



**ARTDESHINE**

# DETAILING ALCHEMIST PIONEERS VISIONARIES



Scan or press  
QR to watch  
our brand video



WHO WE ARE

# AUTOMOTIVE DETAILING

- Since 1999

- Detailing Studio Operations
- Showroom Vehicle Maintenance
- Automotive Dealer Delivery
- Technical & Skills Training

Artdeshine has been in the detailing industry for over 20 years and is still actively involved today. With an in-house detailing studio used for Artdeshine employees to understand product capabilities and to conduct R&D using real world scenarios. Our detailing team contributes feedback on user experience, performance towards the formulation of our products.

Apart from detailing services, Artdeshine actively uses our background in detailing to provide technical and product training for our installers.





# FORMULATION & MANUFACTURING

## - Since 2010

- Brand Building [ARTDESHINE](#)

Product formulation only started out as a passion and growing interest in trying to improve the quality of products we used in detailing services. As the access of professional grade products especially paint protection coatings in Singapore was only limited to foreign imported brands that were very costly and not up to expectations back then, we took the matter into our own hands. That kick-started the process of learning how such products are being made.

From a small-scale production using manual processes, we have improved our capabilities to using technology and automation to increase our manufacturing volume today.

As manufacturing output increased, this shifted our focus from service providing into management of the brand itself as our professional users require us to provide technical advice, training and even branding/marketing efforts. With such a huge responsibility on our shoulders, it was all hands on deck to shift our identity from a service providing business to an automotive care products brand.

Aside from producing Artdesshine branded products, we provide customised coating solutions to many brands globally. These are white-label or private labelled products using formulas made according to client's specifications.



WHO WE ARE



# FORMULATION & MANUFACTURING

- Own Factory & Facilities
- White Labelling Services



Scan or press  
QR for full  
Product  
Catalogue

 ARTDESHINE

WHO WE ARE



RESEARCH  
COLLABORATIONS



INDUSTRY LEADING  
PIONEERING  
TECHNOLOGY

The Artdeshine brand has established itself as a pioneer and trailblazer, utilising technology that are a first in the detailing industry. We would want to continue being the first in creating revolutionary products in our industry that helps our users and their end-consumers get the best we can offer.

Working with governmental organizations in our home country, Singapore, we were introduced to professional research collaborations such as with an education institution, Republic Polytechnic (RP)'s School of Applied Science. Together with RP, we were able to discover new processing methods and formulations that has brought our products to new heights. This is a testament to our credibility and reliability in always delivering the best products into installers hands.



ARTDESHINE

WHY WE ARE

# THE FIRST GRAPHENE COATINGS IN AUTOMOTIVE CARE





GLOBAL NETWORK



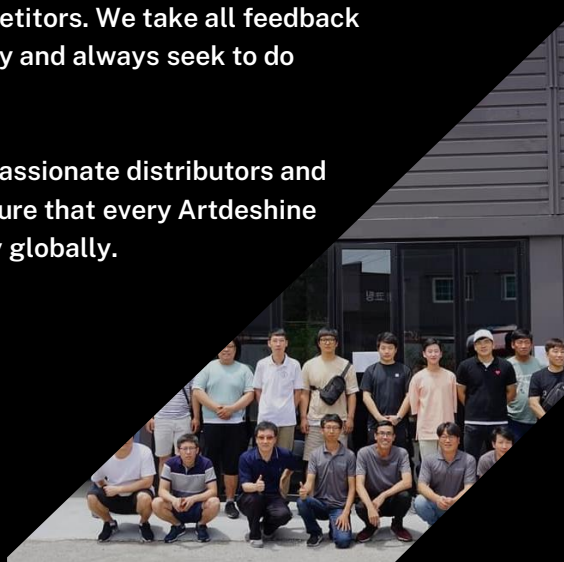
1000+

# ARTDESHINE PRO INSTALLERS

PRESENT IN OVER 80 COUNTRIES

There is a reason the Artdeshine brand of products are trusted by so many professionals worldwide. Constant improvements to product performance and user experience differentiates us from our competitors. We take all feedback from our installers very seriously and always seek to do better.

Represented by only the most passionate distributors and working as a team, you can be sure that every Artdeshine experience is of the best quality globally.



