



**Custom Powder Coating is So Popular Today Because of Orange County Chopper and West Coast Chopper on the Discovery Channel that Dr. Ernest Lader has Written a New Book on the Subject.**

*Powder Coat Secrets at [www.powdercoatsecrets.com](http://www.powdercoatsecrets.com) is a brand new site with information on the very popular process brought on by shows such as West Coast Choppers in L.A and Orange County Choppers in N.Y. Everyone has heard about but no one knows the real paint process.*

([PRWEB](#)) January 9, 2005 -- The popularity of custom painting with respect to the aftermarket motorcycle or chopper industry has brought demand for information on the process of applying electrostatic powder paint. This process has been around for a number of years however no one really knows how it works. Dr. Ernest Lader has written a new book titled "Powder Coat Secrets for motorcycles" which has just been released along with a new website which can be found at [www.powdercoatsecrets.com](http://www.powdercoatsecrets.com). Dr. Lader has been involved in the industry for 20 years and has personally designed numerous engineered powder application systems over the years. He is a trainer and consultant offering his services internationally. The popular TV shows have generated a huge demand for the how to lately. The new book describes how this process can be done at home in your own workshop with very little expense. In the past, that has not been possible as only corporate giants could afford the process.

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**Online Web 2.0 Version**

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