



**OCTORAL**

# PH254 HIGH PRODUCTION NON SANDING PRIMER



**THE ULTIMATE IN PRIMER TECHNOLOGY FOR  
OEM AND AFTERMARKET E-COAT**



# DISCOVER PRODUCTIVITY



## BIG LEAPS WITH OUR NEW HIGH PRODUCTION NON SANDING PRIMER

The process using the Octoral PH254 High Production Non Sanding Primer is surprisingly fast and simple. No need to wait for the primer to dry; just apply the next layer wet-on-wet straightaway. You can even skip the 'sanding' step. Strange approach? Not really, just smart. Why do a job slowly if you can do it fast?

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THE ULTIMATE FINISH  
OF A NON SANDING  
PROCESS





## PH254 HIGH PRODUCTION NON SANDING PRIMER

## INTRODUCING BENEFITS THAT IMPACT YOUR ENTIRE OPERATION

Octoral PH254 High Production Non Sanding Primer is a high-performance, direct to E-coat, wet-on-wet primer system designed to deliver the ultimate finish from a non-sanding process.

### INCREASE PRODUCTIVITY

Octoral PH254 High Production Non Sanding Primer has been designed specifically for high production bodyshop environments to increase productivity by reducing process cycle times.



### WET-ON-WET TECHNOLOGY

PH254 High Production Non Sanding Primer is formulated as a dedicated wet-on-wet finishing system. The primer lays down with an even, smooth, semi-gloss finish. The flow and levelling properties are key in creating the ultimate topcoat finish. The quality finish achieved is comparable to a multi-stage sanding system with reduced steps and time.



### NON SANDING DIRECT TO E-COAT TECHNOLOGY

PH254 High Production Non Sanding Primer benefits the applicator by removing the need to sand E-coated panels either for panel preparation or between coats. Removing the sanding and subsequent cleaning step is yet another key advantage for your bodyshop.



### APPLICATION FLEXIBILITY

PH254 High Production Non Sanding Primer utilises existing Octoral hardeners and uni thinners. Utilising existing hardeners and thinners provides greater flexibility in your bodyshop and reduces inventory. PH254 High Production Non Sanding Primer offers significant flexibility with extended topcoat recoat time allowing new panels to be pre-primed up to two days in advance and topcoated without sanding. This pre-priming process enhances booth utilisation and minimises product wastage.





#### BENEFITS FOR YOUR ENTIRE OPERATION

The benefit of increased productivity flow on to create a bodyshop with greater resource utilisation resulting in increased job through put- this allows the bodyshop to achieve more results with the same resources.



#### BODYSHOP TIME SAVING BENEFITS INCLUDE:

- Enhanced spray booth utilisation - reducing bottle necks in the application process
- Reduced material wastage - less product change overs

- Increased productivity through pre-priming in advance
- No sanding of E-coat panels required - reducing steps in the priming process
- Reduction in consumable usage as no sanding is required for either preparation or prior to topcoat application
- Ultimate finish - a quality repair every time ensuring happy customers and return business

