



REFINISHING AUTOMOTIVE INTERIOR AND EXTERIOR FLEXIBLE AND RIGID SUBSTRATES

SEM is devoted to helping technicians solve their day-to-day problems by providing innovative and superior professional repair and refinish products that are easy to use. **SEM** has developed three families of products with superior resins that provide greater adhesion and long lasting finishes on multiple substrates.

COLOR COAT, **SURE-COAT™** and **CLASSIC COAT™** are ready-to-spray. These products are high-hiding, flexible coatings that do not get brittle with age. They do not soften or crack within normal temperature ranges and can be applied to a variety of surfaces.



COLOR COAT is the industry standard for **PLASTIC**, **VINYL**, **CARPET** and **VELOUR** restoration. It is fade resistant, flexible and provides a permanent coating while maintaining the texture of the surface to be coated. **COLOR COAT** aerosols are available in over 50 colors including OEM automotive, bus and commercial colors.

SURE-COAT offers excellent flexibility and outstanding adhesion for a variety of interior and exterior automotive, marine and commercial applications. It dries quickly and may be brushed or sprayed to change or enhance the current color while maintaining the texture and look of **LEATHER**, **VINYL** and **PLASTIC**.



CLASSIC COAT aerosols use advanced technology to provide superior adhesion and flexibility when changing or restoring the color of most **LEATHER** and **VINYL**. **CLASSIC COAT** is a fade resistant coating that won't chip or peel and is available in many of today's most popular OEM colors.

REFINISHING FLEXIBLE AND RIGID PLASTIC

MATERIALS



&



39362 SEM SOAP & gray scuff pads



&



or



&



3835() PLASTIC & LEATHER PREP
& lint free towels or
4040() ZERO VOC SURFACE CLEANER
& lint free towels



&



or



or



3836() SAND FREE & COLOR COAT or
3986() PLASTIC ADHESION PROMOTER
or 7772() XXX ADHESION PROMOTER



or



COLOR COAT or SURE-COAT™

INSTRUCTIONS

- 1 Clean first with 39362 SEM SOAP and a gray scuff pad. Scrub thoroughly, paying close attention to textured or recessed areas. Rinse with water and dry.



- 2 Clean with 3835() PLASTIC & LEATHER PREP using a clean lint free towel and wiping in one direction. Or, apply 4040() ZERO VOC SURFACE CLEANER and clean with a lint free towel until dry. If contamination still exists after cleaning, water will bead on the surface. Repeat until beading no longer occurs.



TECH TIPS

Wiping in one direction will remove contaminants from the surface, rather than smearing contaminants around.

- 3 To promote adhesion on problem plastics such as ABS, PVC and other similar plastics, apply a medium wet coat of 3836() SAND FREE. While still wet, apply a light coat of COLOR COAT. Avoid applying the first coat of COLOR COAT too heavily as sagging may occur. As the 3836() evaporates, the COLOR COAT is drawn into the surface resulting in excellent adhesion. **NOTE: SURE-COAT is a waterborne coating and is not compatible with 3836(). DO NOT USE SURE-COAT AND 3836() ON THE SAME SUBSTRATE.**



- 4 To promote adhesion on problem plastics such as TPO, EPDM, PP and other similar thermoplastics, use 3986() PLASTIC ADHESION PROMOTER or 7772() XXX ADHESION PROMOTER. Apply one light coat, let flash for 5 minutes, and then apply one full wet coat. Allow this coat to flash 10-15 minutes, but no longer than 30 minutes before topcoating.

3986() and 7772() work well on most flexible or rigid plastics as well as on painted surfaces.

- 5 Apply COLOR COAT (see page 6) or SURE-COAT (see page 7).

TECH TIPS

If the type of plastic is unknown, place a drop of acetone on the back of the plastic and rub it with your finger. If the plastic smears and melts, use 3836() SAND FREE for your adhesion promoter. If acetone does not have an effect on the plastic, use 3986() PLASTIC ADHESION PROMOTER or 7772() XXX ADHESION PROMOTER.



REFINISHING VINYL

INSTRUCTIONS

- 1** Clean first with **39362 SEM SOAP** and a gray scuff pad or a nylon bristle brush for vinyl convertible tops. Scrub thoroughly, paying close attention to textured or recessed areas. Rinse with water and dry.



