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KIRKER UNVEILS A COMPLETE LOW-VOC PRODUCT LINE INCLUDING URETHANE BASECOAT, PRIMERS AND CLEAR

NEW BLACK DIAMOND SERIES COMBINES SUPERIOR PERFORMANCE AND KIRKER'S TRADEMARK VALUE IN A COMPLIANT SOLUTION

NEWBURGH, NY / NOVEMBER 17, 2010 – Kirker Automotive Finishes today introduced its new BLACK DIAMOND Series – a premium-grade automotive refinish line that raises the bar for performance and ease of use in compliant coatings.

This innovative product line is built around a unique low-VOC urethane basecoat. It also features two low-VOC 2K urethane primer surfacer/sealers, a high-solids low-VOC urethane clear, four universal low-VOC urethane activators and an assortment of low-VOC urethane reducers.

Kirker's BLACK DIAMOND Series was developed to provide refinish shops with a comprehensive set of materials that – from start to finish – meet even the strictest VOC regulations. Today, those regulations come from California's Air Resources Board (CARB) and the state's individual Air Quality Management Districts, which rendered most conventional automotive refinish products non-compliant when their latest rules took effect at the beginning of 2010.

"California's Air Quality Management Districts may lead the way when it comes to reducing VOC emissions, but a major section of the country – representing a third of the U.S. population – is talking about adopting similar standards as early as January 1, 2012," said Bruce Sklak, President of Kirker Automotive Finishes. "It's only a matter of time before the rest of the country follows. We want to be ahead of those changes, knowing that shops using Kirker products are fully compliant."

A DIFFERENT APPROACH

Early in the initial product development phase, Kirker decided to explore alternatives to the waterborne technologies so many other automotive refinish companies have championed. Testing various combinations of alternate materials and new hybrid resins, Kirker's product development team produced a complete refinish line that easily meets compliance limits for all categories and provides a solution for shops that otherwise might struggle to abide by evolving VOC regulations at the Federal, State or local level.

"For years, the buzz on VOC compliance has focused the industry's attention on waterborne technology. There's a lot of misinformation out there, and we've reached a point where many shops think the government is requiring a switch to water." But that's not the case, explained Kirker's Vice President of Sales and Marketing, Matt Panuska. "The rules don't mandate water, they mandate reduced VOC. Waterborne basecoats work fine in some situations, but they're not the ideal solution for every paint shop."

“Waterborne coatings can be finicky, and if you don’t have the right equipment or controls in place, it’s difficult to make them work. We designed the BLACK DIAMOND Series for those shops where water just isn’t a viable option.”

While VOC compliance was a major force driving this new product assortment, it wasn’t the only reason for the line’s development. Kirker set out to create a series of products that would also provide a significant performance upgrade – and the BLACK DIAMOND Series delivers in a big way.

All of the new BLACK DIAMOND systems – basecoat, primer and clear – are built on a common urethane platform that yields incredible coat-to-coat adhesion and extraordinary total film integrity from substrate to surface. The end result is longer-lasting coatings with greater durability and the strength to hold up against stone chips, chemicals and whatever the elements can throw their way.

“In conventional paint systems, basecoat is always the weakest link. All of the protection comes from a clearcoat, which just sits up on top of an air-drying basecoat color. In the BLACK DIAMOND system, an activated basecoat contributes just as much to the overall durability of the finish, making the film that much stronger. When the activated urethane basecoat and clearcoat are allowed to crosslink with each other, the bond between the two can’t be beat,” said Sklak.

LOW-VOC URETHANE BASECOAT

At the center of Kirker’s new BLACK DIAMOND Series is an innovative urethane color system that sprays like conventional basecoat but provides superior performance and increased durability. This unique hybrid basecoat features excellent sprayability with outstanding atomization, exceptional metallic control, quick two-coat coverage and seriously fast dry times. It outperforms traditional air-dry basecoat products, providing better adhesion and filling capabilities with superior film integrity. It is far more forgiving than waterborne basecoat options.

The BLACK DIAMOND Low-VOC Basecoat (LVB) system meets even the strictest VOC regulations for basecoat (3.5 lbs/gallon). It mixes 4:1 with any of the four Universal Low-VOC Urethane Activators and is available in a choice of 64 beautiful pre-mixed colors, all packaged in gallons.

LOW-VOC 2K URETHANE PRIMER

This versatile undercoat can be used as a High-Build 2K Primer Surfacer with exceptional filling qualities and easy sandability, or as a premium Wet-on-Wet Primer Sealer, providing excellent color and gloss holdout for a wide variety of topcoats. Available in buff (UP751) or gray (UP752), it is packaged in gallons. While it was designed to accompany the new BLACK DIAMOND Basecoats, this new primer also may be used beneath ULTRA-GLO single-stage urethanes, SPECTRA Series candy colors and other manufacturer’s basecoat color systems.

The system mixes 4:1 with any of the four Universal Low-VOC Urethane Activators as a primer surfacer. The new BLACK DIAMOND primer can also be mixed 4:1:1 with activator and Low-VOC Urethane-Grade Reducer as a primer sealer. Either way, this unique primer complies even with the toughest VOC limits (2.1 lbs/gallon).

LOW-VOC URETHANE CLEARCOAT

This high-solids urethane clear delivers a beautiful finish with extraordinary gloss and DOI. The fast-building formula flows and levels nicely compared with other low-VOC products, and features excellent resistance to shrinkage and dieback. EC350 was made specifically for use over the BLACK DIAMOND Low-VOC Basecoats, but is also suitable in combination with Kirker's ULTRA-GLO single-stage urethane, SPECTRA Series Urethane candy colors, or other manufacturer's color systems in areas where VOC compliance is a concern.

Packaged in gallons, EC350 mixes 4:1 with any of the four Universal Low-VOC Urethane Activators. It meets even the strictest VOC regulations for automotive clearcoats (2.1 lbs/gallon).

LOW-VOC URETHANE ACTIVATORS

Available in four different speeds to provide refinish shops with maximum control while maintaining compliance, these Universal Low-VOC Urethane Activators mix 4:1 with the BLACK DIAMOND basecoat, primer and clear systems. These activators are available in Fast (LVA-365) for use below 75°F or on spot repairs, Medium (LVA-375) for use between 70° and 85°F or on small jobs, Slow (LVA-385) for use between 80° and 95°F or on larger jobs and Super Slow (LVA-395) for use when temperatures soar above 90°F.

LOW-VOC URETHANE REDUCERS

Made from different blends of high-quality exempt solvents, these four urethane-grade reducers aid flow and help deliver a beautiful finish in any of the BLACK DIAMOND Series Low-VOC urethane systems. They also can be used in place of conventional reducers in other coatings to help maintain VOC compliance. Available in Fast (LVR-565) for use when air temperatures sink below 75°F, Medium (LVR-575) for use between 70° and 85°F, Slow (LVR-585) for use between 80° and 95°F and Super Slow (LVR-595) for use when temperatures get above 90°F.

Technical Data Sheets and other reference materials supporting the BLACK DIAMOND product line are available on Kirker's Web site, www.KirkerAutomotive.com.

About Kirker Automotive Finishes

A division of Coventry Coatings Corp., Kirker Automotive Finishes has manufactured paint for more than one hundred and ten years. Today the line covers a complete range of automotive and fleet refinish products, including factory-packaged urethane and enamel paints, primers, clears, activators, reducers and other related items. Kirker also maintains a significant private-label program. To learn more, please visit the company's web site: www.KirkerAutomotive.com.

PRODUCT IMAGES AVAILABLE UPON REQUEST

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