

VOLUME 001

KIMAKEM

Refinish

PRODUCT SHOWCASE

A new wave of
refinish products
to the US market

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A FINISH LIKE NO OTHER



2705 UHS 2:1 ULTRA RAPID CLEAR COAT

- Ideal for Small Repairs and Overalls
- High Gloss Finish
- Easily sprayed due to low viscosity
- Excellent Adhesion
- Resistant to Aging

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PRIME TIME

OUR PREMIUM LINE-UP



A successful bond is the foundation that holds the refinishing process together. Before painting a vehicle, priming it is a crucial step to create the perfect surface that promotes adhesion and creates a barrier of protection. Without adequately priming the surface, the foundational bond between the paint and the surface of the vehicle will be weak and unstructured, quickly leading to paint peeling, flaking, and rusting.

KMK offers the Mount Rushmore selection regarding their series of primers. The four products include the **1K Primer Surfacer (Item# 3003)**; the **1K Plastic Primer (Item# 31750)**, and a pair of **2K Ultra Rapid Primers** that come in **Light Gray (Item# 36038)** and **Dark Gray (Item# 36038/S)**.

A proper primer should be able to provide you with a series of benefits that effectively carries you through the repair process. One of those benefits is adhesion to create a strong connection between the vehicle's surface and the paint. A second benefit is rust resistance. A decent primer should be able to combat any sign of rust formation on the surface and protect the repair process.

Other advantages to priming a vehicle include build and easy sanding. Appropriately applied primer can fill minor imperfections in the old paint and cure small impurities to create an even surface. A good high-build primer has the benefit of being able to be dried quickly and should be ready for effortless sanding after roughly 30 minutes – another advantage to using a quality primer.

The primer is the barrier of protection between the paint and the vehicle's surface, so it should have a non-absorbing nature to prevent it from bleeding through onto the substrate and dulling the final product. The foundational bond formed after proper primer application is the first step in restoring a vehicle to pre-loss condition. It covers imperfections or impurities on the car's surface and can act as a filling for minor scratches.

Priming a vehicle seals its surface and creates the byproducts of adhesion and protection. **KMK's 1K Primer Surfacer (Item# 3003)** is a general-use primer filler with quick-drying and high-filling properties that promote strong adhesion and create an ideal surface for effortless sanding. The non-absorbing primer, with its high build properties, can fill in slight imperfections and always leaves behind a smooth surface resistant to forming rust.

A general-use primer may not effectively get you through the refinishing process regarding certain plastic parts on a vehicle. In this case, you would look to an adhesion promoter to get the job done. **KMK's 1K Plastic Primer (Item# 31750)** is a transparent primer for any plastic part on a vehicle, like a bumper. As an adhesion promoter primer, it does just that – it promotes strong adhesion to create a foundational bond between any plastic piece and the paint.

If a darker-colored vehicle requires repair, KMK has the answer to priming the dim-lighted surface – the **2K Ultra Rapid Gray Primers**. There are two shades of variation in a **Light Gray (Item# 36038)** option and a **Dark Gray (Item# 36038/S)** option depending on the shade of the vehicle's color. Both primers utilize the **Normal Hardener (Item# 4201)** or the **Fast Hardener (Item# 4101)**.

Easy sanding is one of the staple features of KMK's series of primers. The pair of **Ultra Rapid Gray Primers** are 2K, ultra-fast, and high-solid acrylic products that work to smooth surface imperfections. After a roughly 90-minute cure time, this primer pair will allow effortless sanding on the surface before further processing. The repair process is a living organism with each step connecting and influencing each other. To keep the process flowing smoothly, each aspect must be carefully considered. Primer is the foundational line of defense as the catalyst in bonding a vehicle's surface and paint.

KMK DEGREASER

FOR A FLAWLESS FINISH,
PREP LIKE THE PROS



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6005 Normal Degreaser

6105 Slow Degreaser



MAKE THE CLEAR CHOICE: CHOOSING WHICH CLEAR COAT IS BEST FOR YOUR JOB

The invisible guardian in the fight to bring a vehicle back to pre-loss condition after a collision is clear – it's the Clearcoat. It's a transparent paint on the top of the colored-paint layer and the first line of defense for the surface of a vehicle against exposure to the environment, like the effects of weather and UV radiation. It can also protect against possible pollutants and potential physical damage, as even some of the deepest scratches may only penetrate the clearcoat.

