



**WORLD CLASS**<sup>TM</sup>

**PRIMERS & CLEARS**

MADE IN  THE USA

QUALITY  
PERFORMANCE  
PRODUCTIVITY



**WORLD CLASS**<sup>TM</sup> **PRIMERS & CLEARS**



**MANUFACTURED  
IN THE USA**

# **GREAT PRODUCTS GREAT PRICES**

SEM's **World Class™** line offers highly efficient primers and clears at affordable pricing. This comprehensive line with varying VOC levels produces compatibility with any job at any shop in any environment. Formulated with the latest resin technologies, these primers and clears produce optimal film build without wasting product.



# COLOR CODED

World Class™ products feature color coded stars for easy identification and activator selection.



## ORANGE STAR

4.2 VOC / 4:1 MIX



## RED STAR

4.2 VOC / 2:1 MIX



## GREEN STAR

2.1 VOC / 4:1 MIX



## YELLOW STAR

2.1 VOC / 2:1 MIX



## BLUE STAR

2.1 VOC / 4:1 MIX



## GRAY STAR

2.1 VOC



## PURPLE STAR

4.4 VOC / 4:1 MIX

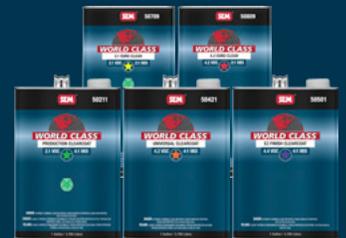
# PRIMERS

World Class Primers are formulated for the technician. By utilizing premium resins and pigments, these primers achieve ideal film builds from fast drying products that apply and sand without extra effort. With a product for every substrate, application, and environment, **World Class Primers** provide a great foundation for solvent or waterborne color.



# CLEARS

World Class Clears provide optimum performance on any size job. Technicians experience easy application and fast dry times without any dieback. No matter the VOC level or mix ratio, **World Class Clears** maintain their finish for years.



# ACTIVATORS

World Class offers various activator speeds for optimal performance on each job. Activators are easily chosen by referencing the star color of the primer or clear. Proper activator selection is based on temperature, air flow, humidity, and job size.



# PRIMERS

## EASY SANDING

World Class™ Primers have ideal filling properties and apply flat for quick and easy sanding.



### DTM PRIMER 2.1 VOC | 4:1 Mix

A two-component epoxy that provides bare metal adhesion and filling in one product.

- 2.1 mixed VOC
- Outstanding adhesion on metal, fiberglass, aluminum
- Can be mixed as a sealer
- Excellent corrosion control
- Builds quickly, sands easily
- Excellent color holdout

#### Primers

50121	DTM Primer Surfacer	Gallon
50124	DTM Primer Surfacer	Quart

#### Activators

50134	Activator	Quart
50136	Activator	Half Pint



### HS URETHANE PRIMER 4.2 VOC | 4:1 Mix

A premium, high build, two-component, urethane primer for use on automotive substrates.

- 4.2 mixed VOC
- Outstanding adhesion
- Excellent filling properties
- Sands quickly
- Excellent color holdout

#### Primers

50151	HS Urethane Primer	Gallon
50154	HS Urethane Primer	Quart

#### Activators (same activators as Universal Clearcoat)

50444	Air Dry Activator	Quart
50446	Air Dry Activator	Half Pint
50454	Fast Activator	Quart
50456	Fast Activator	Half Pint
50464	Medium Activator	Quart
50466	Medium Activator	Half Pint
50474	Slow Activator	Quart
50476	Slow Activator	Half Pint



### ACRYLIC PRIMER SURFACER 2.1 VOC | 1:1 Mix

A compliant coating for quick and easy priming of spots or complete panels.

- 2.1 VOC compliant
- Excellent filling properties
- Sands quickly
- Good color holdout
- Excellent adhesion
- Available in gallons and quarts

#### Primers

50101	Acrylic Primer Surfacer	Gallon
50104	Acrylic Primer Surfacer	Quart



### WATERBORNE FLEXIBLE PRIMER 2.1 VOC | Ready to Spray

A water-based flexible surfacer designed for automotive bumper refinishing.

