

ARTDESHINE

DETAILING ALCHEMIST PIONEERS VISIONARIES



AUTOMOTIVE DETAILING - 23 YEARS

- Since 1999
- Detailing Studio Operations
- Showroom Vehicle Maintenance
- Automotive Dealer Delivery
- Technical & Skills Training

Artdeshine has been in the detailing industry for over 20 years and is still actively involved today. With an in-house detailing studio used for Artdeshine employees to understand product capabilities and to conduct R&D using real world scenarios. Our detailing team contributes feedback on user experience, performance towards the formulation of our products.

Apart from detailing services, Artdeshine actively uses our background in detailing to provide technical and product training for our installers.





FORMULATION & MANUFACTURING - 12 YEARS

- Since 2010
- Brand Building **ARTDESHINE**

Product formulation only started out as a passion and growing interest in trying to improve the quality of products we used in detailing services. As the access of professional grade products especially paint protection coatings in Singapore was only limited to foreign imported brands that were very costly and not up to expectations back then, we took the matter into our own hands. That kick-started the process of learning how such products are being made.

From a small-scale production using manual processes, we have improved our capabilities to using technology and automation to increase our manufacturing volume today.

As manufacturing output increased, this shifted our focus from service providing into management of the brand itself as our professional users require us to provide technical advice, training and even branding/marketing efforts. With such a huge responsibility on our shoulders, it was all hands on deck to shift our identity from a service providing business to an automotive care products brand.

Aside from producing Artdeshine branded products, we provide customised coating solutions to more than 10 brands globally. These are white-label or private labelled products using formulas made according to client's specifications.