The paint color isn't the only layer that can count on protection from its transparent companion. The primer, which lies beneath the paint, is also defended with the help of a clearcoat. As the surface coat, the clear acts as a protective shield between the vehicle's surface and things like the sun, weather, and air pollutants. This helps prevent the formation of rust from exposure to the environment and any potential cosmetic damage.

The repair process is an interconnected system of phases that depend on each other to produce the optimum result. If even one aspect of such a fragile process is unaccounted for, then the integrity of the entire job is at stake, and the prospect of a potential customer is in jeopardy.

KMK offers a comprehensive catalog of clearcoats that you can trust, including the **UHS 2:1 Ultra Rapid Clear (Item# 2705)**; the **4:1 Clearcoat (Item# 2404)** and the **Clearcoat Express (Item# 2304)**.

The **Ultra Rapid Clear (Item# 2705)** has an ultra-high solid count, offers quick dry times and leaves a high gloss finish. This clear utilizes three activators: **Normal Hardener (Item# 4425)**, **Fast Hardener (Item# 4525)**, or **Slow Hardener (Item# 4625)**. Its low viscosity allows for easy application after mixing with the corresponding hardener. It promotes

strong adhesion on all kinds of base coats and tends to have a formidable resistance to aging or yellowing due to exposure to the sun.

The **4:1 Clearcoat (Item# 2404)** is ideal for either partial or complete repairs with a perfect viscosity for easy application, even at lower pressures. It's relatively quick to air cure and easy to avoid excessive spraying. The **Express Clearcoat (Item# 2304)** is an even faster curing, high gloss clearcoat. It's useful for spot repairs as well as individual panel applications. The process for both of these products offers the ability for a quick and easy polish. Both the **4:1 Clearcoat (Item# 2404)** and the **Express Clearcoat (Item# 2304)** utilize a single **Hardener (Item# 4901)**

KMK's series of clearcoats is rounded out by the **New 2K Clear (Item# 2205)**; the **UHS 2:1 Anti-Drip Clear 2K (Item# 2805)**; the

2:1 Anti Scratch 2K Clearcoat (Item# 2505R), and a 2K 3:1 Matte Clearcoat (Item# 2001).

The **New 2K Clear (Item# 2205)** offers an ideal gloss level after the necessary amount of coats, utilizing **Normal Hardener (Item# 4725N)** or **Fast Hardener (Item# 4725F)**. It's exceptionally resistant to the potential for pollutants from exposure to the environment, as well as yellowing from UV radiation and cosmetic damages like a scratch.

The **Anti-Drip Clear (Item# 2805)** is particularly notable for the prevention of sagging and the guarantee of an easy spread. Other prominent features include ease of application due to drip prevention and quick drying times that still lead to high gloss finishes. It's intended for use with waterborne base coats. This clear utilizes three activators: **Normal Hardener (Item# 4425), Fast Hardener (Item# 4525), or Slow Hardener (Item# 4625).**

The **2:1 Anti Scratch Clearcoat (Item# 2505R)** is similar to the New 2K Clear with a slight enhancement in its ability to prevent physical damage with ideal filling properties. This clear utilizes two activators: **Normal Hardener (Item# 4225)** or **Slow Hardener (Item# 4325).**

The **2K 3:1 Matte Clearcoat (Item# 2001)** is intended for a perfect matte finish, including resistance to cosmetic damage, prevention of staining, and a surface pleasant to the touch. It also promotes strong adhesion on any type of base coat while offering a stubborn resistance to elements from the weather. It's an effortless product to apply with a single activator, **Matte Hardener (Item# 48300).**

A clearcoat does more than leave behind a shiny and attractive appearance – it's the vanguard of defense, preventing outside elements from potential pollution. Just because you can't see it doesn't mean it isn't hard at work protecting your repair job and guaranteeing a



customer's happiness. Without the transparent gatekeeper at the surface of your repair process, the entire operation would become compromised.

