Industrial Liquid Coatings



Epoxy Primers

Epoxy Primer Overview Epox-Zen™ Epoxy Primers are a substantial upgrade from conventional alkyd primers and provide durable protection over ferrous and non-ferrous metals, specific FRPs and composites. Epox-Zen™ Epoxy Primers should be top coated with epoxy or polyurethane finishes to achieve the ultimate in protection and durability.

Epoxy Primary Characteristics Epox-Zen™ Epoxy Primers are engineered to offer the finest corrosion protection, chemical resistance, adhesion and topcoat hold-out. Epox-Zen™ Epoxy Primers also dry quickly, enabling quick topcoat application.

EPOXY PRIMERS						
Brand Name		**Epox-Zen HSP**	**Epox-Zen MSP**	**Epox-Zen LSP**	**Epox-Zen ZRP**	**Aqua-Zen EP**
Chemistry Description		2K Epoxy Primer High Solids	2K Epoxy Primer Medium Solids	2K Epoxy Primer Low Solids	2K Zinc Rich Epoxy Primer	2K Epoxy Water-Based Primer
Highlights		• Ideal for heavy blast profiles • Excellent hang properties for building dry film thickness • Excellent adhesion properties	• Ideal for smooth substrates and lightly blasted profiles • Fast dry enables quick topcoat application • Good hang properties for building dry film thickness • Good flow and leveling • Excellent adhesion properties	• Fast dry enables quick topcoat application • Thin film resulting in low orange peel • High solvency yields excellent adhesion over various substrates and treatments	• Maximum corrosion resistance on blasted ferrous substrates	• Strong corrosion resistance in low a VOC, water-reducible formula
Best for		• Agriculture, Construction, Material Handling Equipment • Heavy gauge substrate with aggressive blast profiles	• Agriculture, Construction, Material Handling Equipment • Smooth or lightly blasted substrates	• Boating • Plastics • Fiberglass • Industries where quick recoat properties are desired	• Harsh environments, where long-term corrosion resistance is desired	• Good corrosion resistance, especially on ferrous and non-ferrous substrates • Many other Industrial applications
Optimum Dry Film Thickness		2 mils	1.5 mils	1 mil	2–8 mils	1–2 mils
Gloss at 60°		0–10	<15	<10	<5	10–25
Mix Ratio (Part A:Part B)		4:1	4:1	4:1	4:1	5:1
VOC (lbs/gal)		<3.5	<3.5	5	<3.5	2.3
Is HAPs Free Formula		Yes	Yes	Yes	Yes	Yes
30 Minute Induction Time Needed		Yes	Yes	Yes	Yes	Yes
Pot Life (Before 50% Increase in Viscosity)		8 hours	8 hours	8 hours	4 hours	6 hours
Wet Film Sag Resistance		12 mils	6 mils	4 mils	12 mils	3 mils
Air Dry	**Dry to Touch**	30 minutes	30 minutes	30 minutes	30 minutes	60 minutes
	Dry to Handle (Hard Dry)	4 hours	2 hours	90 minutes	4 hours	2 hours
	Full Cure	2 weeks	2 weeks	2 weeks	2 weeks	2 weeks
Force Cure	**Ambient Flash Time Before Baking (minutes)**	10 minutes	10 minutes	10 minutes	30 minutes	30 minutes
	Recommended Cure Time/ Temperature in Fahrenheit	10 minutes at 180°	10 minutes at 180°	10 minutes at 180°	30 minutes at 180°	30 minutes at 180°
Minimum Dry Time Before Product can be Sanded		16 hours or after bake	16 hours or after bake	16 hours or after bake	Not Applicable	48 hours or after bake
Minimum Dry Time Before Topcoat Application		15 minutes or after bake	15 minutes or after bake	10 minutes or after bake	2 hours or after bake	2 hours or after bake
Maximum Dry Time Before Topcoat Application		48 hours	48 hours	48 hours	48 hours	48 hours
Corrosion Resistance		5	4.5	4	5	4

Corrosion Resistance: 5=Excellent 4=Great 3=Good 2=Moderate 1=Poor





The Hentzen team of chemists, formulation and technical specialists oversees the entire manufacturing process. This ensures the potential of each primer's application characteristics, adhesion capability, color fastness, drying time and corrosion resistance is maximized.

