



# One-coat solution keeps you on track

Coating manufacturer saw an opportunity to differentiate from competitors.

Eastman **TETRASHIELD™**  
protective resin systems

## SITUATION

A mid-size manufacturer specializing in protective coatings sought Eastman's help when looking to increase their market share. The coating manufacturer and Eastman collaborated on joint market research and determined the rail market to be a potential growth opportunity. The team identified and validated that railcar owners want a cost-effective, low-environmental-impact, direct-to-metal (DTM) solution that provides excellent corrosion and weathering resistance in harsh conditions.

## ANALYSIS

To set itself apart from more established competition, the coating manufacturer needed a DTM coating that exceeded customer specifications and expectations.

It had to provide:

- Excellent corrosion and weathering resistance
- Improved performance over traditional primer/topcoat systems
- Convenience and ease of application
- Low environmental impact

## SOLUTION

The coating manufacturer saw an opportunity to differentiate itself with Eastman Tetrashield™ protective resin systems. With the support of Eastman's technical team, a DTM protective coating was developed that met or exceeded all railcar performance requirements. The new coating showcased superior performance in weathering and UV resistance, dry time, gloss, and appearance compared to other two-coat and DTM systems.

## RESULTS

The coating manufacturer expanded its offerings and market share with a premium DTM coating in an adjacent market. Compared to traditional primer/topcoat systems, the DTM coating provided a lower-VOC solution that lowered environmental impact and didn't compromise on weathering and durability. Applicators doubled their paint-booth throughput and reduced material and labor costs. The enhanced corrosion protection increased the coating life for railcar owners while reducing maintenance costs. The move to Tetrashield created a win-win-win situation, with the coatings manufacturer and applicator increasing their profits while decreasing costs for railcar owners.

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