- Superior flexibility and adhesion
- Works as a barrier coat to prevent lifting
- Excellent filling properties
- Easy to sand
- Saves time and labor
- Ready to spray – no mixing

#### Primer

50184	Waterborne Flexible Primer	Quart
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## WORLD CLASS PRIMERS WORK GREAT WITH THESE KITS



42250	Black Kit
42260	Tintable Kit

#### ROCK-IT LINER™

A high quality, urethane, textured coating that provides a durable protective finish for truckbeds and restoration projects.



40640	Black Kit
40660	Tintable Kit

#### PRO-TEX™ TRUCKBED LINER

A professional, two-component, urethane liner system that provides a hard, durable finish and superior protection to truckbeds and equipment.



HR010-LV	Black Kit
HR020-LV	Silver Kit
HR030-LV	Smoke Kit
HR040-LV	White Kit

#### LOW VOC HOT ROD COLORS

The leading matte finish, two-component, single stage top coat system for low gloss accent stripes, hoods, or entire vehicles.

# CLEARs



## FLOW CONTROL TECHNOLOGY

World Class 4.2 VOC Clears have excellent vertical hold which duplicates OEM texture. Premium resins produce a controlled flow that prevents sagging and running.



NEW

### EZ FINISH™ CLEARCOAT

4.4 VOC | 4:1 Mix

A national rule, urethane clearcoat for automotive refinishing in every climate, with any gun, for any painter.

- 24 Month Warranty
- Simple, two coat application
- Lays flat
- High gloss & DOI
- Cures quickly and thoroughly
- Exceptional sanding and buffing properties
- Excellent UV protection

#### Clears

50501	EZ Finish Clearcoat	Gallon
50504	EZ Finish Clearcoat	Quart

#### Activators

50554	Fast Activator	Quart
50556	Fast Activator	Half Pint
50564	Medium Activator	Quart
50566	Medium Activator	Half Pint
50574	Slow Activator	Quart
50576	Slow Activator	Half Pint



### UNIVERSAL CLEARCOAT

4.2 VOC | 4:1 Mix

A high quality, versatile, two-component urethane clearcoat for collision shops.

- 24 Month Warranty
- Two coat application
- Superior vertical hold
- Exceptional gloss and DOI
- Chemical resistant
- Excellent UV protection
- 4 activator speeds

#### Clears

50421	Universal Clearcoat	Gallon
50424	Universal Clearcoat	Quart

#### Activators (same activators as HS Urethane Primer)

50444	Air Dry Activator	Quart
50446	Air Dry Activator	Half Pint
50454	Fast Activator	Quart
50456	Fast Activator	Half Pint
50464	Medium Activator	Quart
50466	Medium Activator	Half Pint
50474	Slow Activator	Quart
50476	Slow Activator	Half Pint



### 4.2 VOC EURO CLEAR

4.2 VOC | 2:1 Mix

A high quality, national rule, two-component urethane clearcoat for productive collision shops.

- 24 Month Warranty
- Excellent flow and leveling
- Exceptional gloss and DOI
- Chemical resistant
- Easy to buff
- Excellent UV protection
- 4 activator speeds

#### Clear

50809	4.2 VOC Euro Clear	5.0 Liters
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#### Activators

50842	Extra Fast Activator	2.5 Liters
50852	Fast Activator	2.5 Liters
50862	Medium Activator	2.5 Liters
50872	Slow Activator	2.5 Liters



### PRODUCTION CLEARCOAT

2.1 VOC | 4:1 Mix

A higher solids, 2.1 VOC compliant, two-component clearcoat for collision shops in regulated areas.