FORMULATION & MANUFACTURING

- Own Factory & Facilities
- White Labelling Services



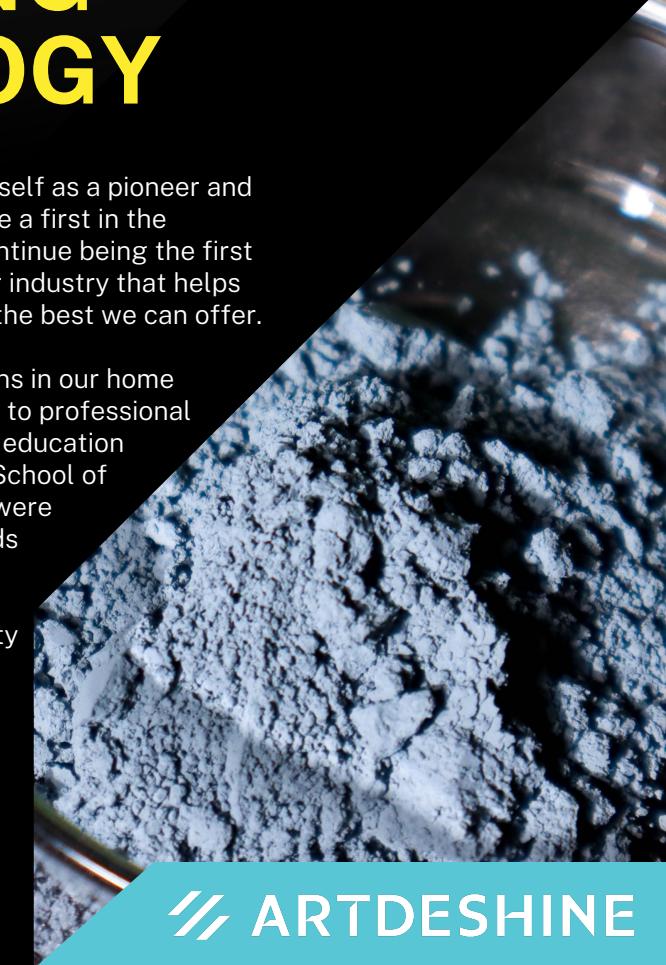
RESEARCH COLLABORATIONS

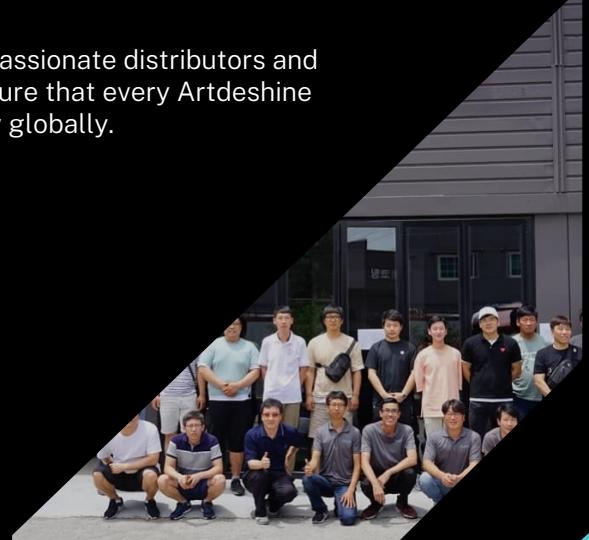


INDUSTRY LEADING PIONEERING TECHNOLOGY

The Artdeshine brand has established itself as a pioneer and trailblazer, utilising technology that are a first in the detailing industry. We would want to continue being the first in creating revolutionary products in our industry that helps our users and their end-consumers get the best we can offer.

Working with governmental organizations in our home country, Singapore, we were introduced to professional research collaborations such as with an education institution, Republic Polytechnic (RP)'s School of Applied Science. Together with RP, we were able to discover new processing methods and formulations that has brought our products to new heights. This is a testament to our credibility and reliability in always delivering the best products into installers hands.







1000+ **ARTDESHINE PRO** INSTALLERS

PRESENT IN OVER 80 COUNTRIES

