
NEXT GENERATION COATING SYSTEMS FROM MADISON CHEMICAL

**A UNIQUE
BUSINESS OPPORTUNITY
FOR
MANUFACTURERS' REPRESENTATIVES**



INTRODUCTION TO MADISON



- The Technology Leader for Infrastructural Coatings™
- 35 Year History of Coating Innovation
- ISO 9001:2008 Certified Manufacturer
- Recognized and Approved for Quality



A RICH HISTORY

Madison Infrastructural Coatings

Three decades of breakthroughs.

First PU tank coatings

First PU pipeline coatings

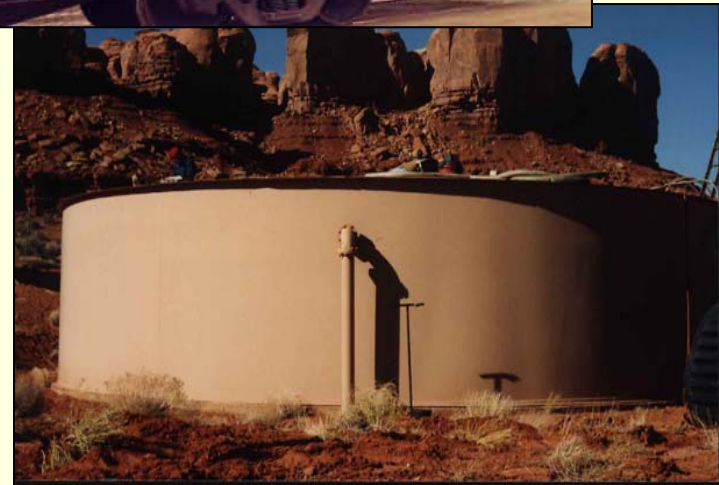
Potable Water technology

Ceramic Polyurethanes

Permanent Anti-Microbial

And much more !!!!!!!

MADISON TECHNOLOGIES



OUR ROLE IN SOCIETY

To Protect And Preserve
The Infrastructure
Upon Which
Modern Society Depends

WHERE YOU FIT IN

THE SCOPE OF THAT ROLE
IS NOW
EXPANDING DRAMATICALLY,
CREATING NEW OPPORTUNITIES
FOR
OUR MARKETING PARTNERS

NEW DEVELOPMENTS

- 'No-Blast' metal surface preparation
 - Eliminates costly and time-consuming abrasive blasting
- High performance water borne coatings
 - Ideal for light to moderate service
- Next generation coatings for galvanized structures
 - Improved long term corrosion resistance
- Unique zinc rich metal primer
 - Easy-to-use, surface tolerant and versatile

“ NO-BLAST “

- World’s first, and only, replacement for abrasive blasting
- Instead of blasting, just apply an Eco-Friendly surface preparation compound
- Then apply any Madison primer or topcoat containing our unique “AP-50” Adhesion Promoter
- Works on metals of all kinds and on concrete

NEW COATING TECHNOLOGIES

- **FUSIONCLAD** WATER BORNE COATING SYSTEM *
- **GALVACLAD** COATING SYSTEM FOR GALVANIZED STRUCTURES
- **ALUMIZINC 'S'** NEXT GENERATION METAL PRIMER

* Not intended for immersion, embedded structures or exposure to ponding water

THE FUSIONCLAD SYSTEM

- ***FerroGrip Surface Conditioner***
 - degrease, inhibit oxidation, provide “anchor”
- ***FusionClad Primer***
 - single component, polymer based water borne
- ***FusionClad TC***
 - single component, advanced water borne acrylic topcoat; medium duty
- ***FusionClad TC Ultra***
 - advanced, water borne polyurethane topcoat; best for long term UV stability

SUGGESTED USES

- Trusses
- Girders
- Beams
- Sheet metal
- Angles
- Roof components
- Shelving
- Wall components
- Rafters
- Framing

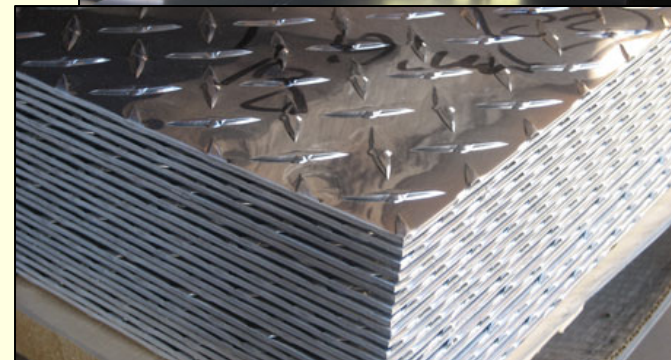
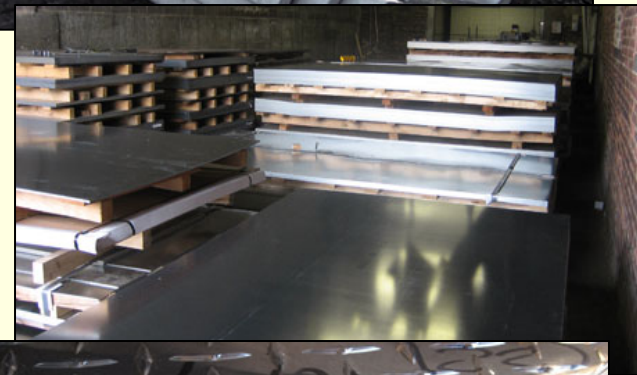


