

TOP TIPS Choosing Atkore Defender™ Products for Demanding Applications and Harsh Environments



Atkore Defender™

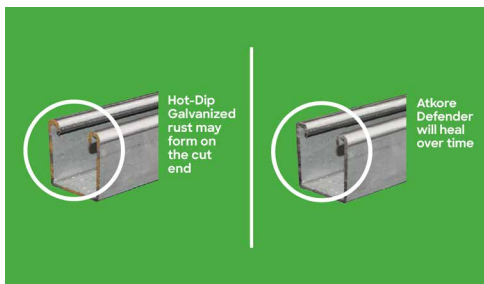
How much more productive could your installers be if they no longer had to touch up the cut end of each Atkore Unistrut channel or cable tray? How many more projects could your company win with products that can reduce overall project costs? And what if those products were also durable enough for mission-critical applications such as mobile phone towers, solar farms, and electrical substations?

Follow these five tips to determine which types of products meet those key criteria – and more.

Consider using specially coated hardware.

1

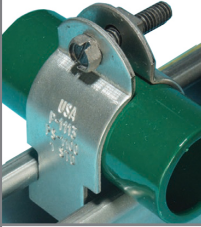









Think of some installations where replacing product is difficult, dangerous, time-consuming, or expensive, such as a remote high-voltage transmission tower. Or think about installations subject to the worst nature has to offer, such as the salt spray that afflicts seaports.



In independent lab tests using ISO and ASTM B117, Hot-Dip Galvanized hardware reached the 5% red rust failure mark after as little as 3,000 hours of continuous salt spray exposure.

An alternative is coated products designed to protect against salt spray, high humidity, and other many environmental extremes.

ASTM B117 Salt Spray Test Result Photos

	0 hours	100 hours	1000 hours	2000 hours	3000 hours
Atkore Defender™					
Hot-Dip Galvanised per ASTM A123 and A153					

These products should be backed by real-world installations and rigorous lab tests conducted by independent, accredited organisations using ISO and ASTM standards. They should also protect against rust in excess amounts that would significantly compromise the performance of its steel substrate.

Choose the right material.

2

Compared to Hot-Dip Galvanised products, Stainless Steel is more durable and resistant to corrosion, especially after years out in the elements. The catch is that it's tough to win projects when the bid is inflated by Stainless Steel's price premium.

Atkore Unistrut, tray and accompanying accessories with Atkore Defender™ protective coating overcomes this challenge by providing a cost-effective alternative to other options, but without any trade-off in useful life. In fact, they can reduce overall project costs by eliminating the need for Stainless Steel fasteners. That helps win projects with tight budgets and still maintain profit margins.



Focus on labour-saving products.

3

How much time do your employees spend touching up the cut ends of Hot-Dip Galvanised product? It's probably more time than you think. Coated products can eliminate this and follow-up inspections, easily saving on labour costs. Those bottom-line benefits are among the reasons why many companies prefer to use coated Atkore Defender™ coated products.

"The self-healing properties of Atkore Defender™ can eliminate the need for any touch ups or reworks, such as spray painting ends. On-site labour time is ultimately reduced, offering significant cost savings to both installers as well as project specifiers. With coated products, such as Atkore Unistrut's Defender™ coated product line, the work ends there." - Carl Jones, President CM&P.

The advantages of coated product maximises employee productivity – a major competitive advantage with today's chronic shortage of skilled labour. In the process, the use of coated products also helps keep projects on schedule, which boosts client satisfaction and your brand reputation. Finally, its proven durability eliminates profit-busting repairs, and client ill will that can occur if products fail prematurely.

Leverage what your employees already know and use.

4

Why do contractors stick with a product when they know it has major drawbacks? Often, it's because they're concerned about the time and expense of getting employees trained on the superior alternative and equipping them with new tools.

That's not the case with coated products because they are specifically designed to be a direct replacement for Hot-Dip Galvanised products. Installation doesn't require specialised training or tools. Employees simply use what they already know and have.

Golean with the right product and vendor.

5

More products mean more overhead – larger warehouse facilities are required for storing, and larger transportation is needed to move the product. To avoid those profit busters, choose a material finish that satisfies a wide range of requirements. Ultimately, removing the need to carry products in multiple finishes.



How to Get Started: To learn more, [contact us](#) today and allow our experts to help answer key questions that project managers, engineers, building owners, contractors, and specifiers typically have about why, how, and where to use coated products. Discover how the Atkore Defender™ comprehensive system solution can help with your next project.