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PRESS RELEASE**



## **Anticorrosion Coatings for Metal: One Size Does Not Fit All**

The metal coatings industry is dominated by large corporations that provide a wide selection of outstanding paints but may be too rigid to cater to special application needs. Every coating application has specific parameters, but often, if the coating does not work properly straight out of the drum, the end user is out of luck. The story is different at Cortec®, where a flexible customer service mindset helps users adapt the right coating to individualized needs.



### **Finding the Right Cortec® Coating**

When a customer comes to Cortec® looking for a new corrosion inhibiting paint, Cortec® will first help them narrow down the best option available from Cortec's existing portfolio. Some of the parameters Cortec® examines alongside customers are as follows:

- Coating carrier (water-based vs. solvent-based)
- VOCs
- Coating thickness
- Outdoor vs. indoor use
- Salt spray performance



Based on the information provided, Cortec's representatives and technical staff

can then recommend one or two coatings that seem best suited to the job. Sometimes, no modification is needed at all. Other times, a trial run may reveal that slight customization is due.

### **Coatings Customization—When One Size Does Not Fit All**

Reasons for coating customization fall into two categories: performance and application needs. The former includes factors such as adhesion and salt spray requirements, which may be higher or lower than the specific coating in the lineup. Cortec® can work with customers to adjust these parameters in special situations.



On the other side of the coin, the customer's application process can be a huge gamechanger—not because of something wrong with the coating but because different application methods affect the same coating differently. For example, the use of an airless sprayer versus the dip coating process means viscosity may need to be adjusted to make the coating flow more smoothly through the

sprayer. Some application methods create extra foaming and therefore require foam control. In other situations, the manufacturer may need a longer or a shorter drying time. There are countless other considerations, as well, that may require small or large adjustments to the base coating. Cortec® works to stay flexible and adapt to the customers' needs, which sometimes leads to new discoveries that can benefit others in the process.

### Example 1: Speeding up Dry Time

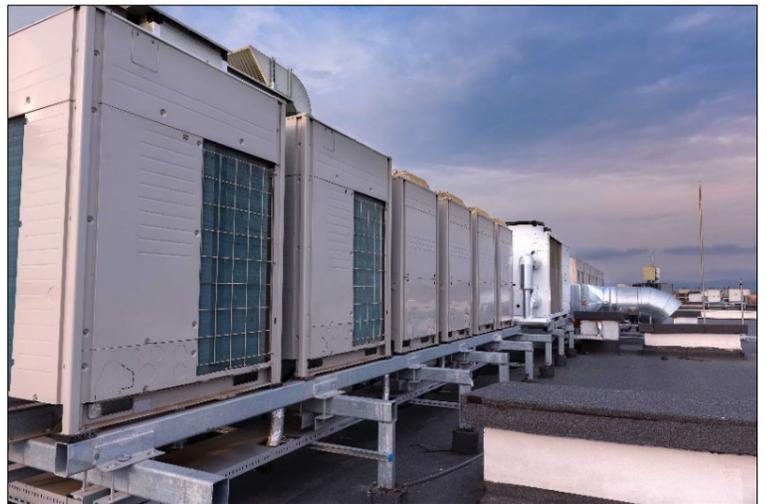


This was the case with a manufacturer who needed an anticorrosion coating to protect the outer diameter (OD) of steel pipes from corrosion until commissioning by the end user. Manufacturer requirements were very rigorous, demanding protection at 1 mil DFT (dry film thickness) and compliance to stringent VOC standards. In addition, the coating needed good hot hardness so the pipes would not stick together after force-drying. This also

improved the automatic stenciling process. The quest to meet all these parameters led to the development of a new coating in the Cortec<sup>®</sup> portfolio: [EcoShield<sup>®</sup> 386 FD](#). This specialty formula showed excellent protection during a one-year trial on pipes sitting outside and even allowed the customer to reduce costs by using less paint. It also led to the discovery of a new coating with ideal characteristics for manufacturers handling hot parts on a fast-paced paint line.

### Example 2: Slowing Down Dry Time

In another case, Cortec<sup>®</sup> was called in to help a manufacturer of large HVAC systems find a coating solution that offered better protection than the previous paint that did not prevent rust from forming on the units. Cortec<sup>®</sup> visited the manufacturer multiple times and discussed salt spray, adhesion, and a variety of other coating specifications with the client's engineers and painters. Ultimately, they settled on [VpCI<sup>®</sup>-375](#) and [VpCI<sup>®</sup>-386](#) as

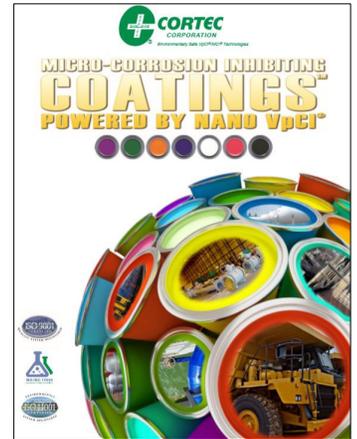


the protective primer/topcoat system, with special adjustments made to meet the customer's paint specifications. Cortec<sup>®</sup> did custom color matching and also adjusted the formula to slow down paint dry time so the customer could apply the coating wet-on-wet as desired. Ultimately, Cortec's dedicated engagement in the process paid off in the form of a coating system that solved the corrosion problem while also reducing the number of primer coats and overall coatings thickness.

## In the Business of Finding Corrosion Solutions

Cortec® is in the business of finding corrosion solutions that work for the customer. When it comes to coatings, sometimes that means making modifications to help the coating work in a specific application environment. While other companies may not be able to adapt to the customer's specific needs, Cortec® provides flexible support by focusing on finding a solution that works. Contact Cortec® to get started in the process of finding an anticorrosion coating suited to your needs:

<https://www.cortecoatings.com/contact-us-2/>



*Keywords: coating viscosity, dip coating process, coating specifications, paint dry time, corrosion inhibiting paint, coatings for metal, Cortec, anticorrosion coating, force dry coating, coatings thickness*

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