



DuPont™ Cromax® Pro

Product. Process. Productivity.

DESCRIPTION AND POSITIONING GUIDE



Refinish

Description and positioning guide

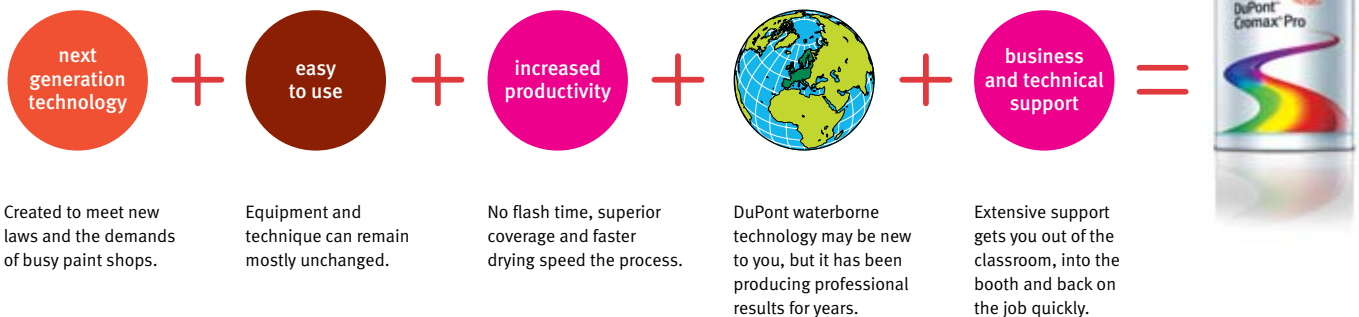
Introducing DuPont™ Cromax® Pro—the most productive, easiest-to-use waterborne basecoat collision repair system available. With no flash time between coats, high-hiding coverage and faster drying times, Cromax® Pro makes it possible to refinish more cars, faster than ever before. More than just a VOC-compliant basecoat, Cromax® Pro is an opportunity to improve your productivity.

DuPont™ Cromax® Pro is an advanced waterborne paint repair system. This is more than a new formula to meet new VOC requirements; this is a high-performance system that delivers exceptional results.

The new Cromax® Pro system not only complies with new regulations, it can help increase your productivity by utilizing innovations like faster drying times and high-hiding finishes to help improve shop efficiency and process times.

Any investments in new equipment can be quickly offset by faster, more profitable operations.

We have helped more than 5,000 shops and tens of thousands of paint professionals make the switch around the world. We know what works and what doesn't. You benefit from the years of experience we have helping paint pros make the switch to waterborne basecoats. Catch the wave of waterborne basecoats with DuPont™ Cromax® Pro.



Making the switch to VOC-compliant paints is a major business decision. After helping more than 5,000 shops around the world make the conversion to waterborne basecoats, we know the transition can raise a lot of questions. Below are answers to some of the most commonly expressed concerns. But more importantly, we'll work side-by-side with you to make sure the conversion delivers more than just compliance—but also increased productivity.

Will waterborne paints cost more than solvent borne?

On a “per unit” (pint, quart, gallon) basis, the waterborne basecoat will cost more than the solvent borne basecoat. However the opacity of waterborne basecoat is superior to solvent borne basecoat due to higher solids content. So the repair will consume less paint with waterborne basecoat and will mitigate some of the higher cost per unit. Additionally, waterborne basecoats tend to require less reduction compared to solvent borne basecoats. It is likely that DuPont™ Cromax® Pro waterborne basecoat will use 25 to 50% less volume compared to solvent borne basecoat. Clearly the industry will have to get comfortable with applied cost comparisons because the economics of ready-to-spray comparisons will not matter very much

Will shops need any new special equipment?

A lot will depend on the equipment that the shop already has in place. With waterborne technology, it is beneficial to have a facility that can effect some degree of climate control (temperature and humidity). A down-draft booth with air make up will be very desirable for the future paint shop that uses waterborne base coat.

Assuming the shop is well equipped, some small upgrades will be very helpful to take full advantage of the benefits that Cromax® Pro waterborne basecoat can deliver. For the down-draft booth, air blowers that create turbulent air over the wet basecoat create a great productivity boost. Several options exist that can be integrated into the spray, dry and cure cycle of a down-draft booth.

Aside from the elaborate booth systems, shops can greatly benefit from portable blower systems (venturi type). These portable blowers will offer the same drying productivity noted above and can be acquired at a fairly low price. The limitations are the size of the repair and the ability to create the turbulent air over the entire repair surface.

The incentive for the “blowers” are reducing dry times to about 15 minutes from ranges of 30 to 60 minutes depending on film thickness and climate. The blowers will be essential in conditions of very high humidity.

Additional equipment will include dedicated waterborne basecoat spray guns and gun washer; separate waste streams and waste removal. Plastic or lined cans, plastic paint sticks and nylon mesh strainers will be needed. Higher quality tape and masking supplies as well as improved house keeping in the paint department will also be useful.

Will the colors match DuPont™ ChromaBase® and DuPont™ ChromaPremier®?

The Cromax® Pro colors will be matched to vehicle parts that best represent the majority of vehicles in the market place. In many cases, Cromax® Pro will be a very good match to the ChromaBase® and ChromaPremier® formulas. However, it is important to understand that flake appearance of metallic colors is often brighter and cleaner compared to their solvent counterparts.

Application will also impact the quality of the color match.

What color tools will be available for the new basecoat?

DuPont™ VINdicator™ and DuPont™ Acquire RX™ will be available for formula retrieval and color adjustment. The DuPont™ X-Pert™ automated mixing system will also be available for Cromax® Pro. The combination of these color tools yields the best possible color match results.

How does the quality and productivity compare with solvent borne basecoats?

Cromax® Pro productivity can meet or exceed the productivity of solvent borne basecoat in a well equipped shop. Cromax® Pro has a distinct advantage for productivity in the case of poor hiding colors, due to its superior coverage, with no flash time between coats. For good hiding colors Cromax® Pro is equal to, or slightly faster for cycle time. The poorly equipped shop will be at the mercy of the ambient temperature and humidity for the region and the weather conditions of a given day.

Air blowing systems (booth or portable) will be key to achieve the productivity advantages of Cromax® Pro.

Will there be equipment cleaning and waste management changes?

Yes. Dedicated guns and gun cleaners will be required, and the solvent and water waste streams must be separate and distinct from clean up to waste removal. Be sure to contact your local waste hauler for information specific to your area.

For more information, call

Jobbers: 1.800.3.DUPONT

Shops: 1.800.GET DUPONT

In Canada: 1.800.668.6945

or visit

www.performancecoatings.dupont.com

DuPont™ Cromax® Pro Technical Manual
available online



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