ARTDESHINE



# THE SCIENCE BEHIND ARTDESHINE COATINGS

SiO2 GLASS CERAMIC QUARTZ CRYSTAL

## ALL THE SAME

Most surface protection coatings are made using many different silicon based polymers and silanes, that all contain silicon (Si) groups including SiO2.

This is the reason why manufacturers affix names like GLASS, CERAMIC, QUARTZ, CRYSTAL to their products since these are derived from SiO2. They are simply just names for ease of marketing.

All of Artdeshine's coating formulations utilizes the same silicon based polymers and silanes as with many other brands/manufacturers. We call some of our products "ceramic coatings" too.

Asking how many % is SiO2 is irrelevant here. As they are NOT MADE FROM SiO2 alone. More is not better, less is not worse.



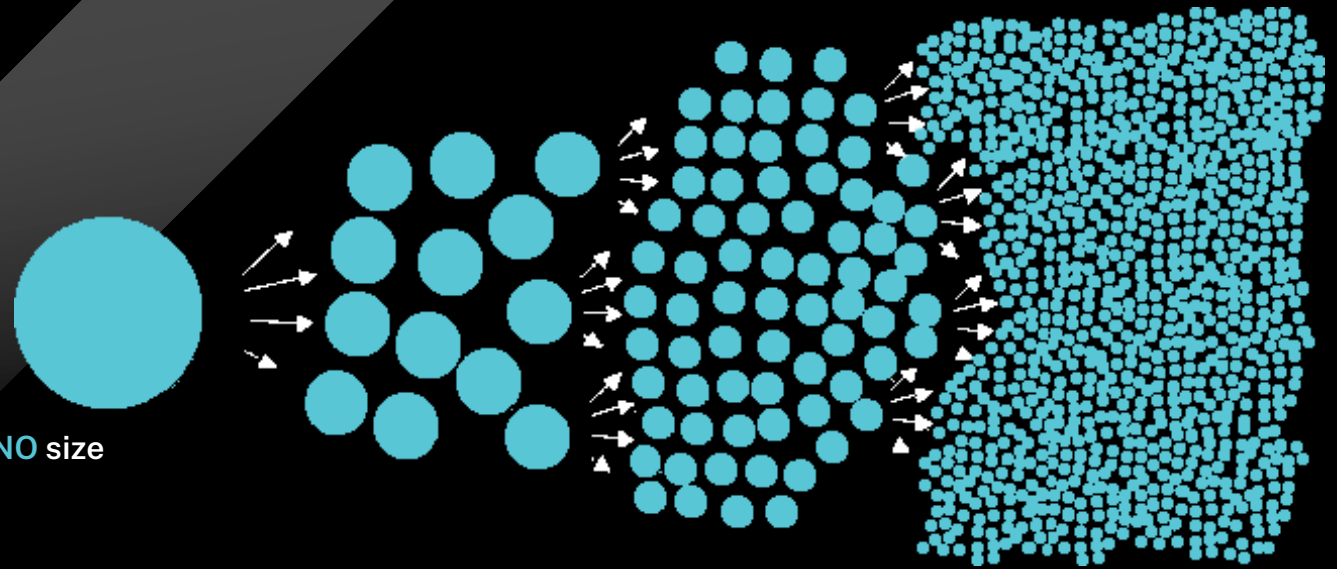
# GRAPHENE COATING?

- **SAME** base silicone polymer coating
- Is **NOT** made from graphene
- Graphene Oxide/Carbon Nano-Tubes processed to **NANO** size

Even our graphene coatings are no exception. They are still silicone based polymer coatings. We disperse Graphene additives that are processed into nano sized particles smaller than 1 micron into the formulation, hence the name. To compare, a strand of human hair is about 50 microns.

With nano sized particles, we are able to increase the particle count to provide a higher concentration and coating surface coverage. Our proprietary processing methods allow for a stable dispersion in a polymer matrix.

Every bottle of coating contains not more than 1000ppm of Graphene additives (0.1%). It is **MORE THAN SUFFICIENT**. It does not mean more is better. Just like you can't have 99% sugar in your coffee, it does not make it better.