2001 2K MATTE CLEAR	2205 2K CLEAR COAT	2304 4:1 EXPRESS CLEAR	2404 4:1 CLEAR COAT	2505R ANTI-SCRATCH	2705 UHS 2:1 ULTRA RAPID	2805 UHS ANTI-DRIP
HARDENERS: • 48300	HARDENERS: • 4725N - Normal • 4725F - Fast	HARDENERS: • 4901	HARDENERS: • 4901	HARDENERS: • 4125 - Fast • 4225 - Normal • 4325 - Slow	HARDENERS: • 4125 - Fast • 4225 - Normal • 4325 - Slow	HARDENERS: • 4425 - Normal • 4525 - Fast • 4625 - Slow
KEY FACTS: • Matte Finish Coating • Can be mixed with other clears for Satin Finish • High Quality, Hardwearing Finishes	KEY FACTS: • High Gloss Levels • Easy Application	KEY FACTS: • High Gloss Finish • Very Fast Air Drying • Easy to apply at low pressures	KEY FACTS: • Easy to apply at low pressures • Fast Air Curing • Easily Polished	KEY FACTS: • Excellent Gloss	KEY FACTS: • Excellent Gloss • High Filling Properties • Excellent Resistance to Yellowing and Scratching	KEY FACTS: • Notably Prevents Sagging • Excellent Spreading • High Gloss Finish • Fast Drying Time
USAGE: • Partial Repairs	USAGE: • Partial/Complete Repairs	USAGE: • Partial Repairs	USAGE: • Partial/Complete Repairs	USAGE: • Partial/Complete Repairs	USAGE: • Partial/Complete Repairs	USAGE: • Partial/Complete Repairs

STRONG AS STEEL



1401 METAL PUTTY

CONTAINS ALUMINUM FLAKE | ANTI-CORROSIVE PROPERTIES | HEAT RESISTANT

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A scenic view of a paved walkway in a park-like setting. The walkway is made of light-colored rectangular tiles with red brick borders. It leads towards a brick building with a tiled roof. There are lush green trees on the left and right, and a clear blue sky with scattered white clouds. A person is walking away on the path. A spherical outdoor lamp is visible on the right side of the path.

KIMAKEM REFINISH

FROM OUR FACTORY TO YOUR BODYSHOP





“FROM OUR FACTORY TO YOUR BODYSHOP” - CHIARA MAGARAGGIA

KMK is an automotive refinish company based in Italy with an emerging presence in the United States. While the brand is already thriving in Europe where it has been available for over 10 years, KMK is quickly gaining traction in the United States, with customers ranging from small autobody shops to larger MSOs, as well as automotive influencers like Las Vegas custom paint artist Fabio Haben.

KMK offers its premier automotive refinishing technology at a competitively low price by challenging the legacy distribution method which involves numerous intermediaries between manufacturer and end-user. KMK instead provides the option for customers to purchase products directly using numerous e-commerce channels.

In the United States, KMK is taking a hybrid

approach to distribution, using distributors to market products to their exclusive territories which helps grow brand recognition for a product relatively new to the country. However, customers can also acquire KMK products online from the official KMK website, or via e-commerce options such as Amazon and eBay. By alleviating some distribution from jobbers, jobbers hold less inventory and reduce their costs, while still promoting the brand in their markets. By supplementing jobber sales with online sales direct to customers, KMK eliminates some of its costs which enables lower pricing. KMK has plans to eventually help customers save even further through online subscription purchasing, where even the smallest customers can benefit from reduced prices through routine purchases. KMK sells their cutting-edge technology at such a low price through direct contact

between themselves and the end-user. In Europe, KMK has taken the automotive refinish market by storm where customers know KMK for its quality line of products. By streamlining distribution and eliminating obsolete costs between manufacturer and consumer, KMK transfers those savings directly to the customers through lower prices.

In an interview with Chiara Magaraggia, KMK's manager in Europe, she spoke on the origin and reason the Italian Automotive Refinish company formed.

Magaraggia said the 2007 crisis inspired the move. “It was born with the idea of satisfying the demands of the European market in the car refinish sector through direct sales from the manufacturer to the workshop.”

E-commerce is rapidly growing, but change can be divisive to the old ways of doing business. So what advantages does this change entail?