- 2** Clean with **3834() VINYL PREP** using a clean lint free towel and wiping in one direction. Or, apply **4040() ZERO VOC SURFACE CLEANER** and clean with a lint free towel until dry. If contamination still exists after cleaning, water will bead on the surface. Repeat until beading no longer occurs.

CAUTION: Do not allow **3834()** to splash or stand on painted surface as discoloring may occur.

TECH TIPS

Wiping in one direction will remove contaminants from the surface, rather than smearing contaminants around.

- 3** Apply **COLOR COAT** (see page 6), **SURE-COAT** (see page 7) or **CLASSIC COAT** (see page 8).

NOTE: When coating vinyl with **COLOR COAT**, plasticizer migration may occasionally occur. When vinyl manufacturers use a high amount of plasticizers, they may bleed and leave a tacky feeling on the coated surface. **39643 TAC FREE** eliminates this problem. **13001, 13004, 13006 HIGH GLOSS CLEAR, 13011, 13014, 13016 SATIN GLOSS CLEAR** will also work; however, consult local regulations to ensure compliance in **VOC** regulated areas and districts.

NOTE: Additional flexibility is required when refinishing vinyl convertible tops with **COLOR COAT**. Mix 1 part of **39728 SUPER SEM FLEX** to 10 parts of **COLOR COAT**. Do not exceed mixing ratios. Too much **39728** will create a tacky surface that will not dry properly.



39643 TAC FREE can be used as a satin topcoat with **COLOR COAT** when an exceptionally tough finish is desired. **39643** is impervious to alcohol and gives great protection when refinishing equipment in demanding environments.

MATERIALS



39362 SEM SOAP & gray scuff pads or a nylon bristle brush



3834() VINYL PREP & lint free towels or 4040() ZERO VOC SURFACE CLEANER & lint free towels



COLOR COAT, SURE-COAT™ or CLASSIC COAT™



39728 SUPER SEM FLEX



39643 TAC FREE

REFINISHING LEATHER

MATERIALS



39362 SEM SOAP & gray scuff pads



3835() PLASTIC & LEATHER PREP & lint free towels



Gray scuff pads or 400-600 grit sandpaper & 3835() PLASTIC & LEATHER PREP.



SURE-COAT™
or CLASSIC COAT™

INSTRUCTIONS

- 1 Clean first with **39362 SEM SOAP** and a gray scuff pad. Scrub thoroughly, paying close attention to textured or recessed areas. Wipe **39362** with a clean damp towel to remove all residue.



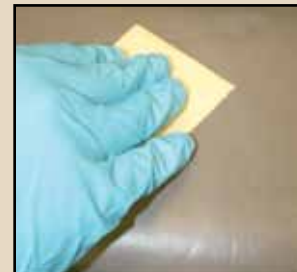
- 2 Clean with **3835() PLASTIC & LEATHER PREP** using a clean lint free towel and wiping in one direction. If contamination still exists after cleaning, water will bead on the surface. Repeat until beading no longer occurs.



TECH TIPS

Wiping in one direction will remove contaminants from the surface, rather than smearing contaminants around.

- 3 Scuff the leather with a clean gray scuff pad or 400-600 grit sandpaper. Blow off dust and clean again with **3835()**.



- 4 Apply **SURE-COAT** (see page 7) or **CLASSIC COAT** (see page 8).

ENHANCING CARPET AND VELOUR

INSTRUCTIONS

MATERIALS

NOTE: *COLOR COAT is recommended only to enhance the color of carpet and velour, not to drastically change its color. Trying to do so may adversely affect the texture of the carpet or velour. COLOR COAT is not suitable for long nap or shag carpets.*

- 1 Clean velour with a good quality upholstery shampoo. Clean carpet with a good quality carpet shampoo. Allow to dry.



Upholstery shampoo **or** carpet shampoo
& a nylon bristle brush

- 2 Next, clean with 3835() PLASTIC & LEATHER PREP. Scrub lightly with a nylon bristle brush to remove oil, grease and contaminants. Allow surface to dry and then vacuum.



3835() PLASTIC & LEATHER PREP &
a nylon bristle brush

TECH TIPS

Make certain surface is dry before applying **COLOR COAT**.

- 3 Apply 2 light coats of **COLOR COAT** (see page 6) allowing 3-5 minutes flash time between coats. Immediately after each coat, brush in all directions with a nylon brush to keep the fibers separated.