## PARTICLE SIZE

10 cm

1 mm

1  $\mu$ m

1 nm

## SURFACE

1

100

100.000

100.000.000

# HARNESSING CAPABILITIES OF GRAPHENE CARBON NANOTUBES (CNT)

Artdeshine's breakthrough in polymer coating technology marks a new era in surface care. By integrating carbon nanotubes (CNT) into our innovative formulas, we've unlocked exceptional capabilities. This development is a testament to our commitment to pioneering exceptional products. The result is a coating solution that not only offers impressive anti-static properties but also ensures surfaces remain cleaner for longer. Experience the pinnacle of cleanliness and care with our advanced CNT-infused polymer coatings.

STAYS CLEANER LONGER

LESS CLEANING FREQUENCY

SAVE TIME EFFORT MONEY

UN-TREATED PANEL (more dirt remains) → ADS CNT COATING (less dirt remains)



Shore A Hardness  
MORE DURABLE,  
TOLERATES MORE  
WASHING/CLEANING

Sliding Angle (deg)  
HYDROPHOBIC  
EFFECT

DPUR(ΔL)  
DIRT/DUST  
REPELLING EFFECT  
& CLEANLINESS

GENERIC COATING	31	28.5	74.1
ADS CNT COATING	55	23.3	50.4
OVERALL IMPROVEMENT	77% harder	18% better	31% better

ARTDESHINE COATINGS WITH CNT ARE DENOTED WITH A +

Results may vary depending on type of ADS coating used, above figures derived using ADS CNT Coating with 1000ppm CNT loading.



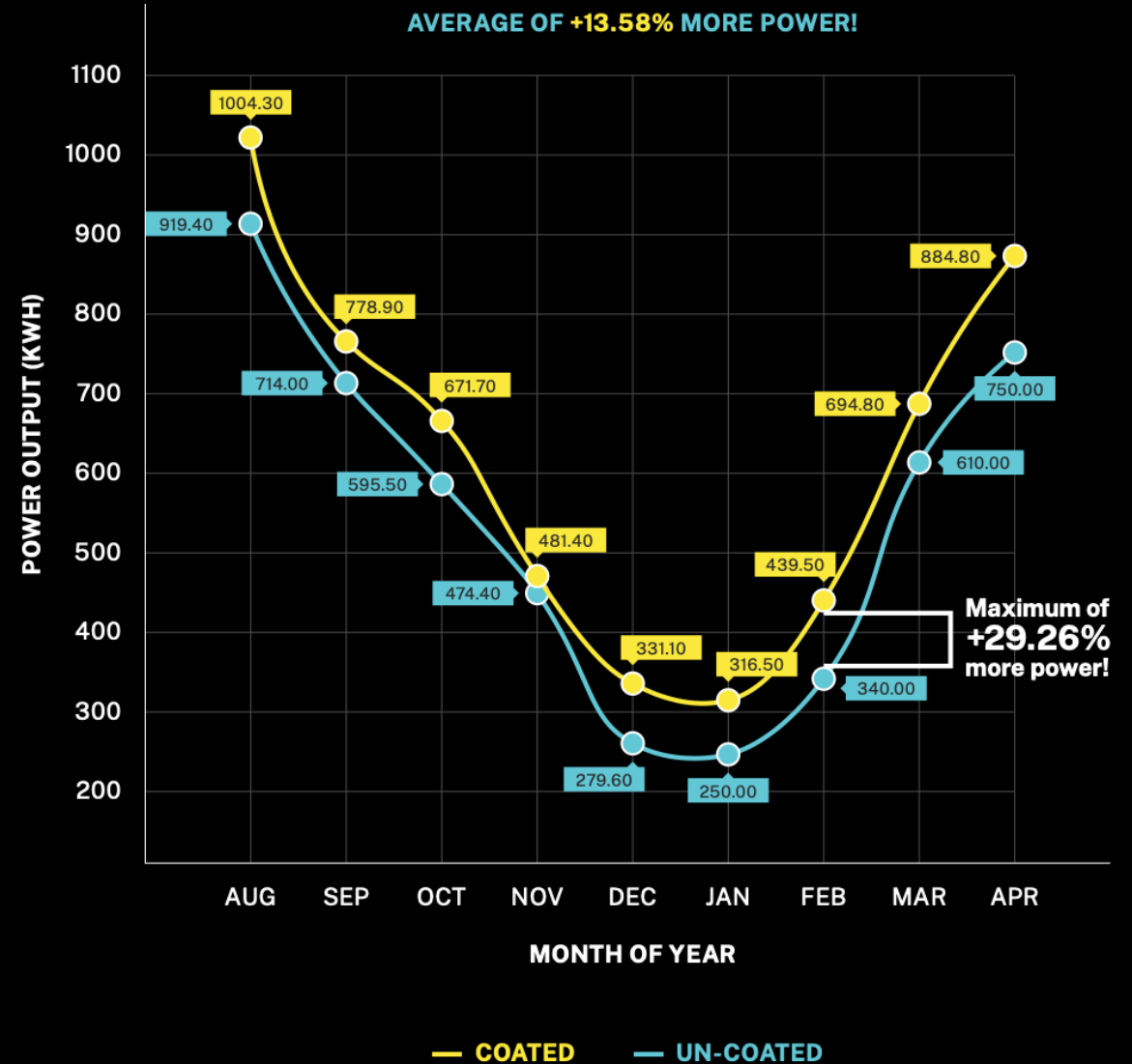
WHY CHOOSE US?