“The general consumer markets, electronic products, sports products, fashion, gift products, and even food indicate that our society prefers to buy online,” Magaraggia said. “This can either be because of time or because more attractive offers are found since the sale is direct to the consumer.”

“Online sales are a reality that is growing, and will only continue to grow,” she claimed.

The entire line of proprietary products comprises incredibly cost-effective options for your repair process.

“KMK offers a high-quality Italian product at a low-cost price,” Magaraggia said.

KMK utilizes new forms of technology for more purposes than just making a sale. They’re also attempting to provide their customers with guidance and crucial information about their products to offer education and insight.

“We have tutorials and technical sheets with the necessary information for the application of our products,” Magaraggia said. “In addition, we offer telephone and mail service for product information. Technical support for professionals is essential and KMK prioritizes customer service.”

The Italian refinishing company is attempting to utilize all the technology we use daily to adapt their business to the changing times.

“For the interpretation and application of its products, the brand incorporates QR codes that help the customer access tutorial videos,

technical and safety data sheets. These documents are supported by the universal language of pictograms.”

Magaraggia clarified that customer satisfaction is on an upward trend in response to their new way of doing business. “90% of those who have bought through our platform have repeated.”

The 2020s have seen a tempest of change in the development and progression of conducting business. The influence of new technology has prompted business practices and traditional methods to morph and evolve. KMK decided to embrace the growth and challenge the storm. The ones who wait it out get left behind.

Written By: Harrison Strong



Primed and ready

36038 HS 2K 5:1 ULTRA RAPID GREY PRIMER*

Rapid dry primer that is easily sanded with a high gloss finish, suitable for any job.

*Other colors available. Contact your local sales representative.



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PUTTIES AND FILLERS: HERE'S THE SCOOP



The repair process can be tedious; bringing a vehicle to pre-loss condition following a collision must be efficient while remaining methodical. It's a delicate balance that can be struck by using products that promote efficiency, like body fillers and putties. Speeding up the repair process without sacrificing the quality of results should be a goal for everyone in the industry.

Putties and body fillers are used in the repair process to fill marks, small scratches, holes, minor cracks, and small dents. They're very useful products as they cure quickly, sand easily, and move the process along without wasting unnecessary time.

KMK offers a host of fillers and putties that promote efficiency and provide savings in the form of time and money. These include the **Ultralight Putty (Item# 1703)**, the

Lightweight Superior Bodyfiller (Item# 1803), and the **Lightweight Bodyfiller (Item# 1903)**.

Ultralight Putty (Item# 1703) is a low-weight, universal putty that treats every kind of surface. The **Lightweight Superior Bodyfiller (Item# 1803)** and the **Lightweight Bodyfiller (Item# 1903)** are improved variations of the ultralight. The trio of putties can be easily applied and allows for effortless sanding. They also promote a low permeability to humidity, strong adhesion and leave behind an excellent finish.

Accelerating the repair process offers benefits like saving a shop money. The less time a car spends in the shop, the happier a customer will be, and the quicker the next job can begin. Specific repair jobs can be used with cost-effective products like **Ultralight Putty**

(Item# 1703) and Lightweight Bodyfillers (Item# 1803 and 1903) that allow less time in the shop and save on various costs.

Other putties and body fillers that KMK includes in their product catalog are the **Metal Putty (Item #1401)**, the **Vetroresina Putty (Item# 1601)**, and the **Extrasoft Putty (Item# 12750)**.

KMK's **Metal Putty (Item #1401)** is a two-part filler containing a high percentage of flaked aluminum. This allows it to obtain adhesion, hardness, and general resistance to heat, water, fuels, and lubricants. It's made with impressive anti-corrosive properties and is mainly utilized to recover flaws of fusion. It can be pierced or trimmed as a filling material to restore and protect metal sheets while filling imperfections on zinc-plated materials.

Once sanded, it appears as metal.

The **Vetroresina Putty (Item# 1601)** is a special putty reinforced with fiberglass and used to repair polyester parts and certain rusted metallic areas. It provides easier mixing and strong adhesion while leaving behind a smooth finish on various substrates. An excessive amount of product is not always necessary, so to avoid problems later in the process, be conservative regarding the amount you use.

