



Session Date: Wednesday, October 28

Session Time: 9:30 AM - 10:30 AM Central

Speaker: Terry Pe, IXS Coatings

Session Topic: Advancements in Aliphatic Polyurea Coatings

Session Summary: Formulations in aliphatic coating technology have evolved to better service the demands of high abrasion and impact service environments.

This presentation will give an overview of the next generation aliphatic technologies available to the industrial coatings network. The physical properties and application parameters will be discussed along with the benefits achieved versus traditional aromatic elastomers, industrial paints, and powder coats.

The focus will include automotive, industrial, and residential coating opportunities followed by a discussion reviewing the documented case studies.

The presentation conclusion supports the benefits of aliphatic technology by ensuring that this chemistry is high-performance, user friendly, and offers outstanding UV protection.

Learning Objectives

- Understand how the aliphatic coating technology has evolved.
 - Review case studies where aliphatic coatings were used.
 - Learn more about how offers UV protection.
-

Speaker Bio



Terry Pe – Terry is the Senior Vice President of Product Development at IXS Coatings. Terry is responsible for managing the day-to-day responsibilities for new product development, chemical production, product testing and cultivating new business relationships with chemical suppliers. He advised senior management on new and upcoming product technology and its current and future marketplace development. He provides product support for the entire LINE-X franchise network.

Pe holds a co-patent for LINE-X ReNew, a bedliner enhancement system used to repair and enhance any spray-on bedliner, winner of Frost & Sullivan's coveted *Product of the Year Award* in 2008. He was also instrumental in the creation of LINE-X SC-

650, a color stable aliphatic coating that won the 2011 *Innovation Award* from the Center for the Polyurethanes Industry.



Cory Ellis
Training Manager

Cory Ellis serves as Training Manager for Line-X Protective Coatings. He is responsible for developing and implementing training programs and initiatives designed to educate our Franchisees to better understand their business and perform at a higher level. Mr. Ellis has over 20-years of experience in the coatings industry which includes owning a LINE-X franchise for 8-years and working as a LINE-X corporate technical employee over the past 7-years.