## SOLAR PANEL POWER OUTPUT EFFICIENCY WITH GUARDIAN COATING

Invest in Guardian, reap the rewards with more power generated!\*

Cleaner solar panel = Better efficiency

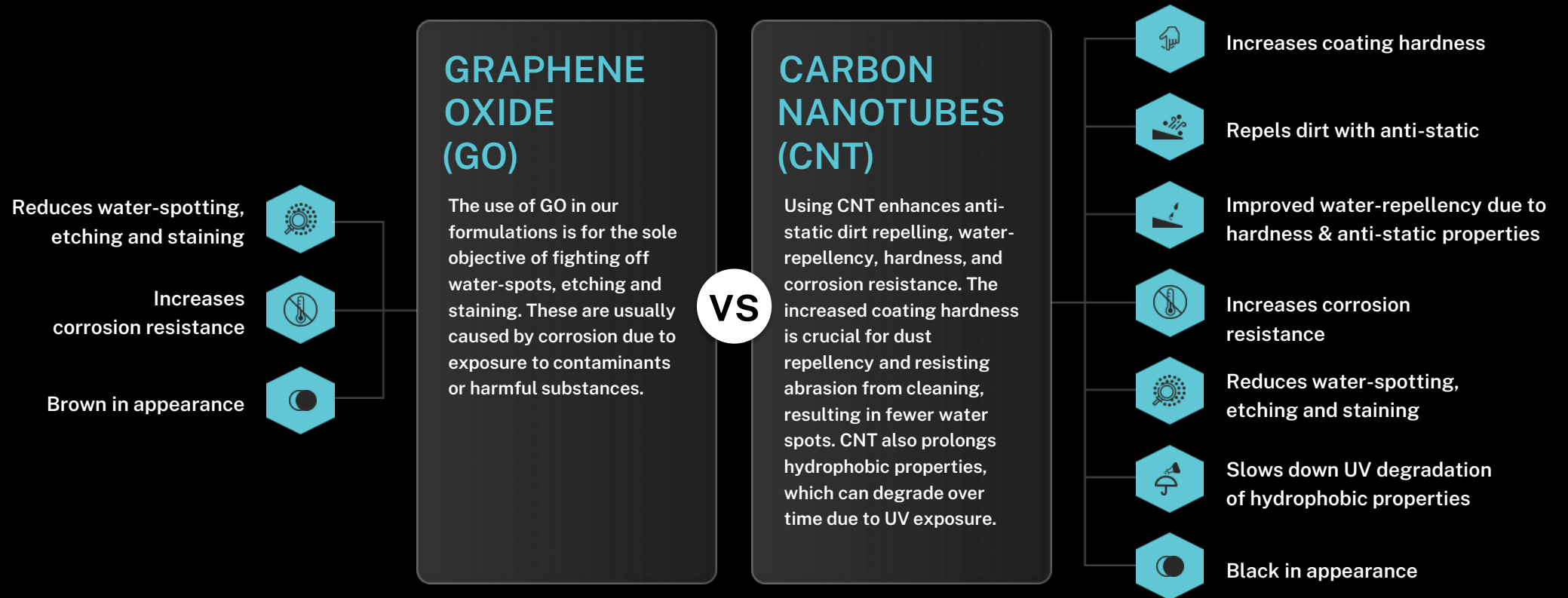
\*Scan or click QR to view report



Both GO and CNT are Graphene additives used in Artdeshine coatings.  
All our graphene additives are tediously reduced to nano sized particles for maximum effectiveness.