COLOR COAT & a nylon bristle brush

- 4 Allow last coat to dry 5-10 minutes. Brush surface again in all directions to make certain fibers are separated, then vacuum.

COLOR COAT APPLICATION

MATERIALS



27969 COLOR COAT GALLON MIXING SYSTEM
27979 COLOR COAT CONE TOP QUART MIXING SYSTEM
27989 COLOR COAT QUART MIXING SYSTEM



13038 COLOR COAT FLATTENER
77743 XXX GUN CLEANER

PAINT GUN INSTRUCTIONS

- 1 Use 20-25 psi from non-HVLP equipment or 8-10 psi at the cap for HVLP equipment.
- 2 Apply one medium wet coat followed by one full wet coat. Allow 5-10 minutes flash time between coats.
- 3 Flush equipment with **77743 XXX GUN CLEANER** until all product has been removed.



For additional versatility when matching low gloss OEM colors, **13038 COLOR COAT FLATTENER** is available. **13038** may be used with all **COLOR COAT** intermix formulas.

MATERIALS



40022 SAC RACK AEROSOL CENTER

AEROSOL INSTRUCTIONS

- 1 Shake well.
- 2 Hold can 6-8" from the surface.
- 3 Apply light mist coats, allowing 5-10 minutes flash time between coats.



Note: Even though film is dry to the touch, the substrate should not be subjected to heavy abuse or abrasion for 24 hours.

Should a different sheen be desired, **COLOR COAT** offers three companion clears. These include **1300() HIGH GLOSS CLEAR** for the "wet look," **1301() SATIN GLOSS CLEAR** for "medium sheen" and **1302() LOW LUSTER CLEAR** for interior instrument panels. Two coats is generally sufficient. **1302() is not recommended for exterior exposure. Due to VOC regulations, 1300(), 1301() and 1302() may not be used as topcoat clears in California, but only to modify the gloss of intermix formulas.**

SURE-COAT™ APPLICATION

INSTRUCTIONS

1 **SURE-COAT** is ready to use. Hand stir or shake well to make sure color is consistent. **SURE-COAT** may appear foamy; however, bubbles will dissipate during application.



2 **16004 SURE-COAT CROSS LINKER** may be added (5g/pint) to increase the durability of **SURE-COAT** to the effects of most cleaning chemicals.



3 While **SURE-COAT** is ready to spray, **16754 SURE-COAT REDUCER** is available for additional versatility.

4 When brushing **SURE-COAT**, use **05500 POLY-BRUSH**. Apply one light coat followed by two medium wet coats. Allow 5-10 minutes flash time between coats. Apply sufficient coats to achieve hiding. **NOTE: Allow SURE-COAT to dry sufficiently between coats to avoid brush marks.**



5 If not using dedicated waterborne equipment, flush gun with **77743 XXX GUN CLEANER** followed by water prior to application.



6 Hold gun 6-8" from the surface. Use 25-30 psi from non-HVLP equipment or 8-10 psi at the cap for HVLP equipment. Apply one light coat followed by two medium wet coats. Allow 5-10 minutes flash time between coats.

NOTE: Dry time is dependent on relative humidity and air circulation. Allow 10 minutes before baking. Curing can be accelerated with a fan or an infrared curing system placed 3-4 feet from the surface. **CAUTION:** Do not exceed 140°F (60°C) or bake for longer than 30 minutes.



7 Flush equipment with **77753 XXX WATERBORNE GUN CLEANER** until all product has been removed.

Should a different sheen be desired, **SURE-COAT** offers three companion clears. These include **1670() HIGH GLOSS CLEAR** for the "wet look," **1671() SATIN GLOSS CLEAR** for "medium sheen" and **1672() LOW LUSTER CLEAR** for interior instrument panels. Two coats is generally sufficient.

To lower gloss, add **16808 SURE-COAT FLATTENER** to your intermix formula. Remember to always spray a test panel to check color and gloss.

TECH TIPS

- **SURE-COAT** can be recoated within 24 hours without additional surface preparation. Blow off dirt or lint and recoat.
- Even though film is dry to the touch, the substrate should not be subjected to heavy abuse or abrasion for 24 hours.