There is a reason the Artdeshine brand of products are trusted by so many professionals worldwide. Constant improvements to product performance and user experience differentiates us from our competitors. We take all feedback from our installers very seriously and always seek to do better.

Represented by only the most passionate distributors and working as a team, you can be sure that every Artdeshine experience is of the best quality globally.





THE SCIENCE BEHIND ARTDESHINE COATINGS

SiO₂ GLASS CERAMIC QUARTZ CRYSTAL ALL THE SAME

Most surface protection coatings are made using many different silicon based polymers and silanes, that all contain silicon (Si) groups including SiO₂.

This is the reason why manufacturers affix names like GLASS, CERAMIC, QUARTZ, CRYSTAL to their products since these are derived from SiO₂. They are simply just names for ease of marketing.

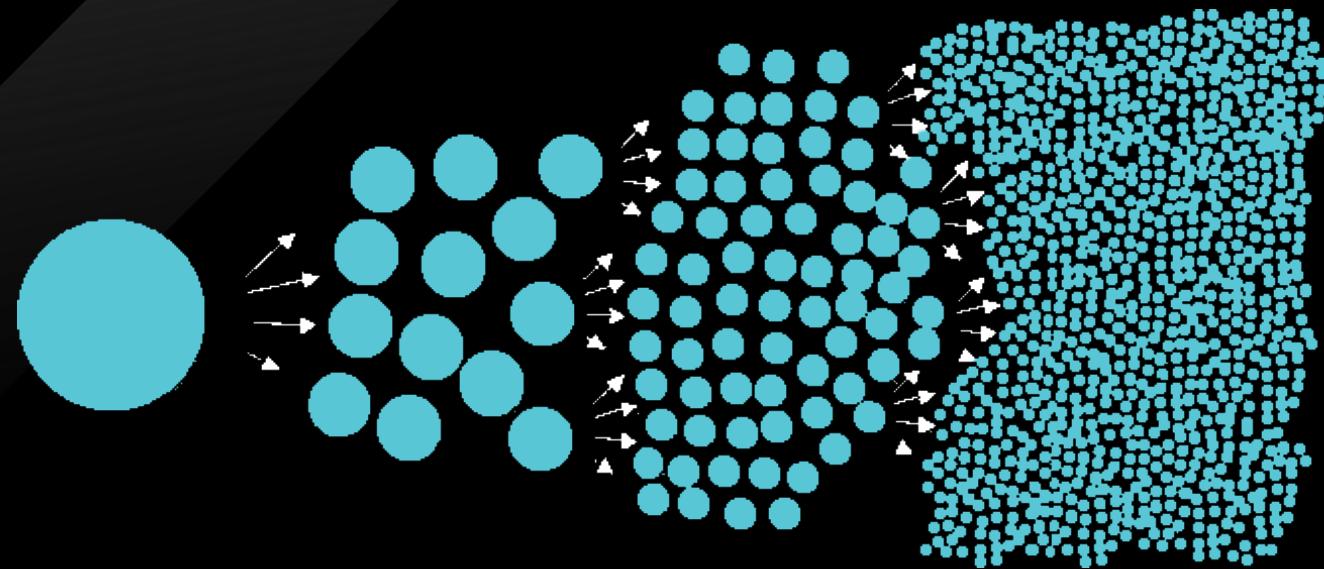
All of Artdeshine's coating formulations utilizes the same silicon based polymers and silanes as with many other brands/manufacturers. We call some of our products "ceramic coatings" too.

