Spray in bedliner's have become the most common accessory to truck owners. **You deserve the ability to profit from this growing industry with a quality product.** Simmons Industries, Inc. has developed a system that is custom made for you and allows you to customize your work as well. With this system you will have the ability to install a custom spray in bedliner, repair damaged liner's, renew existing faded or chalked bedliner's from your competition and provide custom graphics.

EASY TO USE

Superliner™ is user friendly and requires only a gravity fed texture gun to apply. Just plug in your air line and your ready to spray!

WILL NOT CHALK OR FADE

Unlike some of the liners that you will repair, Superliner™ will not fade or chalk. Our liner holds its color like your automotive paint.

SUPERIOR GLOSS RETENTION

Other liners not only lose their color but they also become dull. Our advanced formulation enables Superliner™ to retain its gloss for years to come.

UNPARRALLED STRENGTH

Superliner™ has physical properties that are 80% greater than most of its competitors. Not only are you giving the customer a bedliner that looks good but it will also withstand the future abuse from your customers.

UNLIMITED GRAPHICS

Superliner™ was the first to provide the opportunity and know how to do custom graphics in truck beds. We have limitless ability to do graphics and specialty work of any kind with bedliner material. We even offer a school for you to learn the trade secrets of spraying graphics.

MOST PROFITABLE

The cost basis per vehicle for a new installation is approximately $190.00 for a full size short bed truck, giving you $200 - $300 plus in profit depending on your market. (Average retail is $400-$500) Colors other than black will give you additional profit.

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The Superior Spray in Bed Liner

QUALITY SERVICE

Simmons Industries, Inc. takes pride in servicing its customers. Another advantage to using our products is the quality of service you will receive. Many of our competitors' require minimum orders or take as long as 2-3 weeks just to process your order. We offer the following services to all of our dealers.

NO MINIMUM ORDER REQUIREMENT

We do not require minimum orders. Orders can be made in any quantity divisible by 3.

FRIENDLY TECHINICAL SUPPORT

Our staff is very knowledgeable about our products. Everyone on our technical support team has a minimum of 8 years experience with our coatings. You can call toll free during business hours and always get the help that you need.

TRAINING OPTIONS

Simmons Industries, Inc. offers educational training specific to successful application. Training takes place at our corporate installation facility giving you the tools and experience you need to succeed.

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SUPER POTENTIAL

WHY CHOOSE SUPERLINER?

We know that there are many choices in this industry. Most if not all seem to boast about unparalleled strength and colors that never fade. These companies realize the value of this industry and will do or say just about anything to get your business. The purpose of the following summary is to further educate you about your choices rather than to persuade you from overwritten sales pitches or marketing agendas.

We want you to choose what is truly superior according to your own research. Our goal is to supply you with enough facts, documentation, and reasoning to support our claims as the #1 Spray in Bedliner! We don't want to just say we are the strongest, the most color stable, or the highest percentage of solid content. We challenge you to discover it for yourselves and realize the SUPER POTENTIAL. We are sure you have a list of important questions that will enable you to discern the truth and make the best choice for your business. Please keep in mind that the answers to these questions enable you to determine what kind of product you will be using. For example: A urethane cannot be UV stable and be an aromatic urethane. (See further information below for clarification)

The quality of our product and knowing that our claims are true will sell itself. We value your business and we want your business because you believe **SuperLiner™** is truly a superior product!

PLURAL COMPONENT SYSTEMS

Plural component systems are those systems, which require the A-side (Resin) and the B-side (Catalyst) to be kept separate until the point of impact. Rhino Linings, Linex, Ultimate Linings, and Armor Coatings most commonly use these systems.

- Plural component systems are 100% solids.
- They have no solvent in the material.
- They cure in about 7- 14 seconds.
- They do not allow for mistakes due to the immediate cure.
- They are sensitive to atmospheric conditions and they will freeze or accumulate condensation inside the containers under variant weather conditions. This will ruin the material or cause extreme inconvenience.
- The application requires an area, which must be climate controlled. They use aromatic urethanes**.** **Aromatic urethanes are NOT UV stable**. The colors **will** fade at a fast pace and these colors **will** chalk.

