Powder Coating Article Guidelines

To the Author

The editorial content of *Powder Coating* is developed for engineers, managers, and technicians who are responsible for or involved in the operation of a powder coating system or in producing powder coatings. Our aim is to provide practical information that readers will use in the daily operation of their businesses. *Powder Coating'*s articles are written *by* technical professionals *for* technical professionals. Our editorial staff doesn't look for accomplished writers when choosing manuscripts. Instead, they look for people who have valuable information to share. Even if you've *never* written for publication before, our editors can help you produce your manuscript with a minimum of wasted time and effort. This information is designed to help you develop your article idea and to assist you in preparing and submitting your manuscript. We hope we'll see your name in print in *Powder Coating*.

About *Powder Coating*

Powder Coating is the only technical publication devoted to the powder coating industry and other green finishing technologies. Articles provide up-to-date information about the powder coating process, including surface preparation, materials handling, powder coatings, raw materials, application and recovery equipment, curing equipment, and powder coatings manufacturing equipment. The magazine's readers manufacture and powder coat a broad range of products, such as metal household furniture, farm machinery and equipment, lawn and garden tractors, computer and office equipment, refrigeration and service industry machinery, household appliances, aircraft parts, and motor vehicles, parts, and accessories. Readers also produce powder coatings and resins, pigments, fillers, and extenders for powder coatings.

Article Ideas

Articles are read because of the facts, ideas, and advice they give readers. They help readers make informed decisions about selecting and using equipment, coatings, and other materials. Articles must be impartial and objective; they can't focus exclusively on one manufacturer's products or processes. Following are some of the ways you can focus your article for *Powder Coating.*

- Present major technical facts about a process
- Compare and contrast several related materials or pieces of equipment
- Give advice on troubleshooting existing processes or equipment
- Give data about emerging technology or old technology undergoing changes
- Present a developing theory or an improved testing method
- Write a trend piece about changes in equipment design, coatings composition, production processes, or testing methods (the article can be broad or focused on one aspect of a particular technology or process)

Preparing an Article

The editors are looking for original, unpublished manuscripts. Authors are urged to submit a brief proposal or outline to the editors before submitting a manuscript. Unsolicited manuscripts that are rejected will be returned only if accompanied by return postage. The magazine is not responsible for loss of or damage to the manuscript or accompanying artwork.

The editors review six types of manuscripts for publication in *Powder Coating.*

Technical articles. These articles focus on technology, equipment, and materials used in the powder coating industry. Topics of interest include but are not limited to materials handling and racking systems;

surface preparation chemicals, equipment, and technology; advances in the manufacture of powder coatings and their components; application equipment and technology; spray booths and recovery systems; equipment and technology used in parts heating, drying, and cooling; powder storage and handling; quality assurance and control; laboratory equipment; and worker safety and environmental equipment and technology.

Manuscripts should be approximately 10 to 15 pages long (2,500 to 3,750 words). Begin each component of the article on a separate page. Components include the title of the article, with the author's name and company affiliation; a brief abstract, indicating the novelty or importance of the article to people in the powder coating field; the first page of the article; captions for photographs or illustrations; tables; and references.

Case histories. These articles describe how finishers have used certain materials and equipment to solve specific powder coating problems. We let the end user tell the story; therefore, we don't quote vendors or use vendor names in the article. (Vendor names appear at the end of the article with a reader service number). Sometimes vendors or their customers send us a first draft of a case history, but usually an editor writes the article based on telephone interviews and an outline that the vendor or end user provides. Case histories are published without bylines.

Plant tours. Unlike case histories, which describe a specific problem and its solution, plant tours describe the layout, equipment, equipment installation, and operation of an entire powder coating line. Usually an editor writes these based on an outline furnished by a vendor or end user and on telephone interviews with line personnel and vendors. Vendor names are mentioned only at the end of the article and are accompanied by reader service numbers. The editor's byline usually appears with these articles.

Emerging technology articles. These articles describe a significant technological breakthrough in powder coating, such as coil coating with powder. We don't regard upgraded technology or a new generation of existing technology as an emerging technology. An editor writes these articles based on telephone interviews with vendors and end users and on technical journal articles and other printed sources. The editor's byline appears with the article.

Specialty applications. These are short articles about an out-of-the-ordinary powder coating application. This can be applying powder to an unusual product or combining powder coating into a unique finishing process. An editor writes these articles based on telephone interviews with line personnel and vendors. Vendor names are mentioned only at the end of the article and are accompanied by reader service numbers. The editor's byline usually appears with these articles.