GRAPHENE COATING?

- **SAME** base silicone polymer coating
- Is **NOT** made from graphene
- Graphene Oxide processed to **NANO** size

Even our graphene coatings are no exception. They are still silicone based polymer coatings. We disperse Graphene Oxide (GO) that are processed into nano sized particles smaller than 1 micron into the formulation, hence the name. To compare, a strand of human hair is about 50 microns. The coating itself is NOT made from Graphene.

There is no need for special types of graphene materials as they all perform the same function as an additive in a silicone polymer coating. With nano sized particles, we are able to increase the particle count of graphene oxide to provide a higher concentration and coating surface coverage.



PARTICLE SIZE

10 cm

1 mm

1 μ m

1 nm

SURFACE

1

100

100.000

100.000.000

9H COATINGS

- Ability to resist 9H pencil scratch

9H IS NOT THE HARDNESS

- Hardness is rated by various other methods

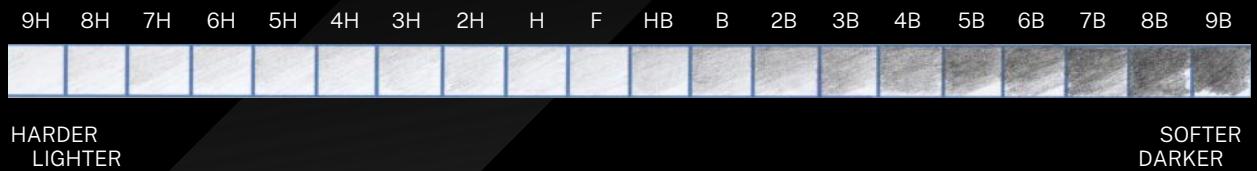
LESS FRICTION = LESS FORCE = LESS MARRING

As most coatings are made to cure very hard, they are often touted as anti-scratch solutions. This is very far from the truth.

Indeed as a thick piece of cured sample, the scratch resistance capability is exhibited clearly. However as a thin film coating applied by hand on substrates like automotive bodies, this capability is negligible.

Artdeshine works around by decreasing the amount of friction on a coated surface. Our coatings are made super slick to reduce friction that will in turn lead to reduced marring.

