

D&K POWDERCOATING

HOW DATA BASED DECISIONS RESULTED IN A 200% REVENUE INCREASE

ABOUT D&K

D&K Powder Coatings is a premier provider of durable, eco-friendly powder coating solutions for industries including automotive, aerospace and manufacturing. With a focus on high quality parts and exceptional customer service, D&K serves clients nationwide from its state-of-the-art, family owned facility in North Mankato, Minnesota.

"STEELHEAD HAS REALLY TRANSFORMED OUR BUSINESS FROM MARGINALLY PROFITABLE TO VERY PROFITABLE."

DANA SCHEMPF

CHALLENGES

- ✓ 10 years on gut feel + spreadsheets, no real-time visibility into costs
- ✓ Paper travelers and verbal handoffs created hidden bottlenecks
- ✓ Operators were hesitant to adopt technology

SOLUTIONS

"Steelhead empowers us to deliver quality work and exceptional customer service, efficiently. It's not just software; it unlocks the capability for us to make decisions with confidence." – Dana Schnepf, Owner



JOB COSTING
REPORTS



DIGITAL WORK
BOARDS



EASY TO USE WITH
SCALABLE PROCESSES

BIG WINS

1

200% INCREASE IN REVENUE

Each part is digitally tracked providing the actual cost of every job. This allows D&K to make adjustments to ensure they are hitting their target margin every time.

2

NEAR ZERO REWORK

With digital work boards, the production floor is armed with all the necessary information and clear instructions that include photo and videos as needed to perform every job correctly the first time.

3

FULL ADAPTATION FROM THE TEAM

Dana made expectations clear "Steelhead is how we run. If you're not using it, you're not part of the process." Resistance faded as operators saw improvement identifying bottlenecks and protecting margins.



TRACKING FOR

\$15.68 MM

Annual Revenue



200%

Revenue Increase in 3.5 Years



Powder Coating



Burn-Off



Media Blasting



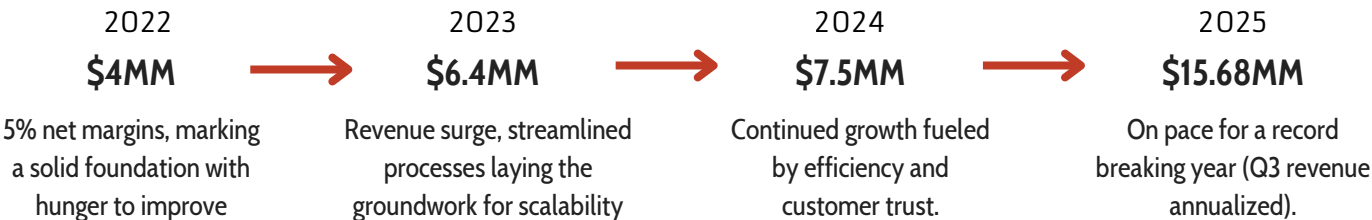
ISO 9001

SUMMARY



Today, the D&K sales team focuses on achieving fair margins while maintaining competitive pricing on every job. “These numbers drive us,” notes Schnepf. “If the job cost doesn’t hit our quoted rate, we dig in with the floor team to understand why. It’s accountability at its best.

D&K’s reputation for flawless quality has been a key factor in their success, with external rework rates near zero. Customers rave about reliability, learned to organic growth through word of mouth. D&K’s customers are directing business to D&K saying “Just bring it to D&K”. This has unlocked major accounts, including a 10x volume increase from a long-time partner. What was once \$80,000 a month in April 2025 skyrocketed to \$350,000 in May and a whopping \$950,000 in September, representing over 10% of D&K’s annual business from a single account.



STEELHEAD OUTCOMES



-  **VISIBILITY**
Instant part statuses, a true understanding of every job
-  **PROFIT + EFFICIENCY**
Accurate job costing, quote better/faster
-  **CONTROL + TRACEABILITY**
Automated certs, full digital traceability of parts
-  **DATA DRIVEN INSIGHTS**
True profit margins, real-time production data
-  **EXCEPTIONAL CUSTOMER SERVICE**
Less rework, reliable lead-times, digital portal
-  **FREEDOM**
Less time working in the business, more time working on growth



“DANA SCHNEPF IS THE STRONGEST LEADER I’VE KNOWN. HE MAKES MASSIVE BETS AND FORGES AHEAD—NO MATTER THE WEATHER.”

DEAN HALONEN
STEELHEAD CRO + CO-FOUNDER

