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This Manuel is color coded
The title color indicates its application

Base coats

Blenders and binders

Additives

Effects paint

Chrome line

Liquid Masks

Clears

Pin striping

Primers

product	Stlyin Base Coat	Pearl Base Coat	Heavy Metal	Color Blender
product code	ASB series	APB series	HMC series	CB3012
mixing ratio	1;1	1;1	1;1	1;1
page in cataloge	PAGE 15	PAGE 16	PAGE 16	PAGE 18
Application	SPRAY	SPRAY	SPRAY	SPRAY
offered	PT,QT,Gal	PT,QT	PT,QT	QT
product	Mirra Chrome	Ghost Chrome	Multi Chrome	Crystal F/X
product code	MC-101	GHC1K	MTC-7000	CRS-100
mixing ratio	READY TO SPRAY	READY TO SPRAY	READY TO SPRAY	READY TO POUR
page in cataloge	PAGE 5	PAGE 4	PAGE 7	PAGE 8
Application	DUST COAT	DUST COAT	DUST COAT	POUR
offered	8OZ PT,QT,GAL & KITS	QT,GAL & KITS	PT,QT,GAL & KITS	QT
product	Alsa Clear	Speed Clear	Soft Touch	Clear 4 Chrome
product code	AC-138	SC1230	ST	APC-712
mixing ratio	1;1	1;1	814-816	1;1
page in cataloue	PAGE 18	PAGE 18	PAGE 12	PAGE
Application	SPRAY	SPRAY	SPRAY	SPRAY
offered	QT,GAL	QT,GAL	QT,GAL	QT,GAL
Product	Candies	Retro Glow	Spectra F/X	Crystal Pearls
product code	SEE PRICE LIST	RG	CP,CPL,BE,BEL	CP
Mixing Ratio	AS DIRECTED	AS DIRECTED	AS DIRECTED	AS DIRECTED
Page in catalouge	PAGE 13	PAGE 12	PAGE09	PAGE 14
Application	ADD TO BINDER	ADD TO BINDER	ADD TO BINDER	ADD TO BINDER
offered	4oz, 8oz	4OZ	16GM,32GM1/2LBS 1LBS	2OZ
product	Flakes	Prizma Coat	Eclipse	Xposures
product code	FSM101-301,FD400	PC-777	ECLP-	XP
mixing ratio	AS DIRECTED	READY TO SPRAY	2;1	READY TO SPRAY
page in cataloge	PAGE 14	PAGE 6	PAGE 10	PAGE 11
Application	ADD TO BINDER, DRY	SPRAY	SPRAY	SPRAY
offered	6OZ	8oz PT,QT,GAL	PT,QT,GAL	2oz,8oz,PT,QT&KITS
product	Crazer	Mystic	Primers	Pla-Stick
product code	CRZS	MYC	ASEP,ASEPA,AEP	PS
mixing ratio	READY TO SPRAY	1;1	SEE TECH SHEET	READY TO SPRAY
page in cataloge	PAGE 08	PAGE 08	PAGE 18	PAGE 18
Application	SPRAY, WRAP	SPRAY	SPRAY	SPRAY
offered	QT	PT,QT,Gal	QT,GAL	QT,GAL
product	Rubber Paint			
product code	RC,RCR,RCW			
mixing ratio	1;1			
page in cataloge	PAGE 19			
Application	SPRAY			
offered	OT,GAL			

1 Stylin Basecoats

- A Nevada silver is the star of the 13 colors that we offer as Stylin basecoats which also include black, white, and loaded with 11 metallic
- B They have a higher level of pigmentation resulting in better coverage
- C Stylin base coats were designed to cover in 1-2 coat depending on the gun
- D As with all of our base coats these Stylin base coats mix 1:1 this gives you faster dry time extended coverage and which all results in an overall savings to the painter.

