



We can help make the transition to a waterborne system easy and seamless with our premium VORTEX™ basecoat system.

For more information contact:
Martin Senour Customer Service
1-800-526-6704
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the premier waterborne solution™

MA4967



VORTEX™

the premier waterborne solution™



A Leader in Coatings Technology

At Martin Senour Automotive Finishes we strive to develop innovative solutions to meet the dynamic needs of the vehicle refinish industry. Everyday, our top chemists are building new innovations to improve your ability to efficiently repair automobiles.

This is especially true as you transition to a waterborne refinish system. At each step, we will be there, with superior products, training and service to increase your productivity and profitability as we move forward together.

the premier waterborne solution



VORTEX™, the premier waterborne basecoat system, uses a proprietary waterborne resin system designed to behave and perform like the solvent-borne systems of today. The key difference is the VORTEX™ system exceeds the strict VOC-emissions limits recently adopted in California. With minimal capital investment, the VORTEX™ premium refinish system will outperform any other waterborne coatings system on the market today.

With VORTEX™ you can meet or exceed the VOC limits in your area without the headaches that normally accompany a coatings line switch.



VORTEX™—Advanced Technology That Delivers Profits and Productivity

- Fastest drying waterborne basecoat in the world
- Excellent coverage with minimal coats
- Compact toner line that simplifies mixing
- Superior color match and blending properties
- Quick flash times between coats
- Short bake clearcoats with 7 to 10 minute cure cycles



VORTEX™—Advanced Technology That Provides Confidence

- Similar to solvent borne, the application properties ensure a seamless transition and quick conversion
- Flash times up to 50% faster than the closest waterborne competitor
- Lowest capital investment requirement of any waterborne system
- Sandable basecoat repairs quickly to remove dirt or imperfections
- Blending process produces consistent, mottle-free finishes

VORTEX™—Advanced Technology With a Conscience

- Up to a 96% decrease in VOC emissions compared to solvent-borne basecoats
- Reduces hazardous waste generation
- Eliminates flammability hazard associated with solvent-borne coatings
- Uses less material to cover more area