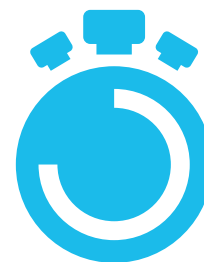
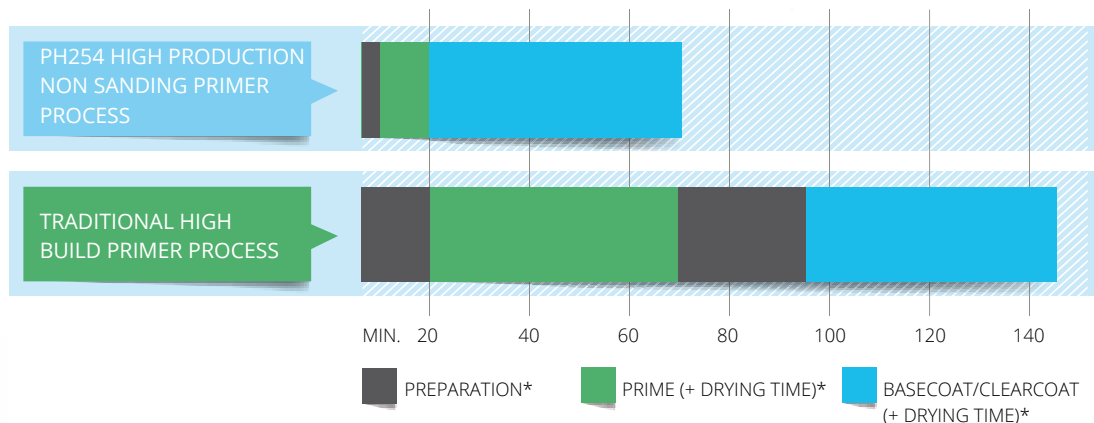
**REDUCED WASTE, NO SANDING, INCREASED PRODUCTIVITY,  
WET-ON-WET APPLICATION & DIRECT TO UNSANDED E-COAT**

# PAINT BY THE NUMBERS, PH254: THE BENEFITS ARE CLEAR

## REDUCED JOB CYCLE TIME - INCREASED BODYSHOP CAPACITY

Regardless of the existing process utilised by your bodyshop, Octoral PH254 High Production Non Sanding Primer can offer substantial savings in time and consumables to your business.

### OCTORAL PH254 HIGH PRODUCTION NON SANDING PRIMER PROCESS VS TRADITIONAL HIGH BUILD PRIMER PROCESS

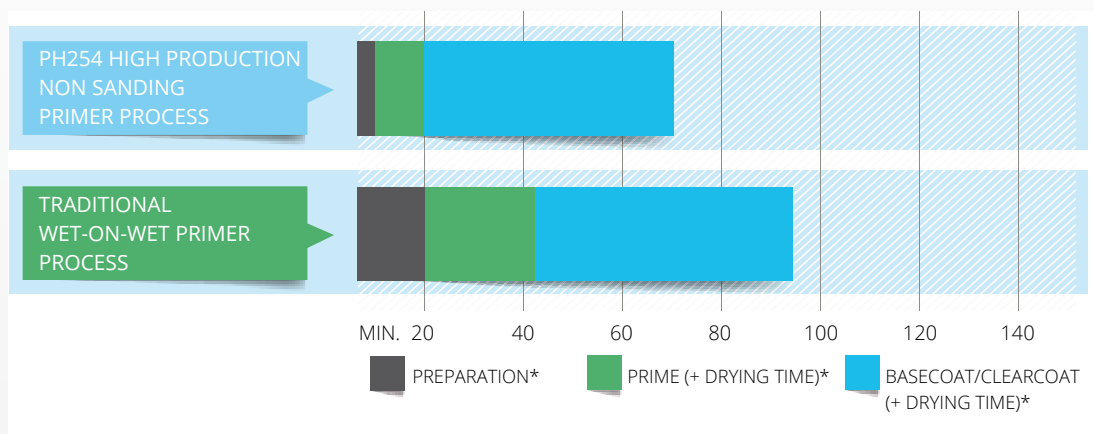


**75**  
MINUTES  
SAVED

#### PROCESS BENEFITS INCLUDE:

- No preparatory sanding of E-coat panel required - saving time and consumables
- After priming, no bake cure process required - saving time and energy
- No sanding and cleaning prior to topcoat application - saving time and material

### OCTORAL PH254 HIGH PRODUCTION NON SANDING PRIMER PROCESS VS TRADITIONAL WET-ON-WET PRIMER PROCESS



**23**  
MINUTES  
SAVED

#### PROCESS BENEFITS INCLUDE:

- No preparatory sanding of E-coat panel required
- Shorter flash off times

*\*Times stated are typical values only and may vary depending on job size, spray booth set up and ambient conditions.*







