

# Standoblue®

## Waterborne Basecoat—The Quality Standard



**STANDOX**

**The Art of Refinishing.**

# We Believe Perfection Is the Only Destination

You define success not by simply meeting customer expectations but by exceeding them—each and every time. Why? Because you have a passion for perfection.

It's what drives every decision you make, from employing the most talented master craftsmen to choosing only the highest quality products for them to use. After all, you know through experience that no matter how talented your refinishers are, it can be very difficult for them to achieve the highest standards of quality if they don't have the right paint and color matching tools.

At Standox®, we understand this passion for perfection because it's also what drives every decision we make. It's the reason why all Standox® products are manufactured to exacting German standards of science, reliability and consistency. Why our premium paints and refinishing systems are unmatched for quality and ease of use. Why we offer the best color match in the industry.

And, why you can rest assured that Standox® will provide you with the best color tools, personalized training and technical support available to help your employees achieve the best possible results—each and every time.

Ultimately, the art of refinishing is all about removing damage and delivering results that look just as impressive as a factory finish.





## Standoblue® Delivers Uncompromised Results

Standoblue® waterborne basecoat was developed with one thought in mind—putting great paint in the hands of master craftsmen. This exceptional waterborne paint is not for just any shop. It's for those with a true passion for perfection who approach vehicle refinishing as an art. With Standoblue®, the best refinishers can now use a premium waterborne paint that helps meet strict environmental guidelines, represents the highest standards of quality and offers the advantages of a continuous application process.

**The System is  
Target HAP Free**



## Premium Appearance

Your refinishers will be able to achieve results that meet or exceed showroom floor standards when they use Standoblue®. Colors match the first time and dry quickly to a hard surface, ensuring color consistency. Coverage is outstanding, even for the most challenging colors. And, minimum film thickness achieved through 1.5-coat coverage results in a premium appearance.



## Fewer Steps to Perfection

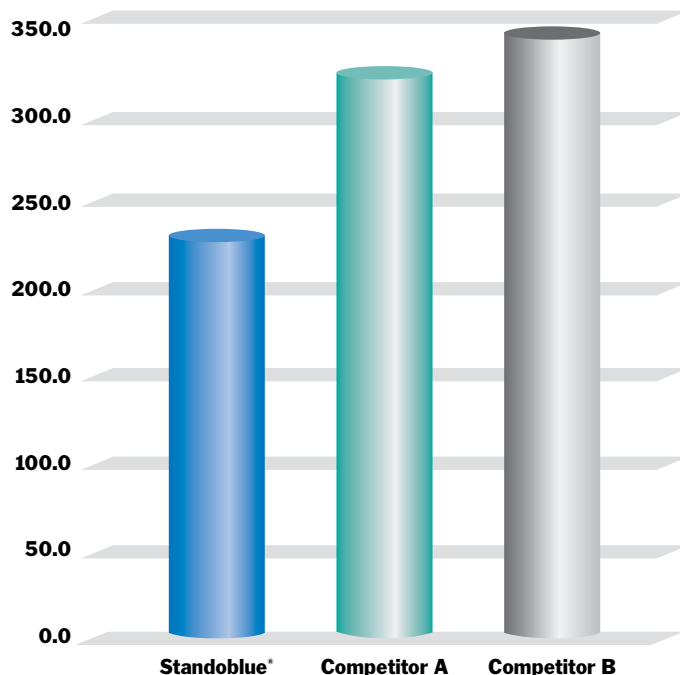
Standoblue can help eliminate distractions and challenges that can take up a significant amount of time without enhancing the final result.

Using a continuous application process, Standoblue® delivers exceptional results with a 1.5-coat application process, enabling refinishers to apply paint continuously—without the need to flash between coats—so they can concentrate completely on the quality of the job without any interruptions.

With Standoblue®, there is never any wasted time. Designed to allow expert refinishers to stay focused on getting the job done right, this system minimizes the steps, distractions and hurdles that are common with other systems.

