

# Waterborne Newsletter

## November 2010



### Refinish technology migrates to greener pastures

Making smart "green" choices has become a corporate imperative, with more and more brands demanding that their suppliers and partners deliver when it comes to responsible environmental practices. Standox is one such brand committed to "going green" and reducing its carbon footprint. By using the Standohyd waterborne paint system, refinishers can do the same.

### A Look Abroad

With approvals from all leading motor manufacturers, Standox has firmly earned its right as a preferred refinishing brand. With more than 180,000 mixing banks in 80 countries, Standox successfully serves and provides advanced technical support and training in more than 45 training centers worldwide.

For decades, Standox has been at the forefront of product innovations and millions of Euros are spent each year on research and development. It is not surprising that Standox has been producing waterborne refinishing systems for close to 30-years, dating as far back as 1980 when the first waterborne preparation material finish was introduced.

Since 2007, only VOC compliant materials have been permitted in the European Union (EU). This has resulted in all mixing bank installations being carried out in waterborne for the past 3-years.

With this extensive know-how and years of refinishing experience Standohyd, a DuPont brand, continues to be a powerful, recommended paint system with close to 50% market share internationally.

It furthermore meets the strict environmental guidelines of the EU and leaves nothing to be desired in terms of efficiency and productivity.

### On Local Shores

The transition of leading motor manufacturers such as BMW, Mercedes-Benz, Volkswagen and more recently Toyota with their Lexus approval programme, to waterborne and all its inherent benefits is evidence indeed of the trend foreseen by Standox who took the local market by storm with its introduction of waterborne in 2006.

With this approach, Standox continues to develop and implement its waterborne refinish technology into the market. The success of this initiative can be seen in the number of operational Standohyd waterborne mixing banks in the market. These include the approved Mercedes-Benz, Toyota and Volkswagen repairer stables.



**STANDOX**



To assist local refinishers, Standox has formulated all the South African Car Colours in waterborne, which are available on request.

**Checklist Of Varied Favourable Attributes:**

**High Opacity:**

Standohyd can be applied in a single operation, enabling refinishers using waterborne to reduce both their material consumption and working time.

**Extremely Easy Preparation:**

Paint can easily be thinned with demineralised water to achieve the correct viscosity.

**Quick Drying:**

State-of-the-art flash-off technology increases productivity and vehicle throughput.

**Small Cans:**

Toners which are used in small quantities are supplied in 500 ml containers - less money is tied-up in stock and waste is reduced.

**Shelf Life:**

Unopened products have a 2-year shelf life. Once mixed, formulations have a shelf life of up to 6-months.

**Broad Base of Approvals:**

Standohyd is approved by more than 40 leading motor manufacturers.

**Education:**

Special training programmes ease the shift from solventborne to waterborne technology.

**Rands and Cents:**

Its ideal for efficient and economical total and partial re-sprays, as well as MicroRepairs.

**Timing is Everything:**

It raises efficiency to boost body shop throughput.

The beauty of Standohyd is its simplicity. Together with the necessary technical training, correct use and application, Standohyd saves both material and labour costs, making it the obvious product of choice.

Standox, one of South Africa's leading automotive refinishing brands, offers innovative and environmentally compatible product systems worldwide. Based on superior product quality and high levels of practical support, Standox seeks to build long term relationships with its customers. Technical approvals from all major manufacturers reflect the company's position as a leading partner to the automotive industry.

As such, the Standox brand gives professional refinishers the assurance of perfect results every time.

Visit [www.standox.co.za](http://www.standox.co.za) for more information, alternatively contact Standox directly on +27 (0)11 861-0300 to request a Standohyd Brochure.