PENCIL GRADES



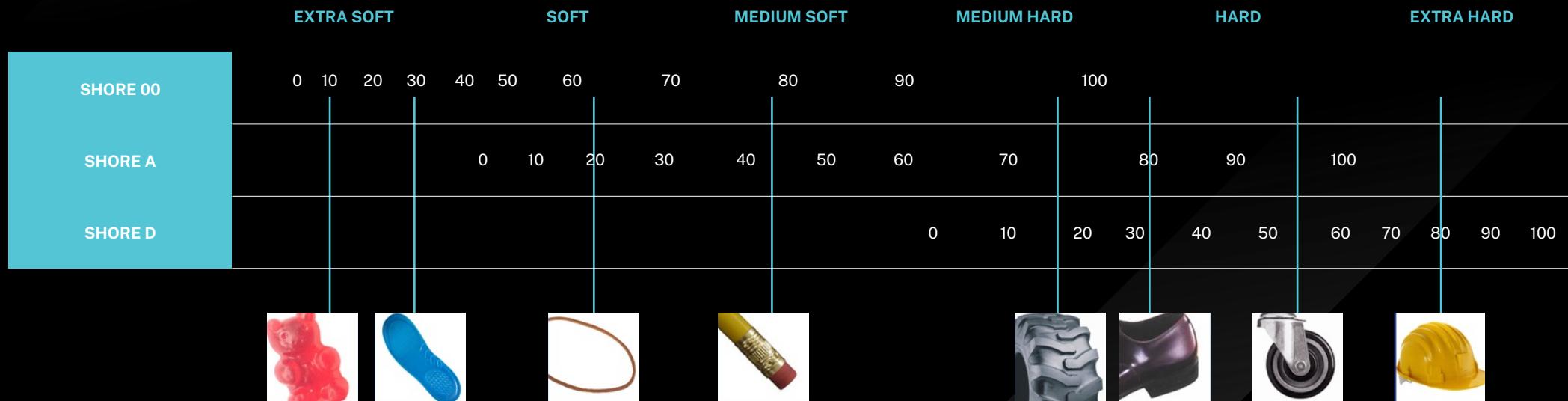
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SHORE A HARDNESS

- Alternative measurement of polymer hardness

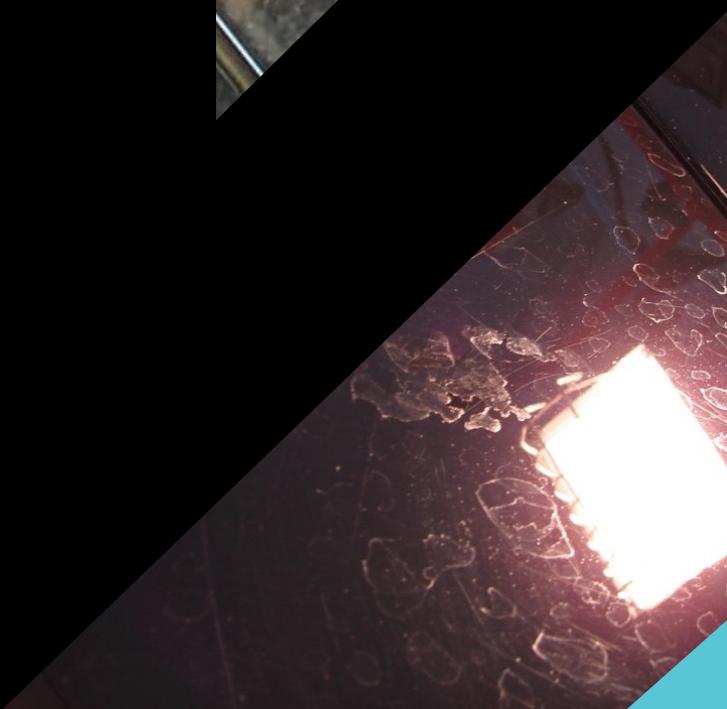
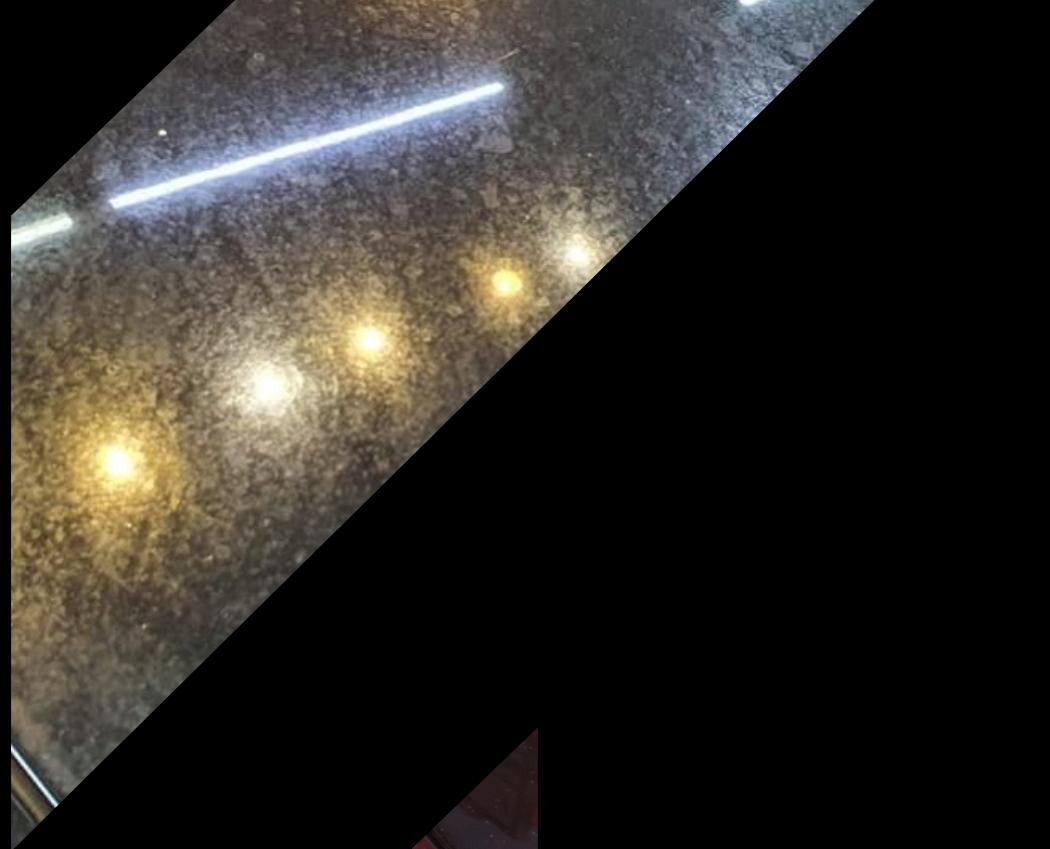
Artdeshine's silicone polymer coatings, INCLUDING Nano Graphene Coating is made to be flexible and tensile, with a measurement of about 80-95 using the SHORE A hardness scale.