The **Extrasoft Putty (Item# 12750)** is another low-weight, universal putty that treats any surface. The dense nature of the putty offers effortless application, easy sanding, low permeability to humidity, strong adhesion, and leaves behind an excellent finish.

Minor damage is never minor to the vehicle owner, who has to be without their car for some time. They could be spending money on the job itself if not for supplemental transportation to get around while they wait. Using efficient tools like body fillers and putties are perfect remedies to jobs that include minor damage and take up as little of the customers' time as possible.

A good quality putty or body filler should be able to adhere well to your substrate, cure quickly, shrink slightly and sand with no trouble or headaches. These properties allow the repair process to move efficiently and take up as little time as possible, saving you and your customer money or headaches. KMK's line of putties and body fillers embody these attributes superlatively and will be the catalyst in your repair process.



GOLD LINE

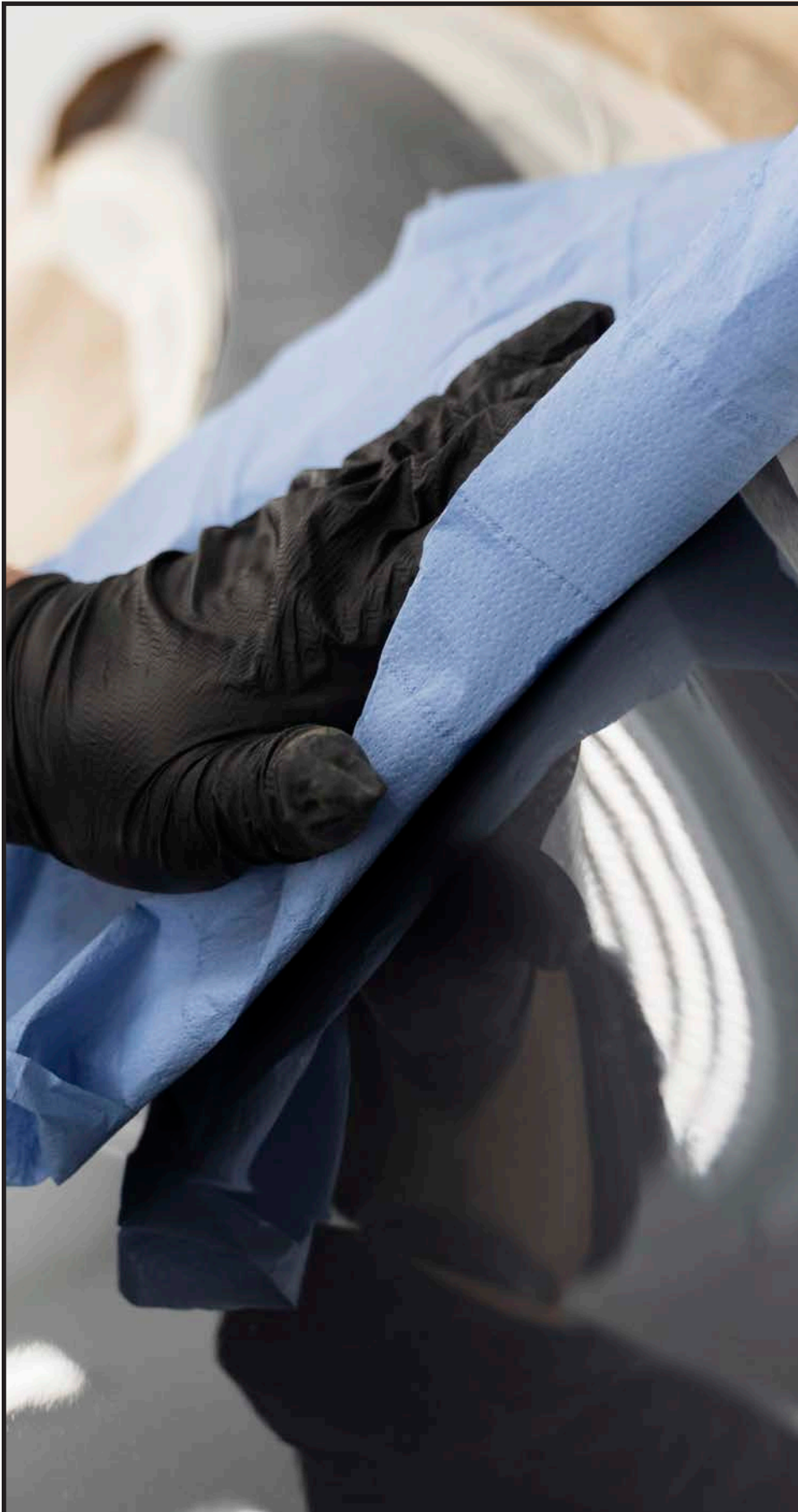
THE STANDARD IN AUTOMOTIVE REFINISH



UHS 2K 2:1 ANTI-DRIP CLEAR COAT

Part no. 2805

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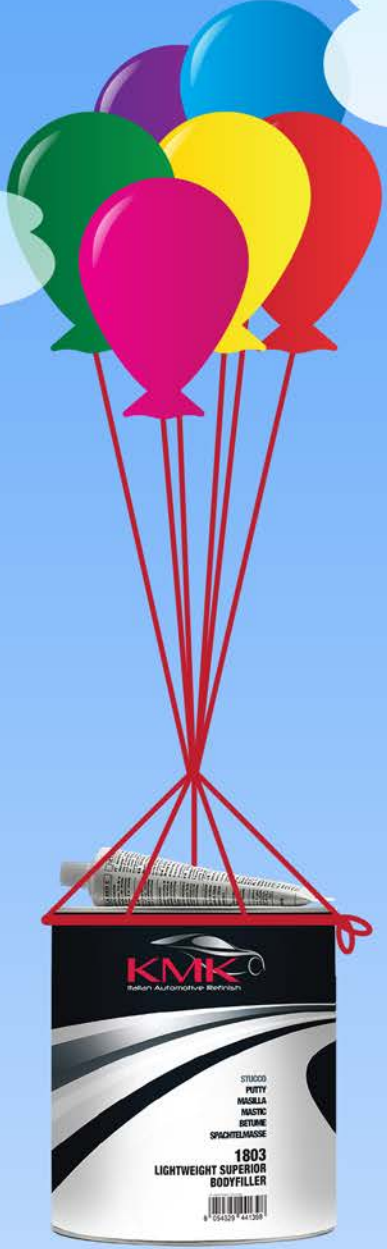
(RE)FINISHING THOUGHTS

KMK provides a comprehensive catalog of products to take you through the refinishing process. Putties, clearcoats, and primers may be the trio of pillars that come to mind when you think automotive refinish, but they aren't the only aspects that make up this operation. KMK sells a pair of paint reducers and a duo of degreasers that hold their own against anything else on the market today.

