

AN AXALTA COATING SYSTEMS BRAND



IMRON™



IMRON™ ELITE DIRECT-TO-PLASTIC NEXT GEN BASECOAT

A 5-STAR FINISH IN A 2-STEP PROCESS

The Imron Elite Direct-to-Plastic Next Gen (DTP NXG) Basecoat delivers a superior, fast-drying finish in fewer steps—eliminating the need for an adhesion promoter and going from a 3-step process to a 2-step process without sacrificing performance.

Available in solid, metallic, pearlescent and special effect colors, Imron Elite DTP NXG is specially formulated to deliver excellent hiding, smooth application and exceptional flake control over multiple plastic substrates.

Take productivity and performance to a whole new level with Imron Elite DTP NXG.

IMRON ELITE DIRECT-TO-PLASTIC NEXT GEN DIFFERENCE



PREMIUM
APPEARANCE



OUTSTANDING ADHESION
OVER MULTIPLE SUBSTRATES



ELIMINATES THE NEED
FOR ADHESION PROMOTOR

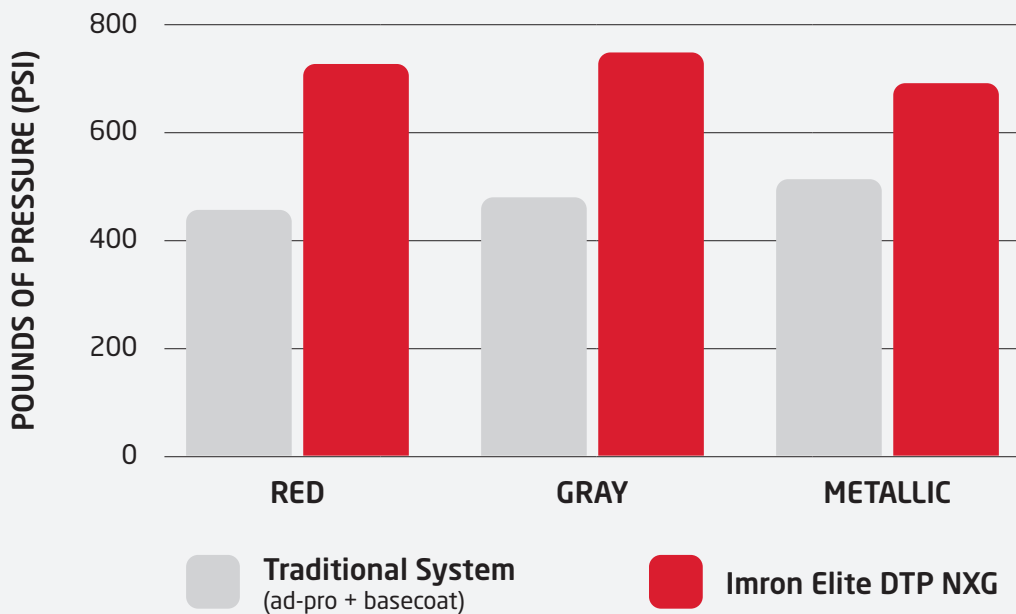
IMRON ELITE DIRECT-TO-PLASTIC NEXT GEN TECHNOLOGY

PROCESS	STEP 1	STEP 2	STEP 3	STEP 4	STEP 5
OTHER 2K SYSTEMS	✓ AD-PRO	✓ 2K BASE	✓ 2K BASE	✓ CLEAR	✓ CLEAR
IMRON ELITE DIRECT-TO-PLASTIC NEXT GEN	✓ DTP BASE	✓ DTP BASE	✓ CLEAR	✓ CLEAR	

- Eliminates the Ad-Pro process step
- Reduces overall costs with material and process savings
- Improved appearance due to enhanced technology
 - True wet-on-wet process
 - Faster flash times allow increased line speeds
- Allows for application of tri-coats without adding a new booth
- Improved overall adhesion (without Ad-Pro)
- Reduces overall VOC
- One-step base coverage on select solid colors

EXCELLENT ADHESION PERFORMANCE

Imron Elite DTP technology delivers proven performance over multiple substrates, providing high adhesion rate under more pounds of pressure for a superior finish that lasts.



ADHESION UNDER PRESSURE

Three 20mm diameter dollies were glued on each test panel surface. Paint was cured 72+ hours before attaching dollies. Glue was allowed 72+ hours to dry. Results measured by PosiTest pull-off adhesion tester.