

Anest Iwata Becomes Exclusive European Partner of Asahi Sunac

Strategic partnership expands the Anest Iwata portfolio with electrostatic application technology

Cardano al Campo, Italy – April 2026

Anest Iwata and Asahi Sunac are pleased to announce the launch of a strategic partnership for the European market. Effective April 2026, Anest Iwata takes on the role of **exclusive importer and distribution partner** for Asahi Sunac products in Europe. The cooperation brings together two established Japanese technology leaders in the coating industry. It allows Anest Iwata to support its customers and distribution partners with an even broader range of solutions: with professional **electrostatic application technology** from Asahi Sunac, users can run their coating processes more efficiently, reduce material consumption and further improve the quality of their results.



First public appearance of Anest Iwata and Asahi Sunac together on PaintExpo, Karlsruhe 2026

The partnership starts with the introduction of four established products from the Asahi Sunac range – two handheld electrostatic guns and two controllers for single-gun and multi-gun applications. Customers and distributors in Europe now gain access to the full spectrum of modern coating technology from a single source – from conventional and HVLP spray technology through to highly efficient electrostatic application.

Anest Iwata in Europe: 30 Years of Technology and Market Leadership

Founded in Japan in 1926, **Anest Iwata Corporation** has more than 90 years of experience in coating equipment and ranks among the global leaders in manual and automatic spray guns, fluid delivery systems and application solutions. The group employs around 1,600 people worldwide and is present in every relevant market through sales offices in 18 countries.

In Europe, Anest Iwata has built an impressive market presence over the past three decades. Since the founding of the **Anest Iwata Strategic Center S.r.l.** in Cardano al Campo in Northern Italy (Via degli Aceri 1), the European organization has been expanded step by step. Today, the site serves as the European headquarters of the group and brings sales, engineering, training and production together under one roof. The Anest Iwata Strategic Center currently employs **92 people** – supported by the sales and service teams of the European national subsidiaries, who work directly with end customers and distribution partners in their local markets.

In recent years, the Cardano al Campo site has grown into one of the most strategically important production centers within the entire Anest Iwata group. Substantial investments in new manufacturing technology, higher quality standards and deeper engineering expertise have raised the Italian facility to a level within the group that was previously reserved for the main Japanese plant in Akita. The clearest example of this development is the **WS-400 product family**: while the WS-400 Supernova was produced exclusively in Japan until 2019, the complete **WS-400 Series 2.1** – including the DPG-1 version with digital pressure gauge – is now manufactured in Cardano al Campo. Flagship models that were reserved for the Akita plant for decades are now made in Italy, which underlines the growing importance of the European site within the group.

Anest Iwata's European success story is built on a consistent combination of Japanese precision manufacturing with European application experience. With its patented **Split Nozzle™** atomization technology, the company has established a **technology leadership** position in key application areas. In several individual national markets within Europe, Anest Iwata has also achieved the position of **market leader**. The portfolio covers the full range of industrial coating – from automotive refinishing and general industry to demanding applications in wood, leather, glass, metal and plastics.

On this foundation, Anest Iwata is now preparing for the next step in its development. The partnership with Asahi Sunac fits naturally into this growth story: it adds electrostatic application to the company's own technology base, it strengthens the offering for existing and new distribution partners, and it makes Anest Iwata a **one-stop shop** for modern coating technology in Europe – with the clear goal of helping customers and their partners become even more productive and efficient together.

Asahi Sunac: Japanese Specialist in Electrostatic Application Technology

Asahi Sunac Corporation, based in Owari-Asahi (Aichi Prefecture, Japan), was founded in 1942 and draws on more than eight decades of engineering expertise. The company is organized into three divisions: *Coating Equipment & Engineering*, *Forging Machinery & Tooling* and *New Components*. In the field of coating technology,

Asahi Sunac focuses on two core technologies – airless spray equipment and **electrostatic application** – with the declared development goal of *TE100* (Transfer Efficiency 100 %).

In Japan, Asahi Sunac holds a **market share of around 65 %** in the segment of electrostatic hand guns and is the clear national market leader. The company has developed the world's lightest electrostatic hand gun and has received several awards for its technological achievements – including the *Japan Coating Technology Association Award* and the *Institute of Electrostatics Japan Progress Award*, both in 2021.

The commitment to supporting customers with application-oriented development and hands-on training has deep roots at Asahi Sunac. As early as **1978**, the company started its *User Technical School (UTS)* for users of coating equipment. The **Coating Technology Center (CTC)** followed one year later. Under its guiding concept **Ec'Coater**, Asahi Sunac develops coating machines and systems that combine economic efficiency with environmental protection – in particular by reducing VOC and CO₂ emissions. Internationally, the company operates subsidiaries in the USA, Germany, China and Thailand.

