



VORTEX™

the premier waterborne solution™





VORTEX™ - Beyond Comparison

In developing VORTEX™, Martin Senour invented a proprietary waterborne resin system that behaves like current solvent-borne technology. This means that VORTEX™ will spray, blend, dry and repair just like the premium basecoat systems of today. VORTEX™ is a complete system consisting of premium, profit improving under coats, color, and clear coats. All of these attributes make the transition to VORTEX™ quick and easy.

Compliance without sacrifice

Our goal is to exceed your expectations with every new product we develop.

Innovation is the driving force that guides new technology developments at Martin Senour Automotive Finishes.

VORTEX™ waterborne technology is no exception. We take pride in accepting each challenge our customers bring to us, and we strive to stay on the cutting edge of coatings technology. At Martin Senour, we believe that business and environmental compliance are not at odds. VORTEX™ will deliver improved productivity and profitability, while decreasing VOC and toxic air contaminant emissions.



**THE PREMIER
WATERBORNE SOLUTION™**





VORTEX™ - A new way to look at color

We understand that superb color match is critical to delivering high quality repairs to your customer each and everytime. That is why we worked tirelessly to build a waterborne system that provides excellent color match, easy application and a consistent blending process.

The goal: delivering the perfect repair – the first time.

Our simplified tools include:

- Formula Express™ On-line Mixing System
 - tracks code frequency to get your technicians to color match faster
- Fast-Find Color System
 - chromatically arranged color system that makes color selection fast and easy
- VORTEX™ Quick Reference Tinting guide
 - makes reading and tinting colors a snap



COLOR WITH SIMPLICITY





A Smooth Transition

Smooth transitions are achievable when resources are at your fingertips. Since Martin Senour is the leader in training and resources, be sure to take advantage of our:

- Regionally-located training centers
- On-site training programs
- Professional shop assessment, which ensures seamless transition
- Online product reference tools and training
- Simplified shop conversion program



Guaranteed Success

To guarantee success with VORTEX™, our experts evaluate your shop environment and conditions, as well as make recommendations on how to achieve the highest productivity and profitability with the VORTEX™ system.

We focus on:

- Air supply and quality
- Spray equipment
- Booth air movement
- Clean up and waste stream
- Housekeeping
- Productivity

Proper preparation before conversion helps us to:

- Determine readiness for waterborne conversion through a comprehensive facility assessment
- Provide you with comprehensive waterborne solutions, including a plan of action
- Provide you with a conversion timeline
- Ensure success!



Making Things Simple

Managing your material and service needs successfully is simply no accident. Our team of sales, service and technical associates take your success very seriously. We work endlessly to build and implement systems that help you efficiently manage your material and refinish process.

Our goal is to deliver what you need, where and when you need it. In short, our trademark Customer Service makes things simple.



RESOURCES AT YOUR FINGERTIPS





**For more information contact:
Martin Senour Customer Service
1-800-526-6704
www.martinsenour-autopaint.com**