The **Normal Reducer (Item# 5005)** and **Slow Reducer (Item# 5105)** are KMK's universal reducers for paint and clearcoats. The original formula of both regulators established the ability to create significant reductions in the chemicals' viscosity while favoring distension and minimizing the fog effect in paint. The **Slow Reducer (Item# 5105)** is the slower of the two reducers, used to delay the drying process when job size or working temperature is increased.

KMK also supplies another powerhouse pair with the **Normal Degreaser (Item# 6005)** and **Slow Degreaser (Item# 6105)**. These anti-silicone cleaners work thoroughly on surfaces of all kinds that become contaminated by overspray, dirt, and silicone before the finishing process.

The **Normal Degreaser (Item# 6005)** provides a balanced evaporation making it a universal option for any climate, while the **Slow Degreaser (Item# 6105)** is used more specifically. The slow-natured evaporation offers more flexibility when working on larger surfaces or at higher temperatures without leaving impurities.



LIGHTWEIGHT

ULTRALIGHT BODYFILLER

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Proudly Italian

KMK offers the best of Italian technology at a low price. Thanks to the latest means of communication and technology, we have eliminated the costs of certain services that nowadays are obsolete and we have streamlined the old distribution systems with their countless intermediaries between manufacturer and final consumer. For example, we have incorporated a QR code on all our products, so that the consumer can access video tutorials showing how to apply that particular product, using the universal language of pictograms.



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