Asahi Sunac's product portfolio also includes automatic application solutions, high-speed rotary atomizers, powder coating technology and complete coating systems – covering both liquid and powder applications across the full range.

Why Asahi Sunac Is the Ideal Partner for Anest Iwata in Europe

The decision to choose Asahi Sunac as exclusive partner in Europe is the result of careful strategic analysis. Several factors make the fit between the two companies exceptional:

A shared Japanese engineering tradition. Both companies are rooted in the same engineering tradition: uncompromising quality, attention to detail, long product life and continuous improvement. Customers who value Anest Iwata will find the same product philosophy at Asahi Sunac.

Complementary product portfolios. Anest Iwata is particularly strong in conventional and HVLP atomization as well as in air-assisted airless and airless technologies. With its mature electrostatic application technology for liquid paints, Asahi Sunac adds exactly the capability that rounds out the range in a meaningful way. The two portfolios do not overlap – they complement each other precisely.

Technology leadership on both sides. Anest Iwata is a technology leader in atomization, Asahi Sunac in charging principles and electrostatic efficiency. The partnership brings two centers of excellence together and creates a combined offering that is, to date, unique in Europe.

A shared commitment to efficiency and sustainability. Asahi Sunac's *TE100* philosophy and Anest Iwata's principle of reducing material consumption and overspray through superior atomization pursue the same goal: to apply paint where it belongs – and nowhere else. This is both environmental protection and economic common sense.

Cultural and organizational proximity. Both companies operate internationally, maintain a strong customer and training culture and have service structures that have grown over decades. This makes the transfer of knowledge and technology within the partnership efficient and reliable.

What the Partnership Means for Users and Distributors in Europe

For coating operations, OEMs, industrial users and distributors in Europe, the partnership offers clear and tangible benefits:

A single point of contact for the full application range. Customers no longer need to turn to separate suppliers for electrostatic solutions. From conventional spraying to highly efficient electrostatic coating, Anest Iwata now delivers everything from a single source – including consultation, training and service.

Access to technology proven in Japan. Asahi Sunac’s products have been in daily use in the demanding Japanese industry for many years. European users benefit directly from the maturity, reliability and practical strength of these solutions.

A Europe-wide sales and service network. Through the Anest Iwata Strategic Center in Cardano al Campo and the established European distribution channels, availability, technical support and spare parts supply for Asahi Sunac products are secured from day one.

Higher efficiency, lower material consumption. When used correctly, electrostatic application delivers significantly higher transfer efficiency than purely pneumatic atomization. This means less overspray, lower material consumption, reduced disposal costs and a smaller environmental footprint.

New business opportunities for distributors. Existing Anest Iwata trade partners gain access to an attractive new product segment and can now offer their customers solutions for applications that were previously outside their range.

The Launch Products at a Glance

With the start of the partnership, four established products from the Asahi Sunac range are available through Anest Iwata in Europe:

Product	Category	Key Features
HB6000	Electrostatic hand gun	Developed specifically for water-based paints; dielectric electrodes for efficient charging even at low voltage; mass approx. 520 g; maximum operating voltage DC-30 kV; integrated HV potential indicator
HB5000	Electrostatic hand gun (series)	Industry-leading transfer rate and control; three variants for different paint types: HB5000S (solvent, solid and clear coats), HB5000M (solvent, metallic paints), HB5000W (water-based paints with insulated paint path system); mass 540 g; maximum

Product	Category	Key Features
		operating voltage DC-60 kV; integrated HV potential indicator

Further products from the Asahi Sunac portfolio are expected to become available under the partnership in the foreseeable future. A step-by-step expansion of the standard range is planned.

About Anest Iwata

Anest Iwata was founded in Japan in 1926 and is one of the world's leading manufacturers of coating equipment, air and vacuum technology. The group employs around 1,600 people and is present internationally through offices in 18 countries. The European headquarters, Anest Iwata Strategic Center S.r.l., is located in Cardano al Campo, Italy. For more information: www.anest-iwata-coating.com

About Asahi Sunac

Founded in 1942, Asahi Sunac Corporation is headquartered in Owari-Asahi, Japan, and specializes in coating equipment, forging machinery and precision components. In coating technology, the company holds a leading market position for electrostatic hand guns in Japan and is internationally recognized for its technological innovations in transfer efficiency. For more information: www.sunac.co.jp

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Note to editors: Images of the products mentioned and further technical information are available on request.