- 24 Month Warranty
- Great product at mid-grade price
- Two coat application
- Excellent vertical hold
- Firm after bake
- Easy to buff
- Excellent UV protection

#### Clears

50211	Production Clearcoat	Gallon
50214	Production Clearcoat	Quart

#### Activators

50254	Fast Activator	Quart
50256	Fast Activator	Half Pint
50264	Medium Activator	Quart
50266	Medium Activator	Half Pint
50274	Slow Activator	Quart
50276	Slow Activator	Half Pint



### 2.1 VOC EURO CLEAR

2.1 VOC | 2:1 Mix

A higher solids, 2.1 VOC compliant, two-component clearcoat for collision shops in regulated areas.

- 24 Month Warranty
- Great product at mid-grade price
- Exceptional appearance
- Chemical resistant
- Easy to buff
- Excellent UV protection

#### Clear

50709	2.1 VOC Euro Clear	5.0 Liters
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#### Activators

50752	Fast Activator	2.5 Liters
50762	Medium Activator	2.5 Liters
50772	Slow Activator	2.5 Liters

# ACTIVATOR SELECTION



## SUBSTRATE TEMPERATURE

**SLOW ACTIVATORS**

**80°F (27°C) – 95°F (35°C)**

**MEDIUM ACTIVATORS**

**70°F (21°C) – 85°F (29°C)**

**FAST ACTIVATORS**

**60°F (16°C) – 75°F (24°C)**

**EXTRA FAST / AIR DRY ACTIVATORS**

**50°F (10°C) – 65°F (18°C)**

# FOR MORE CONTROL



### ACCELERATOR

Increases productivity by reducing full cure time of urethane coatings.

- Reduces cure times
- Cuts handle time by up to 25%
- Only 0.5 oz. needed per sprayable quart
- For use with all **World Class** clears

50918 Accelerator Pint

Ideal in cooler conditions. The recommended amount is 0.5 oz. per sprayable quart of clear. Do not add more than 1 oz. per sprayable quart.



### POT LIFE EXTENDER

Increases the pot life of urethane coatings in extreme hot and humid conditions.

- Increases the pot life of urethane coatings
- Excellent for low VOC coatings
- For use with all **World Class** clears

50928 Pot Life Extender Pint

This has very little effect on cure times. Recommended addition is 0.5 oz. per sprayable quart of clear. Primarily for use with low VOC products in temperatures above 80°F when shorter pot life may prohibit ideal application properties.

ALL AIR DRY TIMES ESTABLISHED AT 70°F OR 21°C		PRODUCTION CLEARCOAT	2.1 VOC EURO CLEAR	EZ FINISH™ CLEARCOAT	UNIVERSAL CLEARCOAT	4.2 VOC EURO CLEAR
						