Artdeshine coatings with CNT additives are denoted with a + symbol.

## KEY DIFFERENCES



## 9H COATINGS

- Ability to resist 9H pencil scratch

## 9H IS NOT THE HARDNESS

- Hardness is rated by various other methods

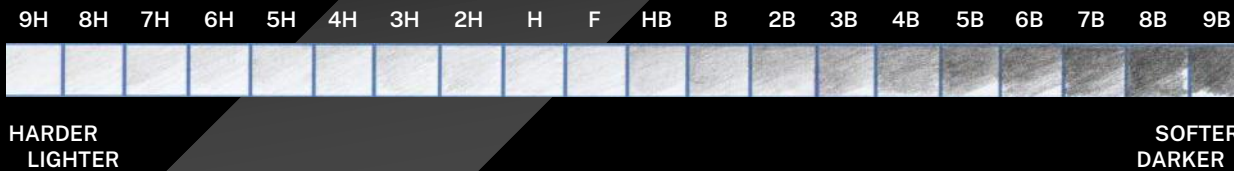
# LESS FRICTION = LESS FORCE = LESS MARRING

As most coatings are made to cure very hard, they are often touted as anti-scratch solutions. This is very far from the truth.

Indeed as a thick piece of cured sample, the scratch resistance capability is exhibited clearly. However as a thin film coating applied by hand on substrates like automotive bodies, this capability is negligible.

Artdeshine works around by decreasing the amount of friction on a coated surface. Our coatings are made super slick to reduce friction that will in turn lead to reduced marring.

## PENCIL GRADES



Scan or press QR to see our slickness in action!



