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JENSEN POWDER FINISHERS LAUNCHES NEW NAME AND NEW CAPABILITIES

Racine, WI – April 2024 – Jensen Metal Products, the long-time leader in metal fabricating, announces the rebranding of their Powder Finishers facility to Jensen Powder Finishers joining Jensen Metal Products in offering the most complete line of metal component fabricating and finishing in Wisconsin.

“Jensen Powder Finishers recent equipment upgrades and additions uniquely position it as one of the most capable powder finishers in the upper Midwest”, said Seth Jensen, President, and CEO. “With recent improvements to our powder coating facility, taking this opportunity to align the name more closely with our 102 years of experience as a Wisconsin based manufacturer, demonstrates the long-term commitment we have in bringing the value of a one-stop-shop to customers. Jensen customers can confidently rely on us to continue to drive innovation and excellence in the OEM and custom component market.”

Jensen Metal Products purchased Powder Finishers in 2018, expanding on its powder coating capabilities. Embarking on an aggressive system reconfiguration and upgrade in 2023, Jensen Powder Finishers now has two automated powder coating lines including one of the area’s largest single-pass, two-coat capabilities which can handle parts as large as 68” x 36” x 480” (40’). From single piece projects to 1000-piece production runs including post-paint assembly and packaging, Jensen Powder Finishers should be your choice for powder finishing.

About Jensen – Jensen Powder Finishers and Jensen Metal Products are part of the Jensen Family of companies with roots in SW Wisconsin dating back to 1921. Jensen is a family-owned business that prides itself on exceeding customer expectations for quality, delivery, great customer service and cost while providing 100% domestically manufactured high quality products. Jensen has a wide variety of capabilities and manufactures a vast array of products serving many industries. Continuous investments in technology and capabilities support their motto; “if you can draw it, we can build it”.

To learn more, click [here](#) or [here](#) or call (262) 886-9318

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