



GENESIS Reduced Gloss Intermix System Sales Guide

Genesis Reduced Gloss is a new series of GENESIS intermix **systems** provided in three new intermix prefixes, each one corresponding to its specific gloss range.

GF1 Flat	5-15° Gloss
GF3 Satin	25-35° Gloss
GF5 Semi-Gloss	45-55° Gloss

The addition of **GT1010 Genesis Flat Mixing Clear** to the mixing configuration creates these new Low VOC intermix prefixes: GF1, GF3 and GF5. Each of these new prefixes contains 8,000 plus formulas available in solid and metallic colors. To activate the new prefixes, you will need to update the Formula Express preferences on the SW website. Login, go to Color Info/Preferences/Paint Qualities; select GF1, GF3, GF5 and SAVE. The Genesis Reduced Gloss Systems will now be available in Formula Express.

GT1010 Genesis Flat Mixing Clear is not a post-addition additive to GC or G8. We have changed the dynamics of how lowered sheen products are mixed, and created an easier system, eliminating the guesswork for obtaining the correct gloss level. By having actual intermix formulas that represent sheen level, we've:

- ✓ Eliminated guess work in the mixing process
- ✓ Achieved consistent gloss
- ✓ Improved hiding over competitive reduced gloss products

Feature	Advantage	Benefit
Acrylic Polyurethane	Outstanding UV and chemical resistance	Long lasting durability
Available in <3.5 lbs/gal VOC	Minimizes emission of VOCs and Hazardous Air Pollutants	Complies with strict VOC and HAPs regulations
Available in 4 sheen levels, flat, satin, semi-gloss and full gloss	Pre-mixed sheen level removes the guess work from mixing	Eliminates errors and produces a consistent finish again & again
Full Color palette, including solid and metallic colors	Extensive color offering from one intermix system	One intermix system provides all systems, without the cost of additional paint systems
Lead and Chrome Free	Eliminates exposure to harmful chemicals and compounds	Meets strict regulations governing the use of heavy metals
Low sprayable viscosity	User friendly application	Smooth finish at <3.5 VOC
Wide reducer selection	Adjust flash and dry time for application size and conditions	Allows system to be tailored to application conditions without effecting VOC or viscosity
High Solids, high hiding	Increased film build per coat	Reduces application labor time
Good sag resistance	Easy application on flat and compound surfaces	Fast application time with less gun adjustment
Air or Bake Dry, with or without accelerator	Flexible system to meet a variety of shop drying conditions	Increases paint shop production, reduces cycle time



GF1, GF3 and GF5 are all measured on a 60° gloss meter

GF1 = Genesis FLAT, 5 - 15° Gloss

Mixed at a **5:1** mixing ratio with GH1091 or GH1096, this Genesis intermix quality will provide a FLAT finish, ranging in gloss from 5 to 15°.

GF3 = Genesis SATIN, 25 - 35° Gloss

Mixed at a **4:1** mixing ratio with GH1091 or GH1096, this Genesis intermix quality will provide a SATIN finish, ranging in gloss from 25 - 35°

GF5 Semi-Gloss 45-55° Gloss

Mixed at a **4:1** mixing ratio with GH1091 or GH1096, this Genesis intermix quality will provide a SEMI-GLOSS finish, ranging in gloss from 45 - 55°

Application:

Genesis Reduced Gloss applies similar to any Genesis Single Stage product. It's initial ready to spray viscosity is slightly greater than Genesis GC, but additional compliant solvent (GR1088) can be added to reduce viscosity if necessary. Even coats are recommended to produce a uniform sheen and appearance. As with many Low VOC, High Solids low sheen topcoats, large variations in dry film thickness can potentially shift gloss levels, creating a non-uniform sheen. This can easily be avoided by applying medium-wet even coats as opposed to heavy wet double coats. Refer to the Product Data Sheet for complete dry time information.