Urethane & Alkyd Primers

Urethane Primer Overview Ura-Zen™ High Solids Solvent-Based Urethane Primers are high-grade, VOC-compliant, two-component coatings designed for a variety of applications that require maximum environmental durability and allow for rapid topcoat application which can increase production efficiencies.

Urethane Primary Characteristics Ura-Zen™ Urethane Primers enable rapid recoat while offering outstanding corrosion protection, chemical resistance, adhesion and topcoat hold-out.

Alkyd Primer Overview Poly-Zen™ Solvent-Based and Aqua-Zen™ Water-Based Alkyd Primer systems provide a single-component solution to protect ferrous and non-ferrous substrates from environmental elements.

Alkyd Primary Characteristics Poly-Zen™ and Aqua-Zen™ Alkyd primers are fast drying, offer good corrosion protection and provide flexible recoat windows.

		WASH PREP PRIMER	URETHANE PRIMERS		ALKYD PRIMERS	
Brand Name		**Zen-Prep WP**	**Ura-Zen P**	**Ura-Zen ERP**	**Poly-Zen HSA**	**Aqua-Zen WBP**
Chemistry Description		2K Chromate Wash Primer	2K Urethane Primer	Extended Recoatable Primer	Solvent-Based Alkyd Primer	Water-Based Alkyd Primer
Highlights		• Pretreatment for untreated clean metal • Excellent base for primer and topcoats • Promotes adhesion • Good water resistance	• Quick recoat window for wet-on-wet applications • Good hold-out with urethane topcoats • Utilizes same catalyst as Hentzen urethane topcoats	• Long-term recoatability • Utilizes same catalyst as Hentzen urethane topcoats • Epoxy primer attributes	• Fast dry, economical primer, especially to ferrous substrates • Excellent recoatability with alkyd topcoats • Good corrosion resistance	• Good corrosion resistance in low VOC water-reducible formula • Excellent recoatability with alkyd topcoats • For use on ferrous substrates
Best for		• Applications where phosphate treatments are unavailable over ferrous and non-ferrous substrates	• Agriculture, Construction, Material Handling Equipment • Apply over cleaned and/or pre-treated ferrous, non-ferrous and composite substrates	• Many Industrial applications where long-term recoatability is desired, especially since it does not require sanding prior to applying topcoat	• Structural steel • Shop coat • Many other Industrial applications	• Structural steel • Shop coat • Other Industrial applications desiring water reducible primers
Optimum Dry Film Thickness		0.4 mils	1.5–2 mils	1.5–2 mils	1.5–2 mils	1–2 mil
Gloss at 60°		Not Applicable	0–75	10–55	0–10	0–15
Mix Ratio (Part A:Part B)		1:1	5:1	5:1	Not Applicable	Not Applicable
VOC (lbs/gal)		6.26	<3.5	<3.5	<3.5	<3.5
Is HAPs Free Formula		No	Yes	Yes	No	No
30 Minute Induction Time Needed		No	No	No	Not Applicable	Not Applicable
Pot Life (Before 50% Increase in Viscosity)		4 hours	6 hours	2 hours	Not Applicable	Not Applicable
Wet Film Sag Resistance		Not Applicable	4–12 mils	6 mils	12 mils	3–4 mils
Air Dry	**Dry to Touch**	Not Applicable	1 hour	15–30 minutes	30 minutes	45 minutes
	Dry to Handle (Hard Dry)	30 minutes	6 hours	3–4 hours	1–4 hours	2 hours
	Full Cure	30 minutes	2 weeks	2 weeks	2 weeks	2 weeks
Force Cure	**Ambient Flash Time Before Baking (minutes)**	Not Applicable	5 minutes	5 minutes	5 minutes	30 minutes
	Recommended Cure Time/ Temperature in Fahrenheit	Not Applicable	20 minutes at 140°	20 minutes at 140°	30 minutes at 140°	30 minutes at 150°
Minimum Dry Time Before Product can be Sanded		Not Applicable	24 hours or after bake	24 hours or after bake	24 hours or after bake	24 hours or after bake
Minimum Dry Time Before Topcoat Application		30 minutes	5–15 minutes	15–30 minutes	15–30 minutes	4 hours
Maximum Dry Time Before Topcoat Application		24 hours	10 days	1 year	Infinite	1 week
Corrosion Resistance		4	4	4	3	3

Corrosion Resistance: 5=Excellent 4=Great 3=Good 2=Moderate 1=Poor

Urethane Topcoats

Urethane Topcoat Overview Ura-Zen™ High Solids Urethane topcoats consist of the highest-quality materials in a VOC-compliant solvent-based package. Ura-Zen™ topcoats are designed for a variety of industrial applications and provide superior weathering characteristics and increased process efficiencies, which means less down time and greater cost savings.

