

Ultra Primer

Combining the traditional process of primer and putty

With sustainability a key consideration for consumer electronics manufacturers and their end users, we're focused on helping you reduce production time and energy costs without compromising on quality.

AkzoNobel's Ultra Primer is a high-performance coating that acts as a combined primer and putty, shortening the coatings process and achieving a premium appearance.

Traditional processes for coating substrates used in consumer electronics often involve several repetitive steps to conceal defects before base and top coats can be applied.

Ultra Primer provides a more efficient alternative. Acting as both a primer and a putty, fewer steps are needed to create a flat finish that effortlessly hides scratches, shrink marks, pores and pinholes. Its fast-drying, low-bake characteristics and lower emissions of volatile organic compounds (VOCs) will help you speed up the production process and contribute to a reduction in energy costs and emissions.



Using advanced polymer technology, Ultra Primer offers super strong adhesion to various substrates, including metal and plastic. It also offers excellent interlayer adhesion, which makes it perfect for a wide range of applications in consumer electronics. Once cured, it forms a durable and resilient bond that can withstand stress and environmental conditions, enhancing the lifespan of the end product.



Features and Benefits

Feature	Benefit
Speeds up the production process	Combined primer and putty Fewer coating steps
Developed with sustainable operations in mind	Fast-drying, low-bake characteristics Lower VOCs
Super strong adhesion	Advanced polymer technology Adheres firmly to various substrates
Excellent coverage	No additional polishing or treatment needed Smooth finish with a premium appearance

For more information go to: consumerelectronics.akzonobel.com or contact ce.information@akzonobel.com

Since 1792, we've been supplying the innovative paints and coatings that help to color people's lives and protect what matters most. Our world class portfolio of brands – including Dulux, International, Sikkens and Interpon – is trusted by customers around the globe. We're active in more than 150 countries and use our expertise to sustain and enhance the fabric of everyday life. Because we believe every surface is an opportunity. It's what you'd expect from a pioneering and long-established paints company that's dedicated to providing sustainable solutions and preserving the best of what we have today – while creating an even better tomorrow. Let's paint the future together.

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