



INTERNATIONAL MARKETING, INC. TECHNICAL BULLETIN

SUBJECT: IMI Super Gloss Powder Coating

DATE: June 14, 2002

Coverage Per Square Foot/Pound:

This takes into account the, Film Thickness, Film Build, and Transfer Efficiency and tells you how much area can be covered per pound being tested.

IMI Bright White has a Coverage Per Square Foot/Pound of 63.86. Average for the industry is 34.31 to 42.79. (110 – 140 wheels/box)

Film Thickness:

Film Thickness refers to hiding properties. The lower the Film Thickness number the less paint that is necessary for good coverage.

IMI Bright White has a Film Thickness of 2.0. Average for the industry is 2.7 to 3.0.

Film Build:

Film Build refers to the amount of paint that adhered to a metal panel after two passes in a testing scenario. You want the film to build quickly (shown by a higher number under Film Build), otherwise you waste product and time.

IMI Bright White has a Film Build of 1.05. Average for the industry is .9 to .95.

Transfer Efficiency:

This refers to the size of the paint particles and how well they will accept a charge and stick to the wheel. A “1” is normal.

IMI Bright White has a Transfer Efficiency of 1.05. Average for the industry is 1.01 to 1.07.

Specific Gravity:

Specific Gravity indicates how much space the material takes up relative to water. A lower Specific Gravity indicates that the powder takes up more space and covers more surface area. The higher the Specific Gravity the more paint is required to cover the same surface area.

IMI Bright White has a Specific Gravity of 1.66. Average for the industry is 1.63 to 1.82.

Chemistry:

All wheel powders need to be made of polyester chemistry due to the UV durability and highway chemicals. If a given powder product is not this type it will be more likely to be negatively affected by weather.

IMI Bright White is a TGIC Polyester product.

Anti Outgassing Properties:

Steel wheels have a potential to “outgas”, which causes tiny pinholes in the paint finish that are susceptible to rust and corrosion. This “outgassing” is most evident in white finishes.

IMI Bright White is the only product in the industry with Anti Outgassing properties to protect against this rust and corrosion.

Direct Impact Resistance:

This refers to the ability of the finished coating to withstand impact. In testing, a 140-lb. weight is used.

IMI Bright White passed the test for Impact Resistance, ½ of the current powders on the market today failed the same test for durability.

Cure:

This refers to the temperature at which the paint will cure. Reducing cure temperature and cure times can represent energy savings and/or increased production for your dealership.

IMI Bright White will cure in 10 minutes at a temperature of 350 degrees Fahrenheit. Average for the industry is 350 to 400 degrees.

IMI wheel paints are designed to re-coat untreated (shot blasted) wheels and rims. No priming is necessary. IMI wheel paints also have excellent “flow” and “hide” characteristics which provide better coverage per square inch over bare steel.

Questions regarding the above technical bulletin may be directed to:

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