PRE-PRIME  
UP TO  
**2 DAYS**  
IN ADVANCE



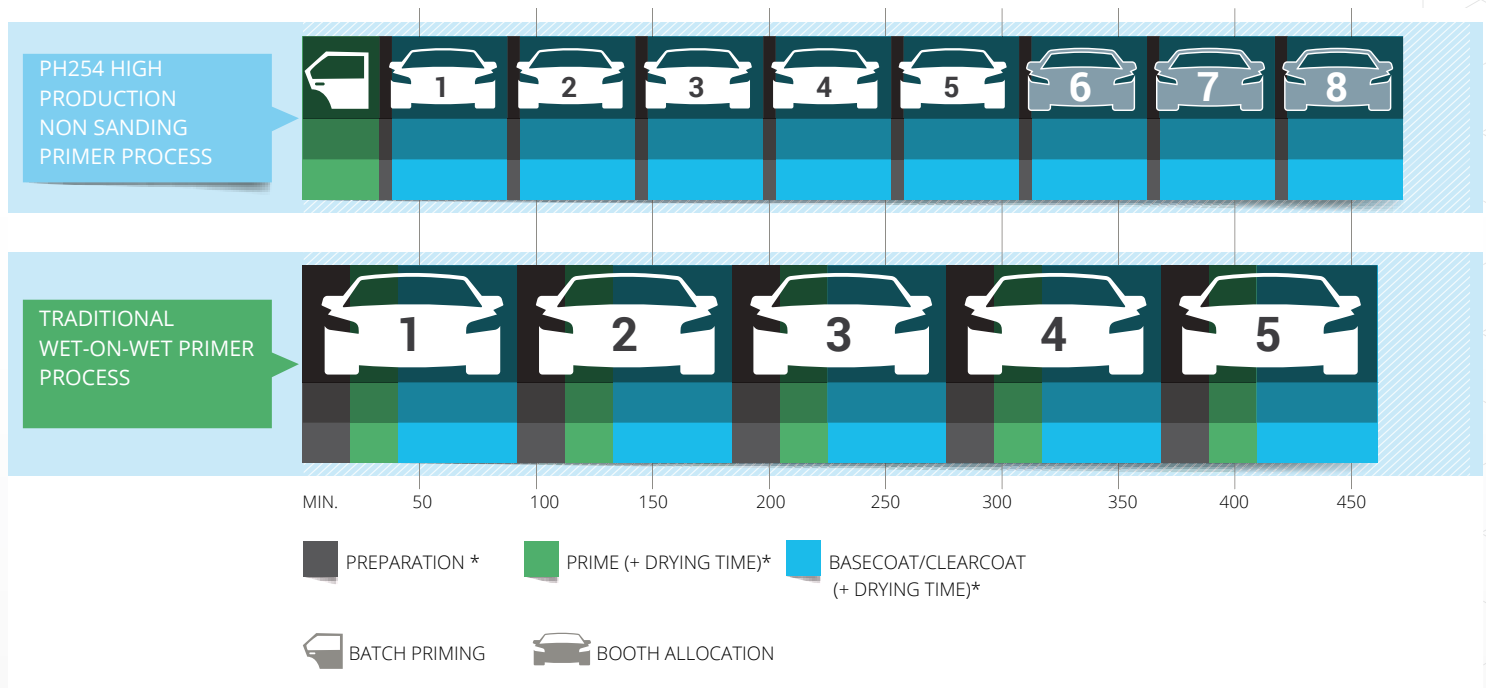
# PRE-PRIMING

## INCREASE YOUR BOOTH CAPACITY THROUGH PRE-PRIMING NEW PANELS

Pre-priming is the process of priming multiple panels at once in advance. Depending on your bodyshop workflow process, pre-priming can be used free up booth capacity. Octoral PH254 High Production Non Sanding Primer allows panels to be pre-primed up to two days in advance without the requirement for sanding.