2 Base Pearls

- A As if our Stylin base coats were not enough we have mixed up 15 new base pearls with a glow and vivid color pallet we feel that they are unmatched by any other pearl base coat line.
- B These much like our Stylin base coats cover in 1-2 coats which unheard of with pearl basecoat from other manufactures
- C These vibrant colors were not only engineered for there appearance but they are the most light fast on the market
- D These can be shot over any color base coat but they do not have

3 Heavy Metal

- A With heavy metal there is no need for excessive coat of clear the flake in heavy metal in heavy metal is designed to lay flat
- B Great for a candy base coat
- C Leaves minimal edge
- D Less mess
- E The largest metallic base coat
- F Available in 2 sizes chunk & super chunk
- G Available in colors bright silver glimmer gold

4 Color Blender

- A Color blender was designed as an inter coat clear as well as a binder
- B For that reason we intend it to be used as an agent of transfer for all of our crystal pearls, candies, flakes, spectra F/X, and any future additive we may offer.
- C This also reduces 1-1 continuing to save the painter money

5 Candy concentrates

- A We designed our candy concentrates as a universal product. Meaning that they can be used in any paint system regardless of manufacturer
- B These are the most concentrated candies on the market no one can compare to the potency or the savings these offer
- C they blend exceptionally well regardless if it's a solvent born or water born product
- D little to no bleeding will occur when using these products
- E the light fastness of this product is remarkable and unmatched by any manufacturer
- F Because of there intense concentrate they are harder to strip than other concentrates on the market.

6 Crystal Pearls

- A currently crystal pearls come in 6 colors with each color having an impressive amount of “POP” when added to any paint scheme
- B these pearls can stand alone or work great as a base for candies
- C 1-300 microns for exceptional “POP”

7 Retro Glow

- A Come in 4 colors white, neon green, hot pink, and orange
- B Retro glow will out glow any competitors product
- C The longevity of Retro glow
- D Will continue to glow as long as its charged
- E Recommended application requires retro glow being added to our Color Blender as dictated by the desired affect.
- F Retro glow has much application but in all cases must be applied over white.

8 Spectra F/X

- A These additives are offered in two sizes (medium and XL) and come in two extraordinary options Copper patina (a green to copper shift) and blue emerald(a blue to green shift)
- B These are the most versatile color shifting products on the market to date
- C Despite there striking results Spectra F/X is unexpectedly affordable
- D Because of there flake like qualities they can be easily added to any project by being applied over any base.
- E For the most dramatic results apply over black.

9 Flakes

- A our ever expanding line of flakes include 32 diverse flakes that come in multiple sizes and colors including Diamonds and slivers which makes our line the broadest flake assortment anywhere.
- B Our flakes lay flatter than most other flakes on the market once again resulting in decreased cost to the paint due to decreased amount of clear needed to achieve a smooth finish.
- C From our largest (diamonds) to our smallest micro flakes we offer the best price anywhere.
- D These light and airy flakes are epoxy coated for the best solvent resistance
- E When used in a transfer agent such as clear or color blender these flakes float for extended period of time to decrease clumping in your spray gun cup.

10 Mystic

- A This is with out a doubt the most affordable chameleon paint on the planet with a retail price that sells for ¼ of any other competitor
- B Highest pigment level possible with chameleon paint
- C With the ability to be reduced 1:1, 2:1, and 3:1 Mystic 3 can deliver on three different effect levels with a spectacular finish each time.
- D No undesired copper casts between color shifts

11 Crazer

- A This marbled effect paint is the power house of the Alsa Effects line offering 25 different Crazer colors.
- B Since all Crazers are formulated from base coat technology there is no need for inter coat clears or additional adhesion promoters. Simply put any of our Crazers get the adhesion and durability of base coat compounded by a wide array of wild effects.
- C Being engineered to have a longer dry time was done to allow for a much easier application and makes Crazers that much more versatile when working with them on large projects
- D Due to our longer dry time you are able to work the marbled effect to a place where you will have harder lines and more defined shapes
- E With 5 different types of Crazers our complete pallet includes solids, Chameleons, metallics, and pearls and just in case we missed anything along the way we offer a "Neutral" Crazer than you can use with all of our additives or paints to make any kind of Crazer you like
- F Our solids deliver that desperately sought after bowling ball effect that originated this craze in the automotive paint culture.
- G The metallics can serve two masters, one as top coat effect paint or they can be applied as a base for syrupy coat of candy paint.

12 Prizma Coat

- A This dazzling burst of color can be applied over any base color though through our experience it looks best over black because of the dramatic contrast
- B Prizma coat will look like titanium gray in the shade or at night when applied over black
- C Prizma coat is not just a top coat it can be used as a base for our candies and will give an out of this world effect to an already deep candy paint job

13 Eclipse

- A Eclipse is the thermo sensitive basecoat
- B Eclipse is available in black to white and blue to white
- C Eclipse is an extremely versatile basecoat. It can be used under candies so that it changes from black to red or whatever candy you choose
- D Dries like any of our other base coats
- E It mixes 2-1 with amr2712 medium urethane reducer