Urethane Primary Characteristics Offers superior gloss, DOI and color/gloss retention for optimum exterior durability as well as outstanding chemical and stain resistance. Ura-Zen™ can be matched to virtually any color and is also available as an in-plant intermix system.

URETHANE TOPCOATS				
Brand Name		**Ura-Zen AP**	**Ura-Zen AC**	**Ura-Zen DTM**
Chemistry Description		Acrylic Urethane 2K Weatherable Topcoat	2K Urethane Clear Coat	DTM 2K Urethane
Highlights		• High-gloss, high-DOI polyurethane • Excellent UV resistance • Strong chemical and mar resistance • Good flexibility • Available in intermix system	• Maximizes gloss, DOI and UV resistance when applied over Hentzen intermix series urethane topcoats	• Apply directly to clean, pre-treated unprimed ferrous substrates • Economical performance upgrade from conventional alkyd coatings
Best for		• Agriculture, Construction, Material Handling Equipment • Utility Trailers, Boating and Recreational Vehicles • Many other Industrial applications	• For applications over Hentzen AP series urethane topcoats	• Structural Steel • Interior Applications
Optimum Dry Thickness		2 mils	2 mils	1.5–2.5 mils
Gloss at 60°		>90	>90	25–90
Mix Ratio (Part A:Part B)		3:1	3:1	4:1
VOC (lbs/gal)		<3.5	<3.5	<3.5
Is HAPs Free Formula		Yes	Yes	Yes
30 Minute Induction Time Needed		No	No	No
Pot Life (Before 50% Increase in Viscosity)		3 hours	4 hours	6 hours
Wet Film Sag Resistance		3.5 mils	3.5 mils	12 mils
Air Dry	**Dry to Touch**	3 hours	3.5 hours	1 hour
	Dry to Handle (Hard Dry)	8 hours	8 hours	6 hours
	Full Cure	2 weeks	2 weeks	2 weeks
Force Cure	**Ambient Flash Time Before Baking (minutes)**	5 minutes	5 minutes	10 minutes
	Recommended Cure Time/ Temperature in Fahrenheit	20 minutes at 140°	20 minutes at 140°	30 minutes at 140°
Minimum Dry Time Before Product can be Sanded		24 hours or after bake	24 hours or after bake	24 hours or after bake
Corrosion Resistance		Use with primer	Use with primer	2
Weathering		5	5	3

Corrosion Resistance and Weathering Ratings: 5=Excellent 4=Great 3=Good 2=Moderate 1=Poor



Hentzen supports multiple color systems including RAL, ANSI, Federal 595 and PMS. Tell us the finish or texture or chemistry you need—in any color—and our chemists will engineer a coating tailored to both your needs and the equipment that applies it.

Alkyd Topcoats

Alkyd Topcoat Overview Poly-Zen™ and Aqua-Zen™ Alkyd Topcoats are economical, high-quality finishes in a single-component package and offer fast dry times and good overall environmental protection.

Alkyd Primary Characteristics Poly-Zen™ and Aqua-Zen™ Alkyd Topcoats are fast-drying, economical finishes with good chemical resistance, environmental toughness and excellent adhesion to ferrous and non-ferrous substrates.