THE GALVACLAD SYSTEM

- ***GalvaGrip Surface Conditioner***
 - A proprietary water based surface preparation compound
- ***GalvaClad Aromatic***
 - A multi-purpose 100% solids, 1:1 polyurethane protective coating
- ***GalvaClad Aliphatic***
 - Same format as GalvaClad Aromatic; specifically designed for colour and gloss stability
- ***GalvaClad Liquid Zinc***
 - A versatile surface tolerant primer; elaborate surface preparation is not needed

SUGGESTED USES

- Essentially all galvanizing
 - Girders, trusses, rafters
 - Building components
 - Walls, tanks, silos
 - Towers, platforms, signage
-
- Essentially all industries
 - Pulp and paper, mining
 - Petrochemical, forestry
 - Automotive, construction,
 - Energy, communications,
 - Commercial, food and beverage



ALUMIZINC 'S'

NEXT GENERATION METAL PRIMER

- Surface tolerant, user friendly primer
- Competes against traditional inorganic zinc-rich primers
- Multiple service requirements; field or shop
- Madison aliphatic topcoats adhere well
- On its own forms a rich, stable patina

SUGGESTED USES

Anywhere that
Traditional
Zinc Rich Primers
are used, i.e.

Virtually any kind
of steel structure



ENDLESS POSSIBILITIES

- Coat tanks without blasting
 - Shop or field, new or rehab
- Bridges
- Refineries
- Municipal

ENDLESS POSSIBILITIES (cont'd)

- Lighting and Poles
- Highway Structures
- Wind Towers
- Pipe Rehab

COMPELLING REP BENEFITS

- Unique, leading edge technologies
- Easily identifiable potential customers
- High commissions
- Short lead times
- Little or no capital expenditure necessary by the customer

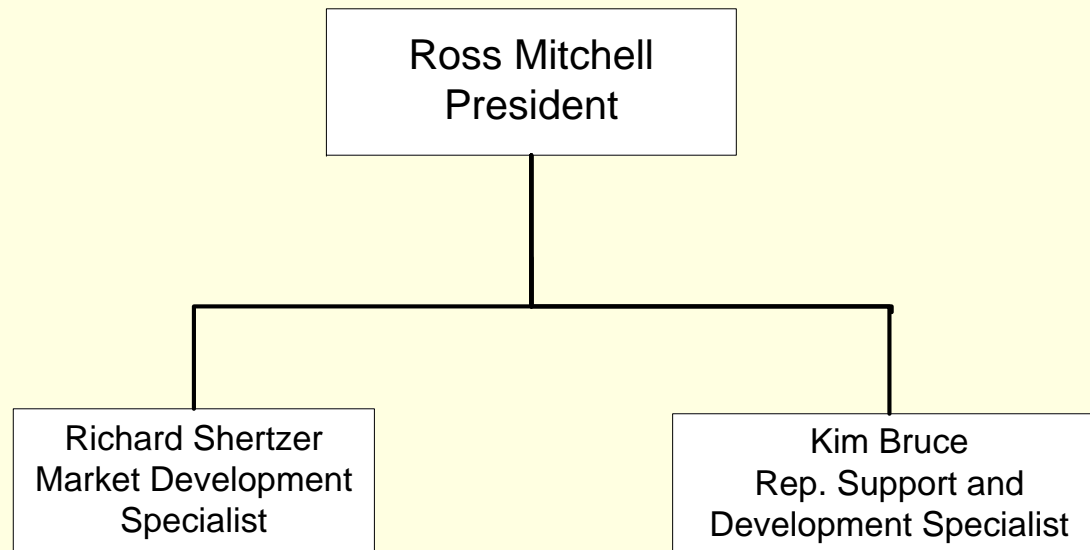
COMPELLING REP BENEFITS (cont'd)

- Customer avoids the many hassles associated with blasting
- Flexibility as the dealer can set prices
- Exclusivity on all customers and prospects that the dealer registers with Madison; no product or geographic limitations

COMPELLING REP BENEFITS (cont'd)

- Access to over a dozen “Infrastructural Coatings” from Madison
- True ***value selling***; products that make life easier for your customers
- Build momentum for your business; repeat customers, word of mouth

Support Structure and Team



NEXT GENERATION COATING SYSTEMS + A PARTNER WHO CARES

**YOUR KEY TO GROWTH
AND PROFITABILITY**

www.madisonchemical.com