These systems are well known and the name recognition is a plus. However, they are the most expensive franchised systems on the market. Both the initial start up cost and your maintenance costs are expensive. Initial expensive investments require a long period of commitment before you can earn a profit. The longer it takes to pay off your initial investment the greater the risk factor. Training is lengthy because the use of the product is complicated. Most companies are very strict with their volume requirements located in the fine print of a contract giving them the right to revoke your franchise if the requirements are not met.

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BATCH MIX SYSTEMS

Batch mix systems are those systems, which allow the A-side and B-side to be mixed together prior to application. The systems most commonly used by **SuperLiner™**, Speedliner, and Scorpion Liners. Batch mix systems are solvent systems. They cure over set periods of time depending upon the temperature of the environment. They are not nearly as sensitive to atmospheric conditions or moisture. They will not freeze during shipments to colder environments. It is important to know the solvent vs. solid ratio in the type of system you are considering. Each batch mix system contains different levels of solvents. Some batch mix systems boast a low price per gallon but are the highest in solvents leaving you with the least amount of cured material. You must determine if you are getting the most for your money. The percentage of solvent contained should be listed in the Material Safety Data Sheets. It is important to obtain the percentage by volume not by weight. Some companies technical support staff report conflicting numbers from the MSDS sheets in hopes that you cannot read them or that you do not request them to begin with.

Batch mix systems are the most UV stable systems on the market! Most if not all batch mix systems contain some content of **aliphatic urethane**. **Note: Aliphatic urethanes are UV stable.** The catch is how much content is in fact aliphatic versus the less stable aromatic urethane. Only **SuperLiner™** offers a 100% **aliphatic** resin. How can a company claim to have a more UV stable product than its competition if they have less aliphatic content? Why then do they offer a UV stable topcoat? Offering UV stability with low levels of aliphatic is chemically not possible to achieve. This information should also be listed in the MSDS sheets. Do not be surprised if sales or technical personnel of some companies do not even know the answer to this question. This chemical make up is the very foundation for **color stability and gloss retention**. You must know this information in order to understand if the product you're considering is in fact capable of holding its color retention better than others.

When dealing with solvent systems there are two things to keep in mind.

1. You must understand the **Volatile Organic Content (VOC's)** of the product by measurement of pounds per gallon. This is a federal standard by which hazardous products are measured in order to allow or prevent application in certain states. The rating **must** be 2.8 lb. or less. This should be listed in the MSDS sheets and also be confirmed by reviewing a copy of the label on the can of the product to see if they match. We have found that in some cases those numbers are different. By federal law they should be the same. Secondly, you must know the flashpoint of the material. The flashpoint is the temperature at which the material could ignite. The higher the flashpoint is then the less dangerous the material is. Why would you want to expose your employees or yourself to a higher risk of danger?

2. There is great emphasis placed upon the strength of batch mix systems by comparison to plural component systems. Independent laboratories have done tensile and tear strength tests for most products on the market and it is interesting to note that some companies send you poured or cast samples even with the product name molded into the sample. It is a fact that cast or poured samples always have a greater tensile and tear strength than that of sprayed samples. It almost doubles the strength in test results. You must have sprayed samples to know what the material will actually be like and feel like when you spray it.

ECONOMIC COMPARISONS

When comparing our product to others it is important to understand that these cost factors must be considered in your "cost per vehicle" pricing. Don't be fooled by low material cost, they won't include these costly factors.

ITEMS	Most Plural Systems	SUPERLINER™ SYSTEM
APPLICATION EQUIPMENT	$9,000.00 –$15,000.00	$80.25
MAINTENANCE COST	UNKNOWN	FULL GUN REPLACEMENT = $80.25
CALIBRATING SPRAY GUN	YES	NO
FRANCHISE FEE	MOST YES	NO
ROYALTY % OF SALES	MOST YES	NO
MINIMUM ORDERS	YES	NO
HAZARDOUS DISPOSAL	YES	NO
TEMPERATURE CONTROL STORAGE AND APPLICATION	YES	NO
MOISTURE CONTROL STORAGE AND APPLICATION	YES	NO
CLIMATE CONTROLLED SHIPPING	YES	NO

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TRAINING OVERVIEW

TRAINING

You will travel to the **SuperLiner™** Application Headquarters in Austin, Texas to experience training and a firsthand look at the operations of one of Superliner's top dealers. You will experience hands on training, taking part in everything from the basic one color truck bed liner application, to the totally- custom, multi-color, eye popping, one-of-a-kind applications (included in graphics school packages).