ALKYD TOPCOATS				
Brand Name		**Poly-Zen FD**	**Poly-Zen TU**	**Aqua-Zen WBT**
Chemistry Description		Interior Fast Dry Alkyd	Outdoor Weathering Alkyd & Touch-Up	Water-Based Alkyd
Highlights		• Economical, fast dry alkyd system • Good adhesion to multiple substrates	• Fast drying • Good weathering • Excellent adhesion • Ideal for touch-up applications	• Wide range of gloss levels available. Good flow and leveling, especially when utilized with most common spray systems • Good adhesion and water resistance over most substrates • Strong resistance to gasoline and oil
Best for		• Structural steel • Many other Industrial applications	• Touch-up and re-work applications where urethane systems cannot be utilized	• Excellent choice for Industrial applications requiring 3.5 VOC-compliant water reducible coating • Utilize on ferrous and primed non-ferrous surfaces
Optimum Dry Thickness		1.25–2 mils	1.5 mils	1–2 mils
Gloss at 60°		10–65	>90	85+
Mix Ratio (Part A:Part B)		Not Applicable	Not Applicable	Not Applicable
VOC (lbs/gal)		<3.5	<4.2	<3.5
Is HAPs Free Formula		Yes	No	Yes
Wet Film Sag Resistance		5–12 mils	5 mils	6 mils
Air Dry	**Dry to Touch**	20 minutes	30 minutes	1 hour
	Dry to Handle (Hard Dry)	60 minutes	4 hours	4 hours
	Full Cure	2 weeks	2 weeks	2 weeks
Force Cure	**Ambient Flash Time Before Baking (minutes)**	5 minutes	5 minutes	30 minutes
	Recommended Cure Time/ Temperature in Fahrenheit	30 minutes at 140°	30 minutes at 140°	30 minutes at 140°
Minimum Dry Time Before Product can be Sanded		24–36 hours or after bake	24 hours or after bake	48 hours or after bake
Corrosion Resistance		2	1	3
Weathering		2	3.5	2

Corrosion Resistance and Weathering Ratings: 5=Excellent 4=Great 3=Good 2=Moderate 1=Poor







At Hentzen, we push our finishes to the limit. Performance and protection are the first criteria we consider. Rest assured that everything we do seeks to increase your productivity.

Acrylic and Bake Enamel Topcoats

Acrylic Topcoat Overview Aqua-Zen™ Acrylic Topcoats are water-based, VOC-compliant, fast-drying, single-component direct-to-metal or plastic finishes exhibiting superior adhesion, water resistance and environmental integrity.

Bake Topcoat Overview Poly-Zen™ Bake Enamels are VOC-compliant, solvent-based coatings designed to thermally cure for increased processing efficiencies and offer a durable direct-to-metal finish for interior or exterior applications.

		ACRYLIC TOPCOATS		BAKE ENAMEL
Brand Name		**Aqua-Zen AL**	**Aqua-Zen DTM**	**Poly-Zen B**
Chemistry Description		Acrylic Latex	Acrylic	Bake Enamels
Highlights		• Good adhesion to ferrous and non-ferrous metals and most plastics • Lower VOC and faster drying than water-based alkyd topcoats • Not available in high-gloss finishes • Direct-to-metal	• Excellent adhesion and water resistance over most substrates • Good UV resistance • Direct-to-metal	• Hard, durable coating • Good UV resistance • Fast throughput due to quick cure cycle
Best for		• Industrial applications where a fast-drying, low-VOC coating is required	• Aluminum boats requiring a low gloss finish	• Oven hoods • Hydraulic cylinders • Coil coating applications • Thermal cure applications.
Optimum Dry Thickness		1–2 mils	1–2 mils	1–2 mils
Gloss at 60°		50–60	<10	45–95
Mix Ratio (Part A:Part B)		Not Applicable	Not Applicable	Not Applicable
VOC (lbs/gal)		<3.5	<3.5	<3.5
Is HAPs Free Formula		Yes	Yes	No
Wet Film Sag Resistance		10 mils	8 mils	7 mils
Air Dry	**Dry to Touch**	30 minutes	1 hour	Not Applicable
	Dry to Handle (Hard Dry)	1 hour	4 hours	Not Applicable
	Full Cure	1 week	1 week	Not Applicable
Force Cure	**Ambient Flash Time Before Baking (minutes)**	30 minutes	30 minutes	10 minutes
	Recommended Cure Time/ Temperature in Fahrenheit	30 minutes at 140°	30 minutes at 180°	10–15 minutes at 300°
Minimum Dry Time Before Product can be Sanded		24 hours or after bake	48 hours or after bake	After Bake
Corrosion Resistance		3	3	2
Weathering		3.5	3.5	3

Corrosion Resistance and Weathering Ratings: 5=Excellent 4=Great 3=Good 2=Moderate 1=Poor

Specialty

Paint chemistry engineered to your performance needs.

The right coating is, of course, a combination of reducers, accelerators, hardeners, pigments and custom solvent blends. More important, it is the right personal chemistry between customer and supplier. Our willingness to work with clients to solve unique situations is part of what makes Hentzen unique.

