



Press Release

For Immediate Release

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April 24, 2015

### **Transtar Autobody Technologies Announces the Launch of a Unique New Product – Adhesion Primer**

This unique combination of adhesion promoter and primer provides significant labor and cost savings. It can save up to 2 hours of labor when prepping a raw or previously primed bumper or plastic part.

Adhesion Primer is a single component non-sanding primer suitable for TPO & RIM substrates. It is fast drying and offers excellent adhesion. It is available in 3 colors to best suit your needs. No need for two steps, Transtar's Adhesion Primer combines adhesion promoter and primer in one easy step!

Features of this new system that will save shops time & money include:

- Reduces damage done to new bumpers caused from abrading of plastic bumpers
- Eliminates the need for prep paste & scuff pads
- Ready to use formulation with coverage in as little as 1 coat
- Mix using the Transtar Star Shade System to get the perfect color for ideal hiding
- Quick dry time allows for faster topcoat application

Transtar offers one of the most robust and extensive product lines that addresses all repair, refinish, and detail needs. The company has been a trusted name in the autobody aftermarket for over 40 years and continues to offer new, innovative products to the marketplace.

Headquartered in Brighton, Michigan (just 40 minutes outside of Detroit Motor City), Transtar is a leading manufacturer of automotive refinish and body shop repair products

that meet the performance standards of its customers and conforms to the regulations that protect the lives of industry professionals and the environment. The company has broad distribution across North America, with a significant presence in Latin America and other key markets. Transtar Autobody Technologies is an ISO 9001:2008 certified manufacturer and part of the Transtar Automotive Group. For more information about Transtar's products and services, please visit [www.tat-co.com](http://www.tat-co.com).

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