthetic versatility for clients throughout Minnesota and Wisconsin.

Rocket Powder Coating operates facilities in Centuria, Wisconsin, and Hinckley, Minnesota. The company provides custom powder coating services focused on durability, precision, and reliability for industrial, commercial, and architectural clients across the Upper Midwest.

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For more information about Rocket Powder Coating, contact the company here:Rocket Powder CoatingCurtis Carlson877-384-7194info@rocketpowdercoat.comE, 301 1st St, Centuria, WI 54824

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.

Website: https://rocketpowdercoat.com

Email: info@rocketpowdercoat.com

Phone: 877-384-7194