MATERIALS



16739 SURE-COAT 1/2 GALLON MIXING SYSTEM
16749 SURE-COAT PINT MIXING SYSTEM



16004 SURE-COAT CROSS LINKER
16754 SURE-COAT REDUCER
77743 XXX GUN CLEANER
77753 XXX WATERBORNE GUN CLEANER
16808 SURE-COAT FLATTENER

CLASSIC COAT™ APPLICATION

MATERIALS



CLASSIC COAT™ offers 35 factory-matched OEM colors from Ford, GM, Chrysler, Honda, Toyota, Acura & BMW



17002 CLASSIC RACK ASSORTMENT

INSTRUCTIONS

- 1** Shake well.
- 2** Hold can 6-8" from the surface.
- 3** Apply light mist coats allowing 5-10 minutes flash time between coats.



Note: Even though film is dry to the touch, the substrate should not be subjected to heavy abuse or abrasion for 24 hours.



Spray tip may be adjusted for either a vertical or horizontal fan spray pattern.





COLOR COAT™



REFINISH INTERIORS



FORMULATED TO RESTORE OR CHANGE COLOR ON:

Flexible Plastic | Rigid Plastic | Vinyl | Carpet | Velour & More



MIXING SYSTEMS
THOUSANDS OF OEM MATCHED COLORS



50 POPULAR AEROSOL COLORS
& 3 CLEARS



CUSTOM FILL™ AEROSOL
BLANK (FILLON MACHINE)



UNIVERSAL COLOR COAT
BLANK (OMNI-FILL & OTHERS)

Manufactured in the USA





STEP 1 PREP

VINYL & PLASTIC: Clean first with **SEM Soap** and a gray scuff pad. Rinse with water and allow to dry.

For vinyl, clean thoroughly with **Vinyl Prep** or **Zero VOC Surface Cleaner** using a clean, damp, lint-free towel and wiping in one direction. For plastic, clean with **Plastic & Leather Prep** or **Zero VOC Surface Cleaner**.

CARPET & VELOUR: Shampoo first. Clean with **Plastic & Leather Prep**. Scrub lightly with a nylon bristle brush to separate the fibers and to remove oil, grease and contaminants. Allow to dry, then vacuum.



SEM Soap

A mild abrasive cleaner for flexible substrates.

Part	Size
39362	16 oz. Tube



Vinyl Prep

A strong solvent blend for refinishing vinyl.

Part	Size
38343	16 oz. Aerosol
38344	Quart



Plastic & Leather Prep

A mild solvent blend to clean plastic and leather.

Part	Size
38351	Square Gallon
38353	16 oz. Aerosol
38354	Cone Top Quart

STEP 2 MIXING

DO NOT THIN. **Color Coat** is ready to spray.

Shake or stir well, per label instructions, to ensure color uniformity. For best results, use only when can temperature is approximately 70°F (21°C).

For additional versatility when matching low gloss OEM colors, **Color Coat Flattener** is available.



Color Coat Flattener

An additive that lowers gloss and adds versatility.

Part	Size
13038	Pint



Custom Fill™ Color Coat Aerosol Blank

A blank aerosol for filling custom Color Coat colors.

Part	Size
61983	16 oz. Aerosol



Universal Color Coat Blank

A blank aerosol for filling custom Color Coat colors.

Part	Size
15993	16 oz. Aerosol

STEP 3 APPLY

AEROSOL: Hold can approximately 6 – 8" from the surface. Apply light coats allowing 5 – 10 minutes between coats.

SPRAY GUN: Using fluid tip size 1.0 – 1.3 at 20 – 25 psi with non-HVLP or 8 – 10 psi at the cap with HVLP, apply 2 – 3 light coats or until hiding, allowing 5 – 10 minutes flash time between coats. Some colors will require more coats to cover.

CARPET & VELOUR: Spray one light coat and immediately brush in all directions using a nylon bristle brush. Apply a second light coat and brush again. After surface has completely dried, brush again to loosen fibers.



Mixing System Cone Top

For the jobber, shop or mobile technician: 9 toners and 3 clears.

Part	Size
27979	Cone Top Quart



Mixing System Quart

For the jobber or shop to start mixing Color Coat.

Part	Size
27989	Quart



Mixing System Gallon

For the jobber or shop that mixes Color Coat regularly.

Part	Size
27969	Gallon