Test center articles. These articles describe an equipment or coatings manufacturer's testing laboratory and explain its use in solving customer's powder coating problems. Manuscripts should be approximately 4 to 10 pages long (1,000 to 2,500 words) and be accompanied by photographs and illustrations of actual customer tests.

The Mechanics

Attention to the following mechanical details will help us handle your manuscript efficiently:

Typing. Submit a typed, double-spaced manuscript with margins at least 1½ inches on all sides. Double space everything, including photo captions, footnotes, tables, references, and nomenclature. Number each page of the manuscript consecutively, beginning with the first page of the text. Submit two copies. Check your work for errors in grammar and typography and for clarity of expression.

Byline. On the manuscript's first page, type your name, title, and company name the way you would like them to appear in print.

Mathematical equations. Present your formulas and equations clearly and check them for accuracy. Indicate symbols that might be ambiguous. Define all symbols--even if the meaning is obvious to you or is generally known. If your manuscript uses many symbols, supply a table of nomenclature.

Photographs and illustrations. Photographs and illustrations, including line drawings and graphs, must

enhance the reader's understanding of the text. Refer to illustrations, line drawings, graphs, and photographs in the text by arabic numerals in consecutive order: Figure 1, Figure 2, and so on.

When submitting illustrations, line drawings, or graphs, send the original artwork. If you can't send the originals, make sure your copies are crisp and readable. Mark the figure number and author's name on the back of the material in ballpoint ink.

Every photograph or illustration must have an appropriate caption. Write or type the caption above or below the illustration. Don't write caption, author's name, or figure number in ink or marker directly on the back of a photo--the writing may show through and make the print unsuitable for reproduction. Instead, type this information separately and use masking tape to affix it to the back of the photo.

Submit good quality photographs in color or glossy black and white. Color photos can be prints, positive transparencies, or slides. Halftones, screen prints, and negatives do not reproduce well and cannot be used. Pack photographs between cardboard sheets to prevent damage during mailing.

Tables. Submit each table on a separate sheet of paper. Refer to tables in the text by arabic numerals in consecutive order: Table 1, Table 2, and so on. Label every table and each column within the table with an appropriate heading. Place the table number and title in a heading above the data. Indicate the author's name on the reverse side of each table.

References. Number references consecutively in order of appearance and indicate them in the text by arabic numerals. Provide a list of references at the end of the manuscript in the order the references appeared in the text. Do not arrange references alphabetically. Use the following format when typing references:

1. N.J.H. Gulpen and A.J. Van deWerf, "Current European Thermosetting Powder Coating Resins," *J. Paint Tech.* 47 (September 1975): 437. [magazine or journal article]

2. T.A. Misev, *Powder Coatings Chemistry and Technology* (New York: John Wiley & Sons, 1991), 113. [book]

3. M.A. Fooksman, "Comparison of Recovery Systems," in *Powder Coating Applications,* ed. S. Dawson and V. Reddy (Dearborn, Mich.: Society of Manufacturing Engineers, 1990), 116-130. [article in a collection]

4. E.S. Childs, "Emerging Worldwide Markets for Powder Coatings" (Paper presented at the Second North American Conference on Powder Coatings, Toronto, 13-15 May 1972). [paper presented at a conference]

Clearances. If your work must be cleared by your company, supplier, customer, or government sources, get this done before submitting the manuscript. Although we can discuss manuscript ideas or review article outlines before you've started clearance procedures, we'll accept your manuscript for publication *only after it has been approved.* If you need help, check with your company's public relations or advertising departments.

In addition, if you have borrowed illustrations, line drawings, graphs, or tables from another source, you may need copyright clearance. Indicate if you have such clearance, and what credit, if any, must be given.

Submitting an Article

Editor review. We will acknowledge the arrival of your manuscript and review it. We will send it back only if it needs substantial revision. If that happens, we'll make suggestions for modifications. If your manuscript is accepted, we still may have questions about its content. In that case, we'll simply contact you by telephone or email.

Editing a manuscript. All manuscripts are subject to editing. We may make minor changes, such as sharpening sentence structure and tightening paragraphs, or we may make substantial changes, such as

condensing some portions, rewriting or reorganizing others, and adding material from other sources. You will receive a copy of the edited version of your manuscript before publication to check for technical accuracy. You are responsible for accuracy of facts and statements in the manuscript.

You're Published, Now What?

Although we can't promise you the fame and fortune of a bestselling novelist, we can say that writing for a technical publication has its own rewards. Your experience and know-how on a particular subject can help others learn. Not only will your article contribute to the growing pool of technical knowledge, it will also gain professional recognition for you and your company.

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