Market Segments:

*Anti-glare coating for DOTs
School Bus Hoods*

*Municipality Vehicle Fleets
Class 8 Interior colors & bumper cladding*

The Genesis Reduced Gloss Systems can be implemented into new and existing accounts with the addition of one new mixing clear. GT1010 can provide anti-glare coatings for Departments of Transportation, Municipality Fleets (Bus Transit Authorities) and School Bus Hoods. Genesis Reduced Gloss meets most state VOC regulations for Anti-Glare Coatings, including California's 3.5 lbs/gal VOC regulation.

Market Segments: con't

Fire and Emergency vehicles: interior compartments.

Genesis Reduced Gloss can be used to create “speckle” type finishes, ideal for the Fire truck and emergency vehicle market. This process is easily applied in an unlimited combination of colors.

- Step 1. Spray the ground coat to achieve hiding and proper film build and let flash. This step can be done with any lowered sheen level, GF1, GF3 or GF5
- Step 2: Drop the gun air pressure to about 1.5 psi, creating a spattering effect from the gun. This will create unatomized droplets of paint. You can adjust the size of the droplet by adjusting the fluid needle, fan pattern and air psi - practice before you apply this coat to the panel painted in step 1.
- Step 3: Once the proper size droplet is achieved, spray the panel from step one in a one-coat application. Notice how the droplets will be raised from the panel, creating a textured, speckle type finish.

This same process can be applied with different colors, creating a variety of different effects for many applications.

Sign Companies

Genesis Reduced Gloss is an ideal mixing system for sign manufacturers. The electronic sign market is a large and growing market needing many of the attributes in a paint system that are offered in Genesis:

Low VOC, large intermix color palette, DTM primers, high hiding solid and metallic colors, Flat, Satin, Semi-gloss and Full-gloss capabilities, Pantone color availability.

There are over 900 Pantone color formulas available in the Genesis system. These colors can be retrieved from Formula Express by: Login, Formula Express, Competitive, Pantone. Since there are so many records, you can also search by Pantone formula number. For best results, use the Pantone prefix (pms) format to search for colors. For example, if you are looking up the Genesis formula for Pantone color 108, enter PMS108.

Who's the competition?

Matthews – MPC.

Owned by PPG, Matthews is marketed as sign paint. This product is offered as a national rule and 3.5 low VOC. When the Matthews flattening paste is added to the system, it shifts the color to a darker tone. Although this phenomenon is slightly noticeable in Genesis, customers do not like the larger color shift in the Matthews product. Matthews does not offer the wide range of metallics that are available in Genesis. Our OE/Fleet primers also offer a competitive advantage over the Matthews primers. We have a choice of DTM urethane and epoxy primers in complete gray scale (white, gray and black) that can be tinted 10% by volume with any Genesis solid color toner.



Dupont Imron with flattener, 8928S

This is used in the Fleet Refinish market to touch-up interior door panels and other reduced gloss interior parts. The addition of the Dupont flattener lowers the pigment content of Imron, thus requiring multiple coats for hiding, while increasing the cost. We definitely have the advantage of a better hiding product and do not increase in cost as we lower the sheen. We've positioned all three Genesis Reduced Gloss systems at the same pricing structure as full gloss Genesis 3.5 and 2.8 VOC Single Stage.

Akzo Nobel Grip-Gard

A viable contender; Grip Gard shares a lot of automotive technology with Sikkens products, including their color map. Although they are a large player in the sign market, they have limited distribution, making it hard to acquire. Our superior DTM primers, wet-on-wet systems and easy to mix products offer a simpler system than the competition. We have a distinct advantage in lower VOC products, a well-recognized name in the coatings market and a superior distribution network through our branch stores.

Other Genesis Reduced Gloss Supportive information:

Product Data Sheet:	AS2608
Genesis Reduced Gloss Sheen Chips:	AS2614

For More information regarding Genesis Reduced Gloss Intermix System, refer to PDS AS2608.