MagicPlus[®]

Be flexible but save time and money!



Systems for automatic powder coating

Don't waste your precious production space!

With its flexible design, the MagicPlus quick color change system can be easily integrated into new or existing plant configurations.



Your global partner for high quality powder coating

Be flexible but save time and money!





Color changes can be so quick and easy

MagicPlus stands for flexible design. That's why the entire system can be easily and efficiently cleaned. You don't need cleaning machinery and the whole cleaning procedure is done by one person only.

Minimal powder quantity in the circuit

The flat booth floor in combination with the engineered suction hood minimize the powder accumulation.

Perfect coating conditions

The suction hood with two horizontal extraction slots creates the perfect coating conditions: strong air suction in the area of the automatic guns. Uniform coating thickness and highest application quality are the result.

Efficient suction

The two horizontal slots of the suction hood create perfect coating conditions up to 32,000 m³/h exhaust air.



The MagicPlus system can be easily integrated into any plant configuration. Whether in a pure automatic booth configuration, with pre-coating or with combined pre- and post-touchup stations, all solutions are possible.

Worldwide references in all industries confirm the flexibility of the MagicPlus quick color change system. In our state-of-the-art test lab we determine in collaboration with you the optimal configuration, designed to your requirements and needs.



OptiGun®: the core of the electrostatic coating process

Designed for quick color changes

The OptiGun automatic powder gun is compact and easy to maintain. During color changes, the gun is quickly cleaned and ready to be used again. All the components are wear-resistant and easy to clean designed.

Remote control on the manual gun

You can keep your eyes on the workpiece, not on the gun controls! With the remote control on the back of the OptiSelect[®] manual gun, you can select the best coating program, even if the control module is out of reach.

All parameters at a glance

With the OptiStar[®] and MagicControl[®] control modules you have precise command of all coating parameters. Clear symbols, easy programming and perfect reproducibility of your results contribute to measurably increasing coating quality.

The most advanced powder application technology

The powder guns are perfectly matched to the OptiStar control unit and offer the highest degree of coating efficiency and userfriendliness:

- High transfer efficiency with every type of powder thanks to the 100 kV high-performance cascade
- Constant powder delivery and continual powder charging for a uniform coating thickness
- Patented Digital Valve Control (DVC) for accurate powder delivery control
- The precise charge control (PCC) mode ensures greater accuracy and adjustability of current settings below 10 microamperes
- A display pilot ensures easy access to pre-set and customized coating programs
- Reduced maintenance costs through wear-resistant design

The optional SuperCorona attachment neutralizes free ions and avoids an orange peel texture on thick powder coatings.

SuperCorona®















A completely different kind of sandwich

MagicPlus features a sandwich-wall booth construction. That's how powder accumulation is minimized on the booth walls.

Here's where you control the coating

Do you want to save powder? Do you insist on high user comfort and repeatable coating results? The versatile control system CM30 with Touch Panel provides continual access to all parameters of the coating process.

All the powder you want, where and when you want it

The MagicPlus powder circuit aims for ease-of-use, continuous and consistent powder feed and little wear of parts. The OptiCenter, injectors, powder pumps and recovery system are perfectly aligned with one another. A wide variety of fresh powder feed and sieving solutions are designed to meet your quality requirements and needs.







For a good atmosphere

Our cyclones excel with their high separation efficiency. This ensures a minimization of the expensive powder losses in the recovery circuit. The high exhaust performance and filtration efficiency of our final filters are the key to maintain clean and healthy ambient conditions.

The heart of the powder coating

High transfer efficiency, minimal powder output and uniform powder application: powder guns are the heart of the powder coating process. A design with minimal wear components is an additional feature. The excellent ergonomics and the lightweight design of the OptiSelect manual gun guarantee fatigue free manual coating.

Coating in every direction

A uniform distribution of the powder film is a necessary condition for achieving high-quality results at the lowest powder consumption rate. Gema's reciprocators and axes cover all motion profiles, whether in a horizontal or vertical direction or as an infeed or rotary axis.





OptiCenter: quick cleaning and superb coating results

Efficient powder management

The core of this new powder center is the OptiSpeeder II. This unique container concept prevents any loss of powder whatsoever through fluidization. Control of the entire powder circuit is done fully automatically and very precisely. The result is extremely low powder consumption and excellent coating results.



Improved coating quality

The OptiSpeeder II is equipped with an automatic fresh powder supply and a powder-level control system that ensures a constant quantity of powder in the container. The suction pipes for the injectors are considerably shorter than in conventional powder centers. These features translate into an even more uniform powder flow and improved coating results.

Automated color change

The overall design of the OptiCenter allows extremely quick color changes. No separate tools are required, and all functions are integrated into the system.

Closed and efficient powder circuit



Take advantage of the MagicPlus quick color change system to power up your productivity!

The benefits of MagicPlus

- Very short cleaning time without any mechanism
- Strong suction in automatic gun areas
- Powder quantity in the powder circuit reduced to a minimum
- Optimal coating conditions inside the booth
- Flexible and space-saving design
- Easy integration into a broad variety of system concepts







The powder coating world of Gema



Gema Switzerland

Your global partner for high quality powder coating

Take advantage of our expertise and experience from more than 40 years of electrostatic powder coating applications. From simple hand coating through to fully automated powder coating, we offer solutions that meet the demands and requirements of customers around the world in a wide range of industrial sectors. A global service network ensures you always get professional support, at any time and any place!

Gema is part of Graco Inc. Our goal is to help our customers to increase their productivity while creating attractive, long-lasting products. Our experts continually set new standards in the surface coating industry.





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