14 Xposures

- A Is another one of our dramatic finishes that in itself can make anything cool.
- B Xposures is a heat reactive chameleon
- C Changes from black to 9 eye popping colors and as soon as it cools it returns back to its flawless black finish
- D As with some of our more wild paints the directions must be explicitly and never deviate from our directions

15 Mirra Chrome

- A This produce is with out a doubt the Closest thing to chrome on the market
- B Being the most sensitive paint of the Alsa line you MUST FOLLOW THE DIRECTIONS GIVEN EXPLICITLY, NEVER STRAYING FROM OUR DIRECTION IS KEY TO THE PERFECT MIRRA CHROME FINISH.
- C Review all of the steps before you start the process
- D Use Mirra Chrome as a base for deep candies and anodized effects
- E This is essentially the poster boy for Alsa paint and has proven to be a door opening product as you will see when you approach new clients.
- F As with all of or chrome products Mirra chrome is available in a kit

16 Ghost Chrome

- A A brushed or machined finished can be obtained with this product and is its greatest sell point.
- B When applied over a flawless smooth surface it can easily be mistaken for raw metal
- C This brushed or machined appearance is brought about by base coating and clearing your part, then sand the polished clear with red scotch bright pads to a faux brushed metal finish.

17 Multi-Chrome

- A This is the latest addition to the Stellar line of chrome finishes offered by Alsa Corp. it is the one two punch of chrome and Prizma in perfect marriage of custom and technology
- B This is much more user friendly than Mirra chrome
- C Must be applied over a gloss black base and speed clear
- D There is no need to polish the Multichrome after its application but can be done
- E We recommend the use of an Iwata LPH 50 or a devilbiss SRIW with a 1.0 tip because of the atomization of these smaller guns.

18 Crystal F/X

- A This is a one of a kind liquid mask that is used with contrasting colors
- B This mask needs next to no preparation before used this means no clear coat, no sanding, and no need to wash, you simply wipe the area clean with alcohol and apply a substantial amount of crystal F/X and watch the crystals form.
- C if desired you can lightly scuff (with red scotch-brite) your base surface to create a multitude of different patterns from swirls to elongated crystals with little to no effort
- D like no other mask of its kind crystal F/X will produce its jaw dropping crystalline effect in any climate and any time of the day

19 **Alsa Clear**

- A This is a great all purpose clear
- B Dust free in 15 minutes
- C Extremely flexible
- D Easy to buff to a glass finish
- E Excellent UV stability
- F VOC 3.5 LBS per gallon
- G 4:1 mix ratio

20 **Speed Clear**

- A This is our #1 selling clear
- B VOC 2.1 LBS per gallon
- C Dust free in 10 minutes
- D 3 hardener choices(fast, medium, slow)
- E Buffable in 90 minutes
- F Highest level of UV screeners possible
- G 4:1 mixing ratio

21 **Soft Touch**

- A THE ONLY FLAT CLEAR LIKE IT ON THE MARKET
- B SCRATCH RESISTANT MORE RESISTANT UNLIKE OTHER STAIN CLEARS
- C MARKET GROUP (RAT RODS) ON THE RISE IN THE AFTER MARKET AUTOMOTIVE
- D RUBBER(8:1:4), VELVET(8:1:5), & SILK(8:1:6) TEXTURED FEELS
- E We are the KINGS OF SOFT TOUCH

22 **Clear 4 Chrome**

- A This product has the best adhesion to chrome(real chrome not Mirror chrome, Ghost chrome or any other chrome products) on the market to date
- B Has Ford's stamp of approval for their chrome wheels
- C Sticks to chrome and polished aluminum
- D Can be tinted with our candy concentrates
- E Has a fast dry time

23 **Striper**

- A Striper is the key to rounding out our custom ideology for the aftermarket.
- B This product can be cleared in 10 minutes and will give no reaction to clear coat or other paint products
- C This line has the most vibrant colors and is packed with colors approved by many of the top pin strippers in the states
- D Metallics are second to none with next to no edge and excellent coverage
- E The line also includes 4 chameleon colors from the launch with more solid metallic and chameleon colors on the way
- F This is a product we developed with many different pin strippers in the industry and fine tuned the paint till it was accepted as the best.

24 PLA-STICK

- A This was designed to stick to all olefin plastics like PP,TPO,PE,PETG(oily plastics)
- B Excellent adhesion to bare metal
- C It is a clear when applied
- D Dries in 15 seconds
- E Will stick to all plastics



A L S A