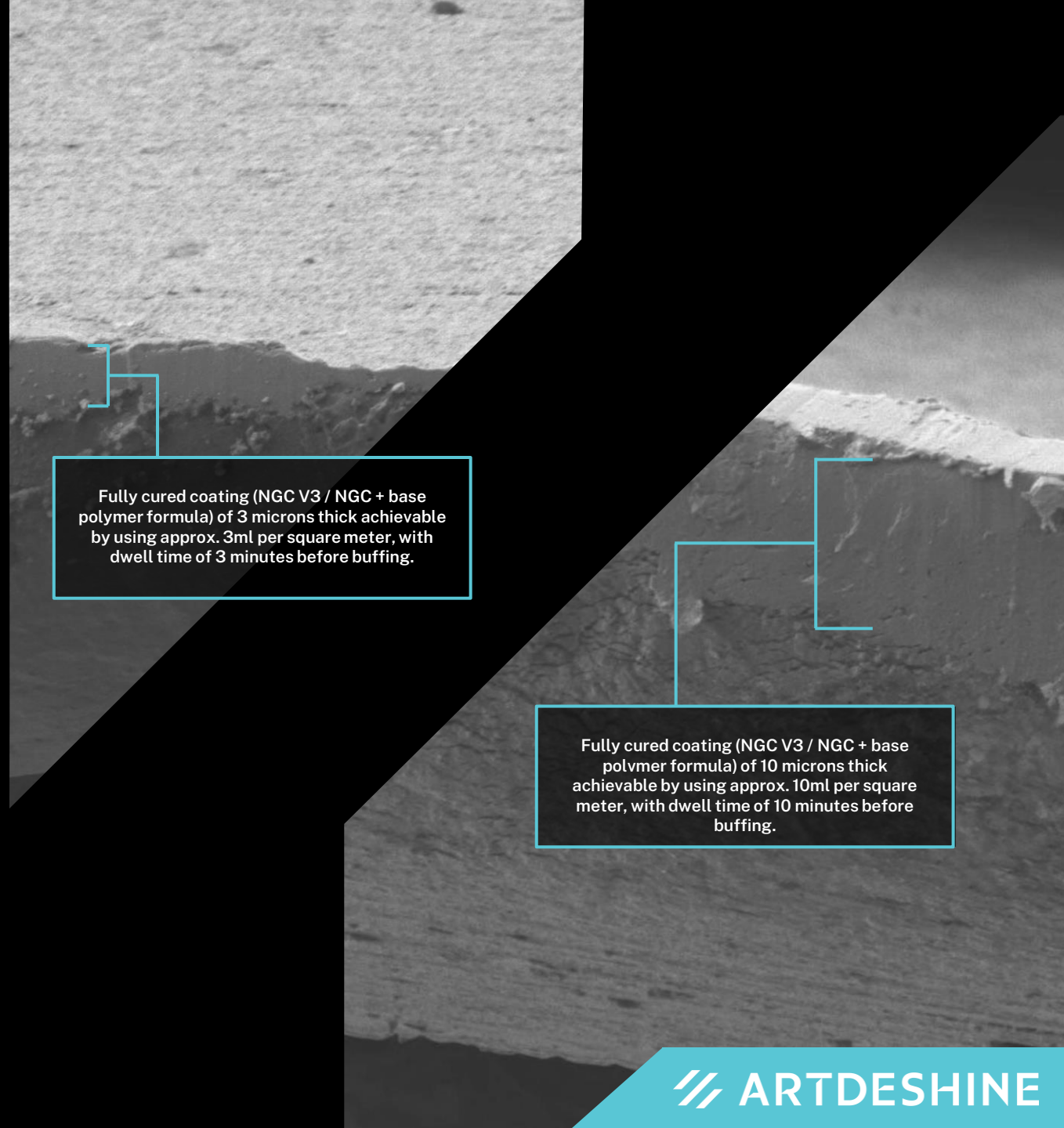




# COATING THICKNESS – HOW THICK IS ENOUGH?

Theoretically, the thicker the coating, the more it can resist erosion - wear and tear from abrasion or friction caused by cleaning, washing, wiping, etc.. This is in direct relation to durability based on wash cycles or frequency of cleaning. With hand applied methods, it may be impossible to achieve coating thickness of above 20microns while meeting aesthetic expectations like gloss, shine and reflectivity.

Artdeshine coatings are formulated to ensure that with the right application methods and right amount of products, you can achieve a thicker coating.



Fully cured coating (NGC V3 / NGC + base polymer formula) of 3 microns thick achievable by using approx. 3ml per square meter, with dwell time of 3 minutes before buffing.

Fully cured coating (NGC V3 / NGC + base polymer formula) of 10 microns thick achievable by using approx. 10ml per square meter, with dwell time of 10 minutes before buffing.

WHY CHOOSE US?

# WATER-SPOTS WATER-MARKS ETCHING-MARKS

- Caused by combination of liquid, heat/UV, contaminants
- Rain, bird poo, tree sap, salts, oils
- Permanent dulling
- Removable only by abrasive polishing

These spots/marks are caused by contaminants etching into the clear-coat or even matte/gloss PPF. When rainwater mixes with contaminants like bird poo, tree sap, salts and oils, heat/UV aggravates the chemical reaction. They then slowly etch or corrode the surface.





