

New Product

Announcement

Delfleet® Essential

Date: 5/2012

ESM132 Ultra White

Product Information:

ESM132 Ultra White is a high hide white mixing base for the Delfleet Essential line. It can be used alone or tinted with other Essential mixing bases to provide improved hiding formulas in whites. Depending on the color, a one- to two-coat reduction in coats to hide can be expected. Tan or pastel colors can be created as well.

ESM132 is not a direct replacement for ESM126 white toner. Therefore, several key high volume white colors have been preformulated with this new toner. They can be found under the new paint system ESSS High Hide in the color software or online. Original formulas using ESM126 can still be retrieved under the ESSS Solid paint system. When comparing actual cost to mix between the two formula options, the ESSS High Hide formulas have lower applied costs.

Preformulated Colors:

- | | | |
|------------------|-----------------|------------------|
| • 2058 | 2185 (12) | 3620 (YO) |
| • 4289 (YZ) | 8000 | 8001 |
| • 8717 | 8777 | 8826 |
| • 90213 | 90604 (NAV9219) | 90955 |
| • 91328 (N0007) | 903653 (817) | 911001 (N0006EA) |
| • 911218 (N0010) | 920335 | 924865 |

Associated Products:

- ESH200 Single Stage Hardener
- ESX500 Fast Activator
- ESX510 Standard Activator
- ESX520 Slow Activator
- ESX530 Very Slow Activator
- ESX540 Extra Slow Activator

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Marketing Information:

- Maintains 2.8 lbs/gallon RTS capability for ESSS
- Can be mixed with other Essential mixing bases including ESM126
- Reduces number of coats to hide in whites
- Lower applied cost
- Product Data Sheet has been updated: DFE-20 ESSS

Ordering Information:

	<i>ESM132</i>
Size:	01, Gallon
Container:	Round, 128 oz.
Packaging:	2 per case
Jobber Cost:	\$92.00
Suggested Commercial:	\$131.50

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Additional Ordering Information for ESM132:

Product Code	ESM132
PPG Ordering Code	ESM132 01
Product Launch #	146434
Retail Pkg Qty:	1 unit
Pkg Unit of Measure:	Carton
Retail Pkg Dimensions:	6.500"D x 6.500"W x 7.700"H
Retail Pkg Unit Weight (lbs):	16.12 lbs
Minimum Purchase Quantity--Per Each:	Each
Containers per Case:	2
Case Dimensions:	13.500"D x 6.875"W x 8.000"H
Containers per Pallet:	180
Pallet Size:	42" x 42"
Pallet Height:	46"
Cases Per Layer:	18
Point of Sale Description:	See first page
UPC/Bar Code Label: (Per product code size)	699962092064
UPC/Bar Code Carton: (Per product code size)	10699962092061
Country of Origin:	USA
*Package VOC Regulatory:	2.65 lbs/gal (317 g/L)
*Package VOC Actual:	2.65 lbs/gal (317 g/L)
Shipping Description:	PAINT, NON-REGULATED
Flash Point:	108 F
Hazard Class Labels/Placards:	NONE
Physical State:	LIQUID
NFPA:	NFPA Hazard Class IC, Class B Extinguisher
Chemical Abstract No.:	NA
Chemical Components:	Please see MSDS, section 3
VAPOR HARMFUL:	Please see MSDS, section 2