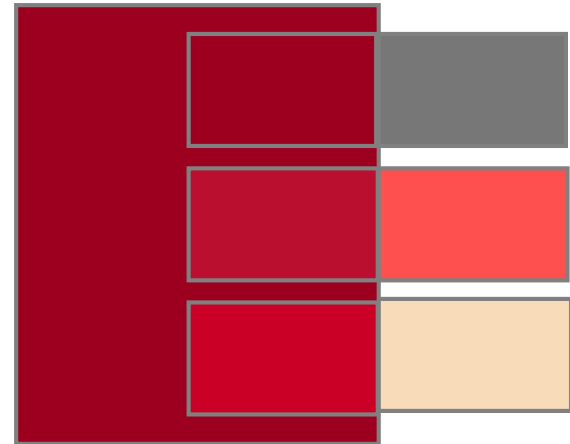


Valueshade®



**An Axalta Coatings Systems Brand**

# Valueshade®

## **What is Valueshade® and why do we need it?**

Valueshade® is a common sense way of achieving coverage by putting a shade of grey underneath the topcoat that has the same lightness or darkness value that the topcoat colour has, hence making the topcoat cover very quick and with much fewer coats.

There are seven Valueshade® colours ranging from white to black. They can be made as a primer or as a basecoat, acrylic or 2K colour.

Valueshade® allows the painter to duplicate the OEM finish in both exterior colours and engine bay colours (in a lot of cases). Without Valueshade® we would be unable to match colours effectively in some cases due to poor opacity colours hitting the market that have a shaded primer under them.

# Valueshade®

Poor opacity colours need a Valueshade® underneath.

If coverage is achieved without a ground coat after excessive coats, the colour is often lost due to the metallic or mica flake orientating poorly. Holdout is also poor due to the solvent entrapment from excessive coats of basecoat.

Most car manufacturers get coverage the same way as Valueshade®



# Valueshade®

The **correct Valueshade®** colour to be used with a certain topcoat colour is given in the existing colour retrieval tools and is found on the formula screen as a blue box with a Valueshade® number inside it.

**Advantages** of the ValueShade® system : improves coverage, less coats of topcoat needed, especially for transparent colours enhances productivity of bodyshop: materials consumption, time savings less expensive than colored primers

VS = Valueshade®



VS1

VS2

VS3

VS4

VS5

VS6

VS7