

SEYMOUR®

ASK THE EXPERT

Offering 2K Protective Coating Services



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Protecting a vehicle from the elements and wear and tear is a top priority for car owners. Recently, customers have been spending more on add-on services such as undercoating and bedliners. Traditionally, these services have been expensive for collision repair shops to initially set up, but new alternatives are now available. Steve Bach has worked for Seymour Paint for eight years, serving as a product specialist since 2017. Below, Bach answers key questions about 2K protective coatings and the potential profitability they offer collision centers.

What are the benefits of using a 2K protective coating spray made from a polyurethane/polyurea formula?

Traditionally, protective coating sprays are available in two forms, categorized for either consumer or professional use. Most professional-grade coating sprays on the market are made from a professional-grade coatings formula to create the hard yet flexible coating required. More economical options for protective coating sprays are solely polyurethane-based, which are essentially thick textured paints. The chemical composition of polyurethane-only based coatings does not offer the same level of durability and longevity that professional-grade

coatings offer. These options have left shop owners to decide between cost-effectiveness and quality when considering spray coating services.



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Seymour Paint offers an equitable solution that does not sacrifice quality or long-term durability. The Seymour Paint 2K Protective Coating Spray-on Kit combines the strengths of both legacy options on the market. The Seymour system requires only an air compressor and the Seymour Schutz Spray Gun for application but uses an improved hybrid formula of polyurethane and polyurea. This ensures customers receive a durable, high-quality bedliner/coating without the costly equipment installations required by other professional-grade bedliners and protective coating sprays.



When spraying hybrid-polymer bedliners, what application methods do you recommend to ensure maximum longevity?

When customers pay to add a protective coating or bedliner to their vehicle, there is an expectation for it to look presentable and have a long-lasting finish. Similar to painting body panels, preparation is a key step in applying bedliners and protective coatings. When working with bare metal surfaces, primer must be applied to help promote adhesion. In most cases, the surface will be painted and will need to be scuffed and cleaned properly before the 2K protective coating spray can be applied. While the protective coating is designed to be strong, failing to properly prepare the surface will result in poor adhesion. However, if the preparation procedure is followed, the coating applies easily and hardens into a long-lasting quality finish.



Are there any safety precautions or special procedures that should be taken when handling and applying protective coatings?

While there are no special safety precautions, it is important to follow all safety instructions included with the product and vehicle manufacturer specifications. Proper personal protective equipment should also be worn at all times during the preparation and application process. Carefully adhere to preparation, coverage, and texture coat instructions to ensure the best finish for the customer. Several factors should be considered to ensure the highest-quality end result, such as applying a minimum of two coats and waiting



for the proper flash times before applying an additional coat for the final texture coat. The Seymour 2K Protective Coating Spray-on Kit is designed for ease of use, and the “shake and shoot” method is more straightforward compared to other protective coatings

on the market. This, combined with the Schutz Spray Gun, helps offer an easy-to-apply, mar-resistant protective coating that can stand the test of time.



How can adding 2k spray-on coating services help collision repair centers increase efficiency and profitability?

Normally, a collision repair center would have no alternative but to install expensive equipment in its shop to offer protective coating services. This has been a major barrier for many shops and has led some to resort to using consumer-grade products or deciding not to offer the service at all. When a shop either misses a sale for an add-on service entirely or offers a subpar option, the result is always lost profit potential.

Seymour Paint's 2K protective coatings are the solution. The 2K protective coating and bedliner products offered through Seymour provide a

professional-grade finish without the high costs associated with other systems. They also offer peace of mind by being easy to use and requiring nothing more than a standard shop air supply. Collision center technicians won't require special training or special tools to apply the product. These 2K protective coatings give collision centers an affordable alternative to many of the protective coating offerings currently on the market, while also creating an opportunity to offer these services as a profitable add-on.

How can proper build thickness and desired texture be achieved when spraying 2K protective coatings?

There are a few key factors to consider when discussing the formula used in Seymour's 2K protective coating. Unlike pure polyurethane coatings, the polyurea/polyurethane hybrid mixture allows for future coats or potential touch-ups to be applied without compromising the existing finish. Depending on the customer preferences, the build thickness of the bedliner or protective coating can be increased by applying additional coats. This has no negative effects on future touch-ups and can be tailored to meet specific application goals. Flexibility is another advantage of Seymour's 2K protective coating system, allowing collision center technicians to adjust build thickness based on customer preference.

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