



Jotun Protects Property

# ULTRA ONE

REDEFINING THE FINISH  
OF ENGINEERED WOOD

POWDER COATING BREAKTHROUGH TECHNOLOGY





## FOR AN INDUSTRY THAT IS EMBRACING CHANGE

The engineered wood industry is evolving with an increasing demand to design interior furniture and fittings, including cabinets and shelving, that embrace the latest trends and aesthetic preferences. However, traditional coating methods such as liquid paints, lamination and veneer can often fall short when trying to keep up with these trends. As the engineered wood industry matures, it's essential that we adopt new systems that deliver an enduring product, which traditional coating methods have yet to accomplish. 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.

# INTRODUCING A ONE-COAT WONDER FOR ENGINEERED WOOD

At Jotun, we want to offer you products that not only give you the freedom to design, but also change the way you do business. That's why we've created Ultra One - a one-coat powder coating solution that gives your MDF and HDF products a premium finish with the performance to make them last. Ultra One's surface durability provides you with superior scratch, abrasion, and humidity resistance and non-yellowing, with unmatched flexibility to coat more complex 3D objects. From shelving, and kitchen and bathroom cabinets to home and office furniture and interior fittings, Ultra One can help keep your products looking as they were intended to be.







## THE FREEDOM TO DESIGN

While wet paint, lamination and veneer have been the go-to solution for decades when it comes to MDF, they can have severe design limitations. They tend to be good for flat panels, but can provide you with a daunting challenge when dealing with more elaborate shapes. With wet paint, you also have to watch out for drips and sags. With Ultra One, you don't have to worry about any of that. Available in smooth and fine texture finishes and a range of colours, Ultra One offers you a thorough and even coverage with the flexibility to coat complex 3D items.

# UNRIVALLED HUMIDITY RESISTANCE

When it comes to kitchen and bathroom spaces, a common cause for concern is humidity resistance. Ultra One offers an improved resistance to humidity over traditional coatings. It significantly reduces the risks of swelling, cracking and distortion that are typically seen in high humidity environments, and gives you a competitive edge over other manufacturers.





# ENHANCED PRODUCTIVITY THAT BOOSTS YOUR BOTTOM LINE

Ultra One will change the way you work with MDF. What might take several coats with traditional liquid paint, including the sanding required in between, can be achieved with a single coat of Ultra One powder coating. This can reduce your production time and therefore increase productivity. Also, as powder coatings are heat cured, they do not need a drying-off period, so coated items can be handled and packaged quickly, significantly reducing production bottlenecks. With Ultra One, you can produce more products, more reliably with fewer quality assurance issues. Reject rates will also be reduced due to our superior scratch and abrasion resistance, protecting your products during production and transportation. It's no wonder more and more MDF businesses are opting to transform their manufacturing process by switching to powder coating.



# WE PUT YOUR BUSINESS AT THE HEART OF OURS

Jotun's Ultra One 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 Ultra One powder coating to 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. 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 Ultra One, 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 environment-friendly, solvent-free product



BPA-free products that are safe



Reduction in energy consumption and hazardous materials



Minimal waste by recycling unused or overused powder



Lower carbon footprint and VOC emissions







# ULTRA ONE

DESIGNED FOR YOU

## GET IN TOUCH

At Jotun, we don't just sell you a superior performing product, 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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