Hentzen's specialty coatings focus on a range of industrial applications. Whether you are in need of a soft touch, high temperature or low friction coating, or need a custom coating specially manufactured to your application, we are ready to deliver.

HENTZEN SPECIALTY					
Brand Name	**Therma-Zen™**	**Ura-Zen ST™**	**Lubri-Zen™**	**Zen-Peel™**	**Zen-Coat™**
Chemistry Description	High Temperature Resistance	Soft Touch 2K Urethane	Low Friction and Non-Stick Coatings	Peelable Booth Coating	Polyurea
Highlights	• Provides heat resistance up to 1,400° F depending on substrate • Good color retention at elevated temperatures • Good corrosion and humidity resistance • Primarily available in black, gray and silver color schemes	• Soft feel coating with excellent scratch, mar and chemical resistance • Available in different types of feel ranging from "silky" to "tacky"	• Low friction and/or non-stick properties • Good abrasion resistance • Chemical and heat resistance • Good sealing properties	• Protects and provides easy clean-up of spray booths	• Rapid cure system enabling high efficiency or "return-to-service" capabilities • Exceptional abrasion and chemical resistance • Excellent corrosion and UV protection • Can be used as a stand alone decorative product or can also be topcoated
Best for	• Exhaust systems and mufflers • Fireplaces • Manifold gaskets • Barbecue grills	• Applications where a soft or leather type feel is desired	• Anywhere low friction or non-stick properties are desired • Fasteners • Pistons, gaskets, bearings, valves • Garden tools	• Spray booths	• Marine and recreational boating • Tank linings • Truck bed liners • Railcar linings
Optimum Dry Film Thickness	1.5–2.5 mils	2 mils	1–1.5 mils	3–5 mils	10–20 mils
Gloss at 60°	5 maximum	<5	Low	Not Applicable	Not Applicable
Mix Ratio (Part A:Part B)	Not Applicable	5:1	Not Applicable	Not Applicable	1:1
VOC (lbs/gal)	3.1	4.42	6.4	5.53	0
Is HAPs Free Formula	No	No	No	No	Yes
Pot Life (Before 50% Increase in Viscosity	Not Applicable	Not Applicable	Not Applicable	Not Applicable	5–20 seconds
Force Cure **Recommended Cure Time/ Temperature in Fahrenheit**	30 minutes at 450˚ F (air dry version available)	Air dry or Force Cure 30 minutes at 450˚	15 minutes at 600˚	Dry to touch: 1 hour Dry to use: 4 hours	Not Applicable
Corrosion	3	3	4	Not Applicable	5
Weathering	3.5	Not Applicable	Not Applicable	Not Applicable	3

Corrosion Resistance and Weathering Ratings: 5=Excellent 4=Great 3=Good 2=Moderate 1=Poor

As a developer and manufacturer of liquid and powder coatings that set marketplace standards, Hentzen Coatings has long been recognized for its unique ability to engineer technically superior solutions for the ever-changing demands of industrial and specialty applications.







Everything you make rides on how you finish it. Finish it—with Hentzen industrial liquid coatings.



What your customer sees isn't the thousands of engineering hours, or the testing, or refined processes. What your customer sees is what you envisioned a long time ago: A product ready for the marketplace, and worthy of your brand name.

To finish your product, there's no better partner than Hentzen Coatings. Hentzen Coatings is a single-source provider of high-tech liquid and powder coatings, custom engineered by chemists and technical specialists who pursue solutions to corrosion, weatherability, aesthetics and durability. They want to know how you apply the coating, your specific process, and the expectations of your customers.

And at the end of the day you'll receive a product that fits your process and does exactly what you expect—protect your products and your reputation.

Whether you select a product and color from our stock program or a custom coating technically matched to your needs, look to the Hentzen team for responsive solutions.

Hentzen Coatings engineers large and small batches in its state-of-the-art facilities for many industrial markets:

- Machinery & Equipment
  - Agriculture
  - Construction
  - Mining
  - Material Handling
- Power Generation & Transmission
- Telecommunication & Electrical Enclosures
- Boating & Recreational Vehicles
- Trailers
- Engines & Motors
- High Temperature
- Millwork & Wood Products
- Appliances & Components
- Office Equipment & Furniture
- Non-Stick Industrial & Consumer Goods