NOTE: We have an in-depth How-To video posted on-line at www.bedliner.com which you may view at any time. For many this is sufficient training to learn how to spray **SuperLiner™**

"A smart businessperson is one who makes a mistake, learns from it and never makes it again. A wise businessperson is one who finds a smart businessperson and learns from him how to avoid the mistakes he made" Jim Abrams
Let us show you how to avoid the pitfalls of this business.

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TECHNICAL DATA SHEET

SuperLiner™ is a high build, high exterior performance Polyurethane-urea elastomer. **SuperLiner™** spray lining offers the highest level of fine particle abrasion resistance in a batch-mix spray system. It also possesses other properties such as high tensile strength, great elongation, and proper adhesion. As an aliphatic-hybrid urethane-urea, **SuperLiner™** has significantly better UV stability, hydrolytic stability, and resistance to many chemicals than aromatic urethanes, and is not affected by moisture, as are standard urethanes. It applies quickly with minimum coats of up to 20 mils (0.50mm) DFT on horizontal or vertical surfaces, which also cure quickly. Typical applications are truck accessories, need for abrasion resistance, or where a very hydrolytic stability urethane is required.

PHYSICAL PROPERTIES OF CURED LINING

Makeup	**Aliphatic**
Real Elastomer (Minimum 100% elong.)	Yes, 350-390% elongation
Flexible	Highly (Temp –80 F - +180 F)
Hardness	93 Shore A
Tensile Strength, psi (MPa) (ASTM D412)	3882-4286 psi
Tear Strength, Die C, pli (kN/m) (ASTM D624)	451-509
Contains fillers	No - pure urethane
Chemical resistance	Inherently very good, does reduce over any length of time
Hydrolytic Stability	Same as above
UV Stability	Excellent - keeps gloss well
Color Stability	Very Good - keeps color well
Equipment	Hopper Gun used with Air Compressor

*** Actual sprayed samples at recommended thickness. Not cast, or laboratory sample.**

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CHEMICAL RESISTANCE FOR SUPERLINER

The chemical resistance ratings below are intended to serve as a general guide in evaluating the suitability of **SuperLiner™** for a particular service environment. The ratings shown are based on laboratory tests, technical literature, and actual service performance under long-term exposure. These ratings are only a general indication of the chemical resistance of SI Series coatings, since resistance to a particular chemical also depends on concentration, temperature, exposure time, thickness of coating, and cure time prior to contact. Simmons Industries, Inc. strongly advises the user to perform tests under actual service conditions prior to full-scale use.

Unless otherwise specified, the following ratings are at room temperature, with aqueous solutions saturated and chemicals at reagent strength:

