



INDUSTRIAL COATINGS for the Northwest

A 50-Year Partnership

The connection between Capital Industries and Rodda Paint is a 50-year relationship that to both sides feels more like family.

It started way back in the '50's. Bryan Taylor's grandfather and Bill Boone, Sr. were good friends doing business together. David Taylor, Sr. was manufacturing containers and Bill's firm, Daniel Boone Paints, was supplying the paint. When Rodda bought Daniel Boone in 1998, the account moved with Bill, Jr. but the relationship endured. Today the story is even better.

"Paint is the differentiator," says Bryan as he compares Capital's containers with the competition. "They simply don't have the sheen," Capital uses two coats of a special low HAPS primer developed especially for them by Rodda, and two top coats of Rodda Paint to achieve that sheen (most of their competitors go direct to metal with quick dry enamel). "It's certainly not the cheapest way to go," notes Bryan, "but the difference is unmistakable and the ROI makes it worth every penny. When the customers can see their face in the reflection, they know they've got the best container."

Like Rodda, Capital Industries has been family-owned from the start. Bryan Taylor represents the



Bryan Taylor, David Taylor, Jr., Ron Taylor & Kyle Taylor

third generation. Many employees, like paint shop manager Troy Stedman, have been with the firm for over twenty years.

"They really do treat us like family," says Troy.

"When we had the big fire a few years back and everyone was wondering if they'd have a job, the owners made it clear right away that nobody would be laid off."

Troy relies on Rodda to deliver what he needs when he needs it. "We run a tight ship," he says, "with just-in-time procurement. I call Keith and tell him what I need, and we have it here in a couple of hours. You can't get better service than that." That's the way it's been for fifty years and there's no reason to think it can't last for fifty more.