WATER-SPOTS WATER-MARKS ETCHING-MARKS

- Caused by combination of liquid, heat/UV, contaminants
- Rain, bird poo, tree sap, salts, oils
- Permanent dulling
- Removable only by abrasive polishing

These spots/marks are caused by contaminants etching into the clear-coat or even matte/gloss PPF. When rainwater mixes with contaminants like bird poo, tree sap, salts and oils, heat/UV aggravates the chemical reaction. They then slowly etch or corrode the surface.



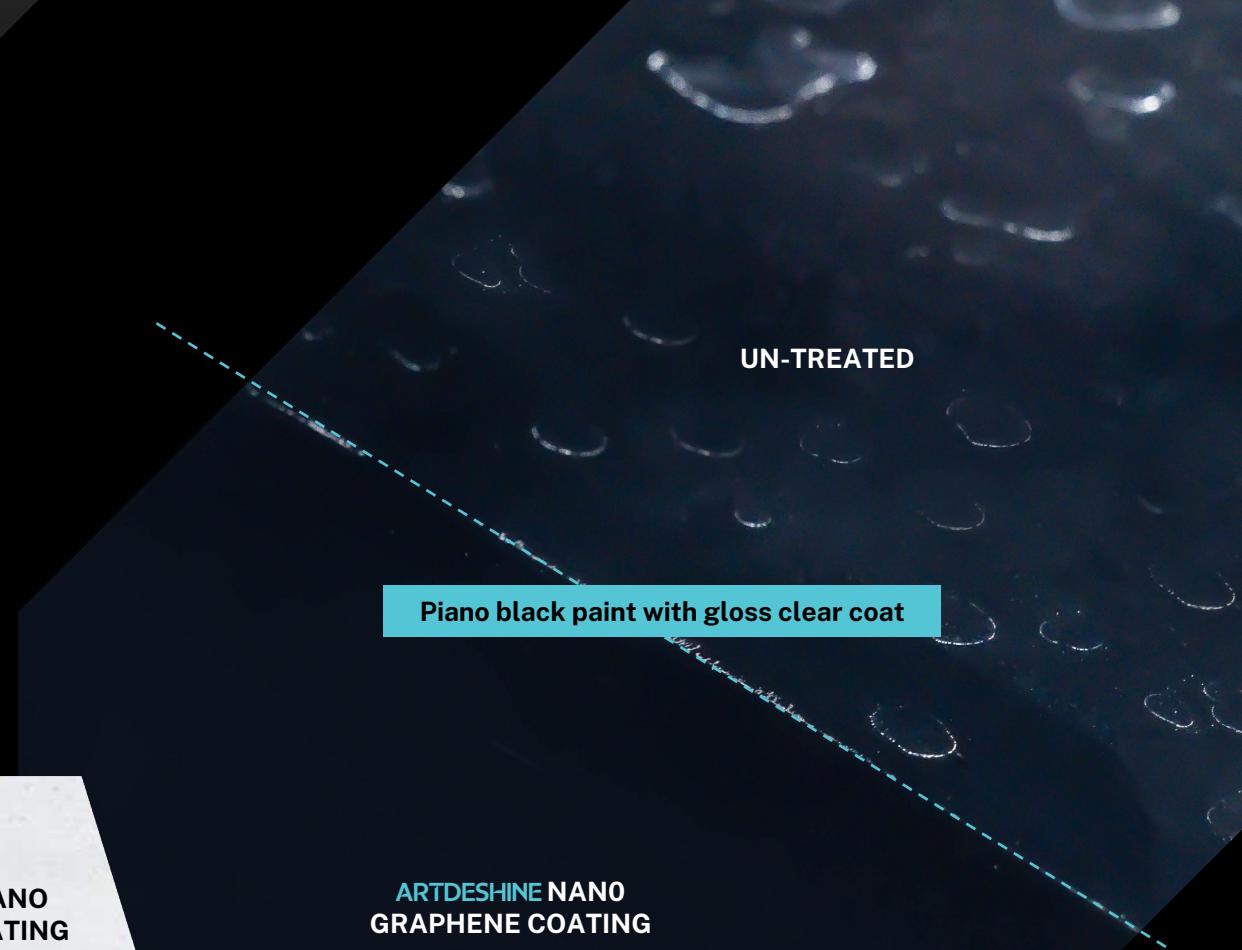
UP TO 80% REDUCTION

The unique polymer composition of our coatings helps to slow down and reduce the chances of etching/corrosion significantly. This is because of the dense polymer structure resulting in less microscopic "holes" for contaminants to settle in.