CHEMICAL	LONG-TERM EXPOSURE				
Acetaldehyde	P	Atlantic Oil	G	Chromium Potassium Sulfate	F
Acetic acid 20-30%	F	Barium Carbonate	G	Citric Acid Solutions	G
Acetic acid, glacial	P	Barium Hydroxide	G	Copper Chloride Solutions	G
Acetic anhydride	P	Benzaldehyde	P	Copper Sulfate Solutions	G
Acetone	P	Benzene	P	Cottonseed Oil	G
Acetyl Bromide	P	Benzoic Acid	G	Creosol Oil	F
Acetyl Chloride	P	Borax Solutions	G	Cupric Chloride	G
Acetylene	F	Boric Acid Solutions	G	Cupric Nitrate	G
Adipic Acid	G	Bromine	F	Cupric Sulfate	G
Aluminum Chloride Solutions	F	Bunker Oil	G	Cyclohexane	F
Aluminum Sulfate Solutions	G	Butane	G	Dibutyl Ether	G
Ammonia, Anhydrous	F	Butyl Acetate	P	Dibutyl Phthalate	F-G
Ammonium Acetate	G	Butyl Alcohol	F	Diester Oil	G
Ammonium Carbonate	G	Butyraldehyde	F	Diethyl Sebacate	F-G
Ammonium Chloride Solutions	F	Calcium Bromide	G	Dimethyl Acetamide	P
Ammonium Hydroxide	G	Calcium Bisulfate Solutions	G	Dimethylformamide	P
Ammonium Nitrate	F	Calcium Chloride Solutions	G	Dioctyl Phthalate	F-G
Ammonium Persulfate	G	Carbonate Calcium	G	Dodecyl Mercaptan	G
Ammonium Sulfate Solutions	G	Calcium Hydroxide	G	Dowtherm A	F
Ammonium Sulfide	G	Calcium Hypochlorite, 5%	F	DTE Oil (heavy-medium)	G
Ammonium Thiocyanate	G	Calcium Nitrate	G	Effluent, wastewater	G
Amyl Acetate	P	Calcium Sulfate	G	Esso #90 Lube Oil	G
Amyl Alcohol	P	Carbon Dioxide	G	Ether	F
Amyl Chloride	P	Carbon Disulfide	F	Ethyl Acetate	P
Aniline	P	Carbon Monoxide	G	Ethyl Alcohol	P
Aniline Hydrochloride	P	Carbon Tetrachloride	P	Ethyl Bromide	P
Animal Fats & Oils	G	Castor Oil	G	Ethyl Chloride	P
Antimony Salts	G	Chlorine	P	Ethyl Ether	P
Aqua Regia	F	Chlorinated Water @ 2ppm	G	Ethylene Dichloride	P
Arsenic Salts	G	Chlorinated Water @ 4ppm	F	Ethylene Glycol	F
ASTM Oil #1	G	Chlorinated Water @ 20ppm	P	Ferric Chloride Solutions	P

ASTM Oil #2	G	Chloracetic Acid	P	Ferric Nitrate	G
ASTM Oil #3	F	Chlorobenzene	P	Ferrous Chloride	G
ASTM reference Fuel A	G	Chloroform	P	Ferrous Sulfate	G
ASTM reference Fuel B	F	Chlorosulfonic Acid	P	Formaldehyde	P
ASTM reference Fuel C	P	Chromice Acid 10-50%	P	Formic Acid	P
Freon 11	F	Phenol	P	Titanium Salts	G
Freon 12	G	Phosphoric Acid 20%	G	Toluene	P
Freon 22	P	Phosphoric Acid 60%	G	Transformer Oil	F
Freon 113	G	Phosphoric Acid 85%	F-G	Tributyl Phosphate	F
Freon 114	F	Picric Acid	F	Trichloroethylene	P
Fuel Oil	F	Potassium Cyanide	G	Tricresyl Phosphate	F
Furfural	P	Potassium Dichromate Solution	G	Triethanolamine	P
Gasoline	G	Potassium Hydroxide 20%	G	Trisodium Phosphate Solutions	G
Glycerin	G	Potassium Salts	G	Tung Oil	F
Glycolic Acid	G	Propane	G	Turpentine	F
Heptane	F	Propylene Glycol	F	Vegetable Oil	G
Hexane	F	Purple Stuff	G	Wastewater effluent	G
Hydrazine	P	Pyraul Oil	P	Water – de-ionized	G
Hydraulic Oils	G	SAE #10 Oil	G	Water – sea	G
Hydrochloric Acid 20%	G	Sea Water	G	Water – softened	G
Hydrochloric Acid 37%	F	Sewage Raw/Treated	G	Xanthate	G
Hydrocyanic Acid	F	Silicic Acid	G	Xylene	P
Hydrofluoric Acid 48%	P	Silicone Grease	G	Zinc Chloride Solutions	G
Hydrogen	G	Silver Nitrate	G	Zinc Sulfate	G
Hydrogen Peroxide	F	Simple Green	G		
Hydrogen Sulfide	P	Skydrol 500	F		
Hydriodic Acid	F	Sludge Activated	G		
Iodine Solutions	F	Soap Solutions	G		
Isooctane	F	Sodium Acetate	G		
Isopropyl Alcohol	F	Sodium Bicarbonate	G		
Isopropyl Ether	F	Sodium Bisulfate	G		
JP-4	P	Sodium Borate	G		
JP-5	P	Sodium Carbonate	G		
JP-6	P	Sodium Chloride	G		
Kerosene	G	Sodium Chloride Solutions	G		
Lacquer Solvents	P	Sodium Cyanide	G		
Lactic Acid	G	Sodium Dichromate 20%	G		
Lead Acetate	F	Sodium Ferrocyanide	G		
Linseed Oil	F	Sodium Fluoride	F		
Lubricating Oils	F	Sodium Hydrosulfite	G		
Magnesium Chloride Solutions	G	Sodium Hydroxide 20%	G		
Magnesium Hydroxide	G	Sodium Hydroxide 50%	F-G		
Maleic Acid	F	Sodium Hypochlorite	P		
Mercury	G	Sodium Nitrate	G		
Methyl Alcohol	P	Sodium Peroxide Solutions	P		
Methyl Ethyl Ketone	P	Sodium Silicate	G		
Methylene Chloride	P	Sodium Sulfate	G		
Mineral Oil	G	Sodium Sulfide	G		
Mobil Arctic Oil	G	Soybean Oil	G		
Naphtha	F	Stearic Acid	G		