Pre-priming panels frees up booth capacity as it reduces the cycle time for each project as separate priming steps are not required. In the example below, pre-priming all panels at the beginning of the day allows for an additional three booth slots to be allocated during the day. The ability to process additional jobs each day increases workshop productivity resulting in increased revenue and profitability for your bodyshop.

## OCTORAL PH254 HIGH PRODUCTION NON SANDING PRIMER PROCESS VS TRADITIONAL WET-ON-WET PRIMER PROCESS



## PRE-PRIMING BENEFITS INCLUDE:

- Enhanced spray booth utilisation
- Use one booth slot to prime all panels for the next 1-2 days
- Less booth time per job therefore, increased job throughput
- Less product wastage
- Mix primer once per day rather than for every job
- Less clean up
- Less gun cleaner used
- More effective use of labour force and facility
- Increased efficiency, more jobs per day, leading to increased profits for the bodyshop

As indicated the time savings offered are significant. Through correct planning spray booth utilisation may be dramatically increased. This has a continued impact throughout the entire bodyshop by allowing increased work capacity. This allows more jobs to be processed in the same time with the same resources leading to a total increase in revenue and profitability.

## THINK OF THE POTENTIAL FOR YOUR BODYSHOP:

- Grow your business
- Increased revenue
- Increased profitability
- A stronger and more sustainable business

\*Times stated are typical values only and may vary depending on job size, spray booth set up and ambient conditions.

# FEATURES & BENEFITS

FEATURES		BENEFITS	
<ul style="list-style-type: none"><li>▪ Excellent adhesion to unsanded new E-coated Panels</li></ul>	<ul style="list-style-type: none"><li>▪ Reduction in process time, increased efficiency</li></ul>	<ul style="list-style-type: none"><li>▪ Reduction in consumables</li></ul>	
<ul style="list-style-type: none"><li>▪ Fast wet-on-wet finishing</li></ul>	<ul style="list-style-type: none"><li>▪ One coat application with no compromise on quality</li></ul>	<ul style="list-style-type: none"><li>▪ Less down time, increasing bodyshop productivity</li></ul>	
<ul style="list-style-type: none"><li>▪ Very good adhesion to bare metal rub through edges</li></ul>	<ul style="list-style-type: none"><li>▪ No need to apply an etch/wash primer to rub throughs, saving time &amp; material</li></ul>		
<ul style="list-style-type: none"><li>▪ Providing the ultimate flow &amp; levelling characteristics</li></ul>	<ul style="list-style-type: none"><li>▪ Excellent flow and levelling providing a shiny &amp; smooth finish</li></ul>	<ul style="list-style-type: none"><li>▪ Excellent distinctness of image (DOI) in topcoat &amp; excellent topcoat hold out</li></ul>	<ul style="list-style-type: none"><li>▪ Increased customer satisfaction</li></ul>
<ul style="list-style-type: none"><li>▪ Suited to spot/blend repair without the need for sanding</li></ul>	<ul style="list-style-type: none"><li>▪ Increased productivity, with less process steps required</li></ul>		
<ul style="list-style-type: none"><li>▪ Excellent application properties</li></ul>	<ul style="list-style-type: none"><li>▪ Easy to use</li></ul>		
<ul style="list-style-type: none"><li>▪ Available in Grey Shades GS907 Mid Grey, GS903 White &amp; GS901 Black, allowing all grey shades to be made (refer to COINS)</li></ul>	<ul style="list-style-type: none"><li>▪ Optimised base coat colour accuracy &amp; reduced basecoat consumption by up to 30%</li></ul>		
<ul style="list-style-type: none"><li>▪ Compatible with all Octoral Topcoats</li></ul>	<ul style="list-style-type: none"><li>▪ Reduced primer inventory</li></ul>		
<ul style="list-style-type: none"><li>▪ Long topcoat recoat interval (up to 2 days)</li></ul>	<ul style="list-style-type: none"><li>▪ Enhanced work flow flexibility, pre-prime panels in advance</li></ul>	<ul style="list-style-type: none"><li>▪ Better spray booth utilisation</li></ul>	

## THE GREY SHADE ADVANTAGE

Utilise grey shades to improve basecoat coverage, ensure a perfect colour match and increase productivity. PH254 High Production Non Sanding Primer is available in GS901 Black, GS903 White and GS907 Mid Grey. White and Black may be combined using COINS formulations to achieve additional grey shades.