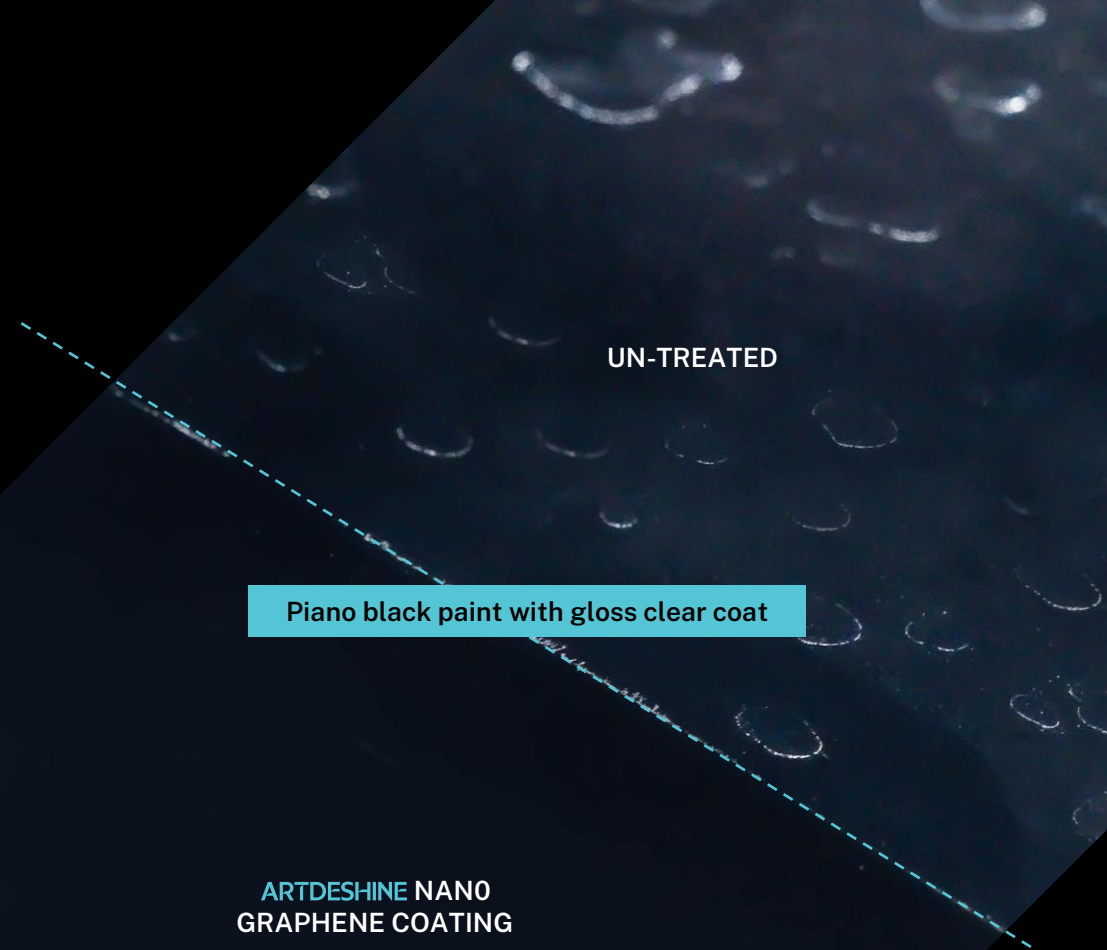
WHY CHOOSE US?

# UP TO 80% REDUCTION

Graphene Carbon Nanotubes in our latest generation of products toughen and hardens our polymer coatings, generate anti-static properties, increases corrosion resistance and slows down UV degradation of the coating's hydrophobic properties. This combination of capabilities results in a more dirt and water repellent coating with lower chances of contaminants etching and staining, leading to significantly less observable water-spots.



White paint with gloss clear coat  
2 months weathering test, no washing.



Piano black paint with gloss clear coat

ARTDESHINE NANO  
GRAPHENE COATING

WHY CHOOSE US?

UN-TREATED

Piano black paint with gloss clear coat

ARTDESHINE NANO  
GRAPHENE COATING

# HYDROPHOBIC ANTI-STATIC REPELLENT & SLICK

With a very hydrophobic, repellent and slick surface enabled by our coatings, liquid/contaminants are less able to stay on the surface. The surface area covered by concentration is reduced significantly. Even when contaminants react with the liquid substances and heat/UV to etch or corrode, the surface area affected is minimal.



White paint with gloss clear coat  
Dirt Pick Up Resistant (DPUR) test according to ASTM D3719 standards.



Scan or press  
QR to see  
our slickness  
in action!



WHY CHOOSE US?

# ENHANCED GLOSS COMPATIBLE WITH PPF/VINYL WRAPS

Our coatings fill up microscopic imperfections of a surface. This enables light to reflect more, bringing to your eyes a more saturated, bolder colour and a sense of “deeper” reflection. They do not change the colours of surfaces, only to enhance or look darker in tone.

ARTDESHINE NANO  
GRAPHENE COATING

Piano black paint with gloss clear coat

UN-TREATED

ARTDESHINE NANO  
GRAPHENE COATING

Matte black vinyl wrap

UN-TREATED