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Napthalene	F	Stoddard Solvent	G
Natural Gas	G	Styrene	P
Nitric Acid	F	Sulfur Dioxide	F
Nitrobenzene	P	Sulfuric Acid up to 10%	G
Nitrogen	G	Sulfuric Acid 10-50%	F-G
Oleic Acid	G	Sulfuric Acid, fuming	P
Oxalic Acid	G	Sulfurous Acid	F
Palmitic Acid	G	Tannic Acid 10%	G
Perchloric Acid	P	Tartaric Acid	G
Perchloroethylene	P	Tetrahydrofuran	P
Petroleum	G	Tin Salts	G

*** The information herein is to assist persons in determining whether our products are suitable for their applications. Because we cannot anticipate the conditions under which this information or our products may be used, the information should not be construed as an express or implied warranty of merchantability or fitness for any particular purpose. Users are advised to conduct their own tests to determine the suitability of any of our products for any particular purpose. The exclusive remedy for all proven claims is replacement of our products and in no event shall we be liable for special, incidental, or consequential damages. Nothing in this bulletin is to be considered as a recommendation to use this product so as to infringe on any patent.**

BRONZE SPECIAL

9 **SUPERLINER™ (GALLONS)**

9 BLACK COLOR JARS

1 QUART KIT AP515O ADHESION PROMOTER (PRIMER)

1 HOPPER GUN

1 JIFFY MIXER™

CLEANING BRUSH

1 SAMPLE SET OF COLORS

Total $815.00 including shipping

SILVER SPECIAL

15 **SUPERLINER™ (GALLONS)**

15 BLACK COLOR JARS

2 QUART KITS AP515O ADHESION PROMOTER (PRIMER)

1 HOPPER GUN

1 JIFFY MIXER™

CLEANING BRUSH

50 COLOR BROCHURES

1 SAMPLE SET OF COLORS

1 SUPERLINER BANNER

10 SUPERLINER DOME TAGS

***Optional training: Two day training at Corporate Facility additional $500.00**

Total $2248.0

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GOLD SPECIAL

30 **SUPERLINER™ (GALLONS)**

30 BLACK COLOR JARS

4 QUART KITS AP515O ADHESION PROMOTER (PRIMER)

2 HOPPER GUN

1 JIFFY MIXER™

CLEANING BRUSH

50 COLOR BROCHURES

2 SAMPLE SET OF COLORS

1 SUPERLINER BANNER

10 SUPERLINER DOME TAGS

***Optional training: Two day training at Corporate Facility additional $500.00**

Total $2248.00

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