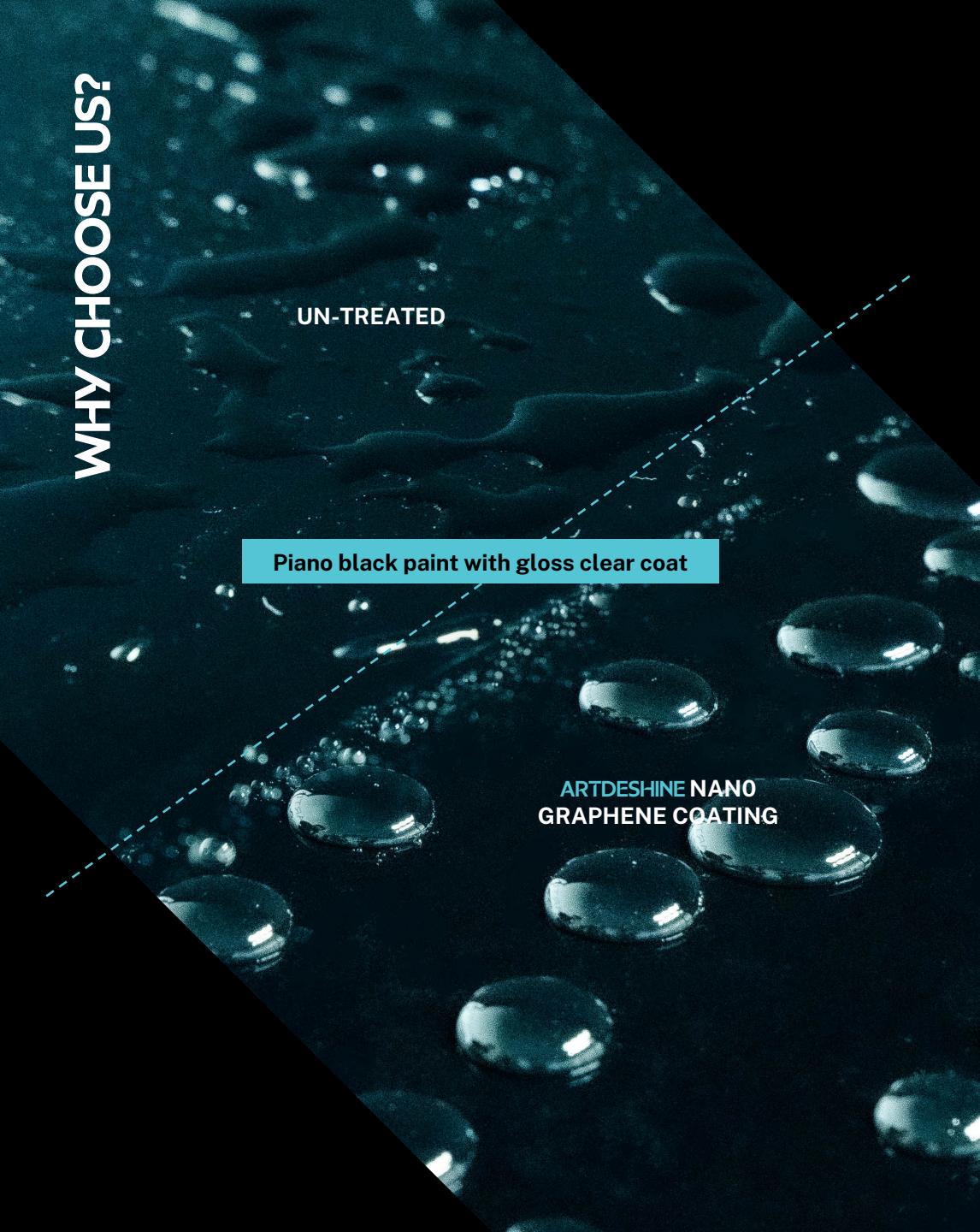
Graphene Oxide as an anti-corrosion material helps to fight off spotting issues by reinforcing the polymer coating.



White paint with gloss clear coat
2 months weathering test, no washing.



WHY CHOOSE US?

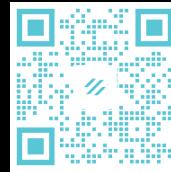


HYDROPHOBIC ANTI-STATIC REPELLENT & SLICK

With a very hydrophobic, repellent and slick surface enabled by our coatings, liquid/contaminants are less able to stay on the surface. The surface area covered by concentration is reduced significantly. Even when contaminants react with the liquid substances and heat/UV to etch or corrode, the surface area affected is minimal.



White paint with gloss clear coat
Dirt Pick Up Resistant (DPUR) test according to ASTM D3719 standards.



SEE OUR
ARTDESHINE
SLICKNESS IN
ACTION WITH
THIS VIDEO
https://drive.google.com/file/d/14HH6rMczxi5UPRreUAfA7kwld6t_BvAH/view?usp=sharing

ENHANCED GLOSS COMPATIBLE WITH PPF/VINYL WRAPS

Our coatings fill up microscopic imperfections of a surface. This enables light to reflect more, bringing to your eyes a more saturated, bolder colour and a sense of “deeper” reflection. They do not change the colours of surfaces, only to enhance or look darker in tone.

UN-TREATED

Piano black paint with gloss clear coat

ARTDESHINE NANO
GRAPHENE COATING

UN-TREATED

Matte black vinyl wrap

ARTDESHINE NANO
GRAPHENE COATING