

HAYMES PAINT DELIVERS A WATER-BASED, QUICK DRY ENAMEL SOLUTION IN AN AUSTRALIAN FIRST WITH ELITE TRIM RAPID



Key features:

- Superior performance characteristics deliver an enamel finish with a simple **water-based solution**
- **Reduced yellowing** and effect on colour change compared to traditional enamels
- **Rapid drying**, minimizes any dust collection during the drying process
- Contains less than **8 grams per litre of VOC**

This spring, Haymes delivers the first Australian, water-based trim product that delivers a true enamel finish, Elite Trim Rapid. Heralding completely unique technology, Elite Trim Rapid is able to maintain performance characteristics just as traditional turps based enamels would, whilst being water-based, quick drying and boasting a low VOC.

Leading product innovators, Haymes now offers a complete Elite range of finishes, bases and sizes that are market relevant and competitively priced. Elite Trim Rapid offers a superior product choice with a high gloss finish and no compromise on discolouration and odours.

Gone are the days of two coats of water-based trim high gloss products to achieve an acceptable high gloss finish. Elite Trim Rapid by Haymes can be applied just once over a suitably applied undercoat and achieve a flawless high gloss finish, all in a days work.

Michael Parry, Product Manager outlines the difference between Haymes Elite Trim Rapid and traditional enamels saying that the Haymes product produced significantly less yellowing and colour change defects, reassuring customers that Haymes quality remains true no matter what the weathering conditions.

Media Release

October 2014



THE GREAT AUSTRALIAN PAINT

Waringa Drive, Wendouree Industrial Park
Ballarat Victoria 3355
Ph: 1800 033 431 Fax: 1800 801 892

“Attention to detail and quality assurance are core values of the Haymes brand and Elite Trim Rapid stands as no exception to this. When shown the Elite Trim Rapid product and a high gloss enamel product, 95% of trade painters could not pick the difference, demonstrating that the sheen of the Elite Trim Rapid product is comparable to that of a solvent-based enamel” Mr Parry said.

Haymes understands that time is money and time is a precious commodity these days. That’s why the Elite Trim Rapid solution is touch dry in just two hours and can be recoated after four hours allowing for same day project completion. The rapid drying properties of Elite Trim Rapid also minimize dust collection during the drying process ensuring a higher quality result.

Elite Trim Rapid is a low odour-emitting product, containing less than eight grams per litre of VOC. Without emitting fumes or odours, Elite Trim Rapid is ideal for specified projects such as hospitals, schools, offices and non-offensive hard wearing trim paint locations. Containing unique resin technology, Elite Trim Rapid yields an extraordinary coating strength as well as improved flow and leveling properties for the perfect finish.

Through the use of revolutionary, hybrid technology, Haymes now offers painters a water-based solution that is not only faster drying, and contains less VOC than any other product of its kind but it’s also built to last without out risk of discolouration and odour.

Trim Product Comparison:

Attribute	Elite Trim Rapid	Traditional enamel	Acrylic enamel
Wash up	Water	Mineral Turps	Water
Touch Dry	2 hours	4 hours	20 minutes
Recoat	4 hours	16 hours	2 hours
Gloss	90-95	90-95	75-80
VOC	8 g/litre	400 g/litre	55 g/litre
Wet Edge	10 minutes	20 minutes	10 minutes

Sizes range from 4 litres to 10 litres and are available in white bases

RRP is \$73.95 for a 4-litre tin

For stockists visit: www.haymepaint.com.au

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For further information, images or product samples please contact:

Chloe Spooner

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T – 03 9685 3193

E – chloe@lahracarey.com.au



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