



Jotun Protects Property

PRIMAX EXCEL

THE NEW BENCHMARK
IN PRIMERS FOR
ENGINEERED WOOD

POWDER COATING BREAKTHROUGH TECHNOLOGY





FOR AN INDUSTRY THAT SEEKS EFFICIENCY

There is increasing pressure in the engineered wood industry to adopt new, efficient systems that will maximise productivity. Manufacturers of interior furniture and fittings including kitchen and bathroom cabinets, are seeking more effective ways to increase output, save time and reduce the number of coats needed to finish their products - while meeting the demanding standards that customers expect. However, traditional coating methods such as liquid paints often prove challenging to optimise. Maintaining your competitive advantage requires change. Businesses that thrive have adapted to it, and are capitalising on operational efficiencies that have not only improved the quality of their output, but their bottom line as well.

AN INNOVATIVE ONE-COAT PRIMER FOR ENGINEERED WOOD

At Jotun, we want to offer you products that will help your business thrive. That's why we've created Primax Excel - a one-coat powder coating primer solution for MDF and HDF that will save you time and money with the performance to make your products last. Using Primax Excel as your primer coat will give you all the benefits of a powder coating and replace unnecessary layers of liquid paint. At the same time, it can be over-coated easily with a variety of liquid top coats to deliver the finish you're looking for. From kitchen and bathroom cabinets and doors to home and office furniture and interior fittings, applying Primax Excel will help your products look as they are intended to look, for longer.





A SOLID FOUNDATION THAT BOOSTS YOUR BOTTOM LINE

Primax Excel will change the way you work with MDF. What might take several coats with traditional liquid primers can be achieved with a single coat of Primax Excel powder coating. Sanding will also be less of a burden. Not only will you do less of it, but our finish will make it easier to do - even in those pesky routed areas. This will reduce your production time, increasing your productivity. And because powder coating cures in a couple of minutes, it can be handled and overcoated quickly, significantly minimising production bottlenecks. With Primax Excel, you can produce more products, more reliably with fewer quality assurance issues. It's no wonder, leading MDF businesses are opting to transform their manufacturing process by switching to powder coating.

A PRIMER THAT PERFORMS

When it comes to kitchens and bathrooms, a common cause for concern is humidity. Jotun's Primax Excel solution is superior to traditional coating methods because of its unrivalled performance in humid environments. It can greatly reduce the risk of swelling, cracking and distortion that has often plagued liquid coated cabinets in kitchens and bathrooms, giving you a competitive edge over other manufacturers.





WE PUT YOUR BUSINESS AT THE HEART OF OURS

Jotun's Primax Excel powder coating solution is backed by the quality standard and customer support we're known for. Our technical team can help you calculate implementation time, schedule in-house worker training, optimise logistics, and help prepare an objective cost-benefit analysis of the potential value of introducing Primax Excel powder coating for your specific business needs. It's a turnkey solution that will change and improve your output. We also have our very own "Powder School", an engaging and informative forum where we impart our knowledge of MDF coatings and how to enhance their application properties. For more details, ask your local Jotun representative.

IMPROVING THE WORLD WE SHARE

This product isn't just a step towards protecting your goods, it's also a step towards creating a better environment. By choosing Primax Excel, you'll be joining our GreenSteps programme on a journey to a greener, more responsible world.

Our stringent production methods, processes and innovation ensures:

-  An environmentally-friendly, solvent-free product with no VOC emissions
-  Reduction in energy consumption
-  A lower carbon and eco footprint
-  BPA-free products that are safe
-  Free of hazardous heavy metals
-  Minimal waste due to recycling of over-sprayed powder

GreenSteps 







PRIMAX EXCEL

DESIGNED FOR YOU

GET IN TOUCH

At Jotun, we don't just sell you a superior performing product, but we also collaborate with you to enable your operational goals. With industry-leading technical assistance and a track record of global market experience, our aim is to not only meet, but also exceed your requirements.

Please get in touch with your local Jotun representative so that we can tailor a solution that's right for you.

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