### AVAILABLE IN



GS901  
Black

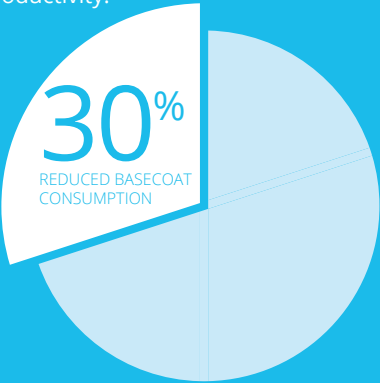


GS903  
White



GS907  
Mid Grey

- Accurate colour reproduction in topcoat
- Fewer coats required
- Up to 30% reduction in basecoat consumption



# PRODUCT INFORMATION



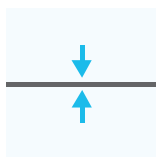
## MIXING RATIO

- 5:1 +25% (HS420 Hardener)\*, thin with Octoral Uni Thinner Range
- 3:1 +10% (MS/HS Hardener)\*, thin with Octoral Uni Thinner Range



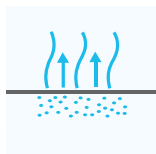
## NO. COATS/APPLICATION METHOD

- 1 medium wet coat using Conventional Spray or HE (High Efficiency)



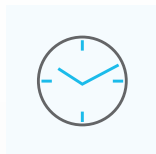
## TOTAL DFT

- 30-35 microns



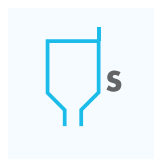
## FLASH TIME

- 12 mins



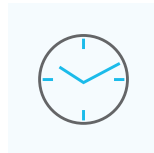
## RECOAT INTERVAL (WITHOUT SANDING)

- Max. 2 days



## SPRAY VISCOSITY (DIN CUP 4MM)

- 15-17 sec



## POTLIFE AT 20°C

- 1 hour



## SUITABLE SUBSTRATES

- Properly cleaned unsanded E-coat primers
- Sanded through spots panels up to 10 cm<sup>2</sup>
- SMC/GRP Glass Fibre Reinforced Polyester laminates



## SUITABLE PREVIOUS COATINGS

- PW170 Washprimer
- Sanded original OEM paint system
- PA65 1K Plastic Primer



## TECHNICAL INFORMATION

- For more information, always refer to the latest version of the technical data sheet available at [www.octoral.com](http://www.octoral.com)

All values stated at 20°C. \*Note: Availability of hardeners may vary depending on local legislation.

# PRODUCT DETAILS

PH254

HIGH PRODUCTION NON SANDING PRIMER



- |             |      |      |                  |
|-------------|------|------|------------------|
| ▪ 402501002 | ▪ 2x | ▪ 3L | ▪ GS907 Mid Grey |
| ▪ 402502002 | ▪ 2x | ▪ 3L | ▪ GS901 Black    |
| ▪ 402503002 | ▪ 2x | ▪ 3L | ▪ GS903 White    |



# OCTORAL A VALSPAR AUTOMOTIVE BRAND

Octoral is a Valspar Automotive brand. Valspar Automotive is part of the listed Valspar Corporation. Founded in 1806, this parent company is one of the world's largest coating manufacturers. Valspar Automotive manufactures and distributes Octoral car refinishes.

## MORE INFO?

If you'd like to know more about Octoral or Valspar Automotive, go to [www.octoral.com](http://www.octoral.com) and [www.valsparauto.com](http://www.valsparauto.com).

## REMARKABLE IN REFINISHING