



Tougher coating drives increased market share

Easier-to-use product
immediately grows business
for coatings manufacturer.

Eastman **TETRASHIELD™**
protective resin systems

SITUATION

A manufacturer specializing in protective coatings wanted to drive growth in the agriculture, construction, and earthmoving (ACE) segment by launching a new product platform with a high-performance protective coating that would showcase improved durability and enhanced corrosion resistance compared to its existing technology.

ANALYSIS

To improve its protective coating, the coating manufacturer needed to showcase superior performance in gloss, color retention, and abrasion and chemical resistance in demanding outdoor exposure. Based on Eastman's strong history in this space, the manufacturer reached out for guidance.

SOLUTION

With the support of Eastman's technical department, a new coating was developed using Eastman Tetrashield™ protective resin systems. The coating manufacturer moved away from its existing 1K acrylic polyurethane with a two-bake process to a wet-on-wet system with one bake that allowed it to exceed its targets for a high-performance coating.

RESULTS

The coating manufacturer increased throughput, saved energy, and developed a new coating that outperformed its existing technology. It quickly gained additional business by converting a tractor OEM manufacturer to the new protective coating without increasing its cost per unit. The OEM wanted to increase the life of its tractors with a more durable coating. Overall, the coating made with Tetrashield increased market share for the coating manufacturer and extended the life of the OEM's tractors.

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Visit eastman.com/protectivecoatings to learn more.



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