



KEY REASONS WHY HIGH PRODUCTION SHOPS PREFER THIS LEADING WATERBORNE BASECOAT SYSTEM.

Waterborne systems available today vary greatly from paint supplier to paint supplier. Some employ true latex technology, such as PPG, while others are polyurethane water dilutable or one-component, polyurethane based. Some require conventional mixing systems—others require no mechanical mixing at all. No matter the technology, *color matching accuracy*, *ease of use* and *cycle time performance* are without a doubt the key considerations for choosing one waterborne system over another.

The following explores these key measures of performance for the ENVIROBASE® High Performance system—contributing factors that have made it North America’s number one waterborne choice of today’s high production collision centers.

## THE TONER SYSTEM

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The *Envirobase* High Performance system is comprised of more than 90 toners including the latest translucent pigments best for matching the newest, highly chromatic factory colors. To ensure color consistency from repair to repair, the toners incorporate anti-settle technology. Requiring only a gentle “shake ‘n pour,” they do not require a mechanical mixing machine, thus eliminating mismatches due to improper agitation. In comparison, the toner systems of major competitors still rely on outdated mechanical mixing and complex agitation requirements that can increase the chances for improper mixes.

## COLOR DATABASE

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PPG’s unparalleled global color database is comprised of more than 3.5 million formulas including a vast number of variants. Moreover, the database is updated daily via the internet to keep customers abreast of the latest matches.





## CHROMATIC VARIANT CHIP DECK

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This best-in-class PPG color tool is comprised of some 6,000 OEM prime and variant color chips—all arranged chromatically for added convenience in quickly identifying a chip that matches the vehicle. To further ensure that “what you see, is what you get” accuracy, and eliminate the need for sprayouts, chips are sprayed with actual waterborne paint. PPG color decks for wheel and trim as well as engine bay colors are also available.

Andy Zamora, co-owner of Zamora’s Auto Body, a three-shop MSO in Frederick, Maryland, cites the color deck as a major advantage of making the switch to the *Envirobase* refinish system. “The PPG color chips are an identical match to the vehicle, so there’s little need to use the camera or create sprayout cards. So, when handling some 300 RO’s a month and not having to do sprayout cards on the vast majority of those vehicles, that’s saving us a significant amount of paint materials and labor hours. In fact, our paint profitability increased by more than 60% and paint labor costs decreased by 10%.”

## EASE OF USE

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*Envirobase* High Performance basecoat typically achieves an accurate match in 2-3 coats with a final control coat. Just 2-4 minutes flash time is required between coats with proper air flow. The greater opacity of finely dispersed pigments allows hiding in thinner films with excellent metallic orientation. A spectral grey sealer system assists in matching highly translucent colors.



## EASE OF USE *continued*

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Since *Envirobase* High Performance basecoat is applied using traditional application techniques, experienced painters switching from a solvent-based system find the transition easy to learn and master. This goes for novice painters as well. This “ease of use” feature is especially apparent when performing blend repairs. To illustrate, here’s a step-by-step comparison of the *Envirobase* High Performance blend repair process compared to a major competitor that we’ll call “Brand X.”

<b>BLEND PROCESS COMPARISON*</b> <i>*Data compiled from published tech sheets</i>	
<b>Envirobase Blending Process:</b>	<b>Brand X “Reverse Blending”</b>
<b>1 gun cup</b> <ul style="list-style-type: none"><li>• Apply 2-3 wet coats of mixed color</li><li>• Flash for 2-4 minutes between coats with air dryer</li><li>• Apply two <i>control</i> coats at lighter pressure for proper orientation of the metallics</li><li>• Flash for only 10-15 minutes, ready for clearcoat</li></ul>	<b>1st gun cup:</b> <ul style="list-style-type: none"><li>• Apply wet bed of blender to the entire blend panel, using a closed coat method</li></ul> <b>2nd cup:</b> <ul style="list-style-type: none"><li>• Reduced-strength color is applied, carrying the furthest distance into the blend</li><li>• Apply 2nd coat staying inside the 1st coat</li><li>• Apply 3rd coat staying within the previous coat</li></ul> <b>3rd gun cup</b> <ul style="list-style-type: none"><li>• Panel paint with full strength color, using a 1.5 medium wet coat application</li><li>• Flash to dry clearcoating</li></ul>

It’s readily apparent that, when compared to the *Envirobase* blend process, “reverse blending” and its need for two gun cups is more complicated and requires a skilled painter to master.

## THROUGHPUT PERFORMANCE

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Some waterborne system suppliers point to 1.5-coat coverage of their basecoat as the sole measure of throughput. However, to get a true picture of cycle time requires evaluating the entire refinishing process—from sealer to final clearcoat. That’s where the *Envirobase* High Performance system really excels. Aided by an accelerated sealer and fast clears that bake in as little as 15 minutes, a paint technician can complete a spot repair in about an hour.

Confirming the outstanding productivity of the *Envirobase* system, Andy Zamora commented that “we were able to increase our throughput by 10%, which increased our output by some 30 to 40 vehicles per month during busy times—it’s truly had a significant impact on our productivity and profitability.”

## REPAIRABILITY

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Easy redos is one reason why Jeff Smith, co-owner of Pro Collision in Grand Rapids, MI, is pleased with his switch to the *Envirobase* High Performance system (moving away from a major competitor). Jeff claims the time to perform a redo with his previous waterborne basecoat was “too lengthy—from a couple of hours minimum to sometimes overnight.”

Those moving from a *solvent-based* system can further appreciate the repairability of *Envirobase* High Performance basecoat. As Hutton explains, when repairing a defect, such as a chip, solvent in the basecoat can cause swelling to appear on the blended edge surface. Since there’s no solvent in the waterborne basecoat, it won’t burn back into the thin-feathered edge for a smooth transition.

As renowned painter Charley Hutton emphasized, “the repairability of the *Envirobase* system has been unmatched.” The reasoning is that should any dirt specks appear during basecoat application, the painter just needs to de-nib by sanding them off “on the fly” with 800-1200 grit paper. De-nibbing during color application is not possible with some other waterborne brands—the painter must start over. That’s because other basecoats can peel due to higher film build. So, repairing a defect can become a minimum 2-hour process.



## SERVICE AND SUPPORT

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Don’t count out service and support when evaluating whether or not the *Envirobase* High Performance waterborne system is the right choice for your collision center. PPG is known nationwide for its knowledgeable sales force and distributors, expert technical support and extensive training resources, including the industry-leading MVP Business Solutions program.

As Andy Zamora puts it, “the biggest advantage I have is the technical support I get from PPG. The reps are superior to all the reps I’ve ever seen. They’re more experienced. They’re more involved.”