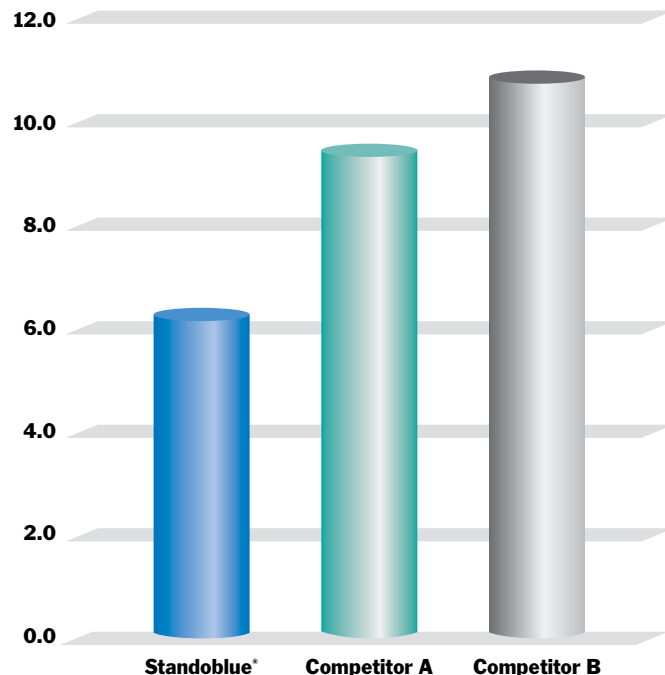


### Average Consumption (grams)



Source: Global Training Center, Wuppertal, Germany, February 8, 2010. Colors studied include: Green Tea 30E, 775, ZCH Cats Eye Blue, Super Red II 3E5, C9Z Black Magic Met.

### Average Time (minutes)



Source: Global Training Center, Wuppertal, Germany, February 8, 2010. Colors studied include: Green Tea 30E, 775, ZCH Cats Eye Blue, Super Red II 3E5, C9Z Black Magic Met.



# Tools Designed for Your Exacting Color Match Standards

When we were developing our Standoblue® color tools, we decided to get input from master painters. After all, who better to ask than the craftsmen who use these tools everyday to achieve the perfect color match?

Based on their suggestions, we created fan decks that are the best-in-class. Not only are they the largest available, they are organized in chromatic order by manufacturer and, perhaps most important of all, they are produced using a Standoblue® waterborne basecoat/clearcoat process that is nearly identical to vehicle application.

In addition to providing you with the ultimate in fan decks, Standox® offers a wide variety of other visual and digital color tools specifically designed to meet your exacting color match standards.

**Accurate color reproduction and immaculate finish are the keys to a perfect repair.**





## Personalized Technical Training

Standex® offers education programs designed to meet the unique needs of your professional refinishers, helping them in their quest to continually hone their skills and stay up-to-date on the latest advances in the industry.

We are committed to offering leading-edge certification programs, paint shop management programs and a comprehensive range of products and services. Our team of industry professionals is here to help your refinishers master the art of refinishing.

**Training designed for advanced technicians.**





## White Glove Color and Technical Support

The dedicated team of Standox® color and technical experts delivers the highest level of customer service. They can answer any questions you may have about our products, such as Standoblue® waterborne basecoat, or provide assistance with color retrieval, toner characteristics, mixing machine configurations, color names, paint codes, interior colors and much more.

Call us Monday through Friday, 8 a.m. to 6 p.m., EST at 1-800-551-9296 (prompt 4).

**Customer service that is as thorough as you are.**



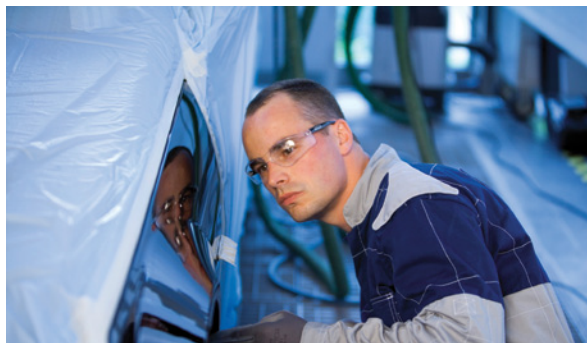
## Global OEM Approvals

Following comprehensive lab research, extensive tests and long-term weather exposure studies, most major carmakers have officially approved Standoblue® for re-sprays and spot repairs.

Acura	Alfa Romeo	Aston Martin	Audi	BMW	Chrysler				
Citroën	Dacia	Daihatsu	Fiat	Ford	GM	Honda	Hyundai	Infiniti	Isuzu
Jaguar	Kia	Lada	Lancia	Lexus	Lotus	Maruti	Maserati	Maybach	Mazda
Mercedes-Benz	Mitsubishi	Nissan	Opel	Peugeot	Porsche	Proton	Renault	Saab	Samsung
Seat	Skoda	Smart	Subaru	Suzuki	Tata	Toyota	Vauxhall	Volkswagen	Volvo



## See how close to perfect a waterborne basecoat can be.



Upgrading to Standoblue® is easy.  
Our team of experts will personally assist your shop every step of the way. Comprehensive classroom and hands-on training will guide your master craftsmen to produce the best results, and visits from Standox® specialists are available should you desire additional assistance.

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