		2.1 VOC   4:1 MIX	2.1 VOC   2:1 MIX	4.4 VOC   4:1 MIX	4.2 VOC   4:1 MIX	4.2 VOC   2:1 MIX
POT LIFE	WITH 0.5 OZ. OF EXTENDER	Fast: 4 Hr Medium: 4 Hr Slow: 4 Hr	Fast: 2 Hr Medium: 2 Hr Slow: 2 Hr	Fast: 2 Hr Medium: 3 Hr Slow: 3 Hr	Air Dry: 4 Hr Fast: 4 Hr Medium: 4 Hr Slow: 4 Hr	Extra Fast: 4 Hr Fast: 4 Hr Medium: 4 Hr Slow: 4 Hr
	NORMAL MIX	Fast: 1 Hr Medium: 2 Hr Slow: 2 Hr	Fast: 30 Min Medium: 1 Hr Slow: 1 Hr	Fast: 1 Hr Medium: 2 Hr Slow: 2 Hr	Air Dry: 1 Hr Fast: 2 Hr Medium: 2 Hr Slow: 2 Hr	Extra Fast: 1 Hr Fast: 2 Hr Medium: 2 Hr Slow: 2 Hr
HANDLE TIME	AIR DRY	Fast: 2 Hr Medium: 2.5 Hr Slow: 3 Hr	Fast: 2 Hr Medium: 2.5 Hr Slow: 3 Hr	Fast: 2 Hr Medium: 2.5 Hr Slow: 3 Hr	Air Dry: 1 Hr Fast: 2 Hr Medium: 2.5 Hr Slow: 3 Hr	Extra Fast: 1 Hr Fast: 2 Hr Medium: 2.5 Hr Slow: 3 Hr
	FORCE DRY	20 minutes at 140°F (60°C) After cool down	20 minutes at 140°F (60°C) After cool down	30 minutes at 140°F (60°C) After cool down	30 minutes at 140°F (60°C) After cool down	30 minutes at 140°F (60°C) After cool down
HANDLE TIME USING ACCELERATOR	AIR DRY	Fast: 1 Hr Medium: 1.5 Hr Slow: 2 Hr	Fast: 1 Hr Medium: 1.5 Hr Slow: 2 Hr	Fast: 1 Hr Medium: 1.5 Hr Slow: 2 Hr	Air Dry: N/A Fast: 1 Hr Medium: 1.5 Hr Slow: 2 Hr	Extra Fast: N/A Fast: 1 Hr Medium: 1.5 Hr Slow: 2 Hr
	FORCE DRY	20 minutes at 140°F (60°C) After cool down	20 minutes at 140°F (60°C) After cool down	30 minutes at 140°F (60°C) After cool down	30 minutes at 140°F (60°C) After cool down	30 minutes at 140°F (60°C) After cool down
BUFF TIME Buffing improves with time, up to 48 hours	AIR DRY	Fast: 4 Hr – 16 Hr Medium: 5 Hr – 16 Hr Slow: 6 Hr – 16 Hr	Fast: 4 Hr – 16 Hr Medium: 5 Hr – 16 Hr Slow: 6 Hr – 16 Hr	Fast: 5 Hr – 16 Hr Medium: 6 Hr – 16 Hr Slow: 8 Hr – 16 Hr	Air Dry: 4 Hr – 16 Hr Fast: 5 Hr – 16 Hr Medium: 6 Hr – 16 Hr Slow: 8 Hr – 16 Hr	Extra Fast: 4 Hr – 16 Hr Fast: 5 Hr – 16 Hr Medium: 6 Hr – 16 Hr Slow: 8 Hr – 16 Hr
	FORCE DRY	20 minutes at 140°F (60°C) 2 hours after bake	20 minutes at 140°F (60°C) 2 hours after bake	30 minutes at 140°F (60°C) 2 hours after bake	30 minutes at 140°F (60°C) 2 hours after bake	30 minutes at 140°F (60°C) 2 hours after bake
BUFF TIME USING ACCELERATOR	<ul style="list-style-type: none"> <li>• Buff up to 30 minutes sooner</li> <li>• For ease of sanding and buffing, complete operations within 24 hours after application</li> <li>• With <b>Universal Clearcoat</b> and <b>4.2 VOC Euro Clear</b> a rubbery feel is normal and goes away when fully cured</li> </ul>					
RECOAT TIME	AIR DRY	Allow 16 hours prior to recoating.	Allow 16 hours prior to recoating.	Allow 16 hours prior to recoating.	Allow 16 hours prior to recoating.	Allow 16 hours prior to recoating.
	FORCE DRY	20 minutes at 140°F (60°C) 4 hours after cool down	20 minutes at 140°F (60°C) 4 hours after cool down	30 minutes at 140°F (60°C) 4 hours after cool down	30 minutes at 140°F (60°C) 4 hours after cool down	30 minutes at 140°F (60°C) 4 hours after cool down
DELIVER TIME	AIR DRY	8 – 24 hours	8 – 24 hours	8 – 24 hours	8 – 24 hours	8 – 24 hours
	FORCE DRY	20 minutes at 140°F (60°C) 60 – 90 minutes after cool down	20 minutes at 140°F (60°C) 60 – 90 minutes after cool down	30 minutes at 140°F (60°C) 60 – 90 minutes after cool down	30 minutes at 140°F (60°C) 60 – 90 minutes after cool down	30 minutes at 140°F (60°C) 60 – 90 minutes after cool down

# 24 MONTH WARRANTY



When used according to directions, **SEM** guarantees to the purchaser that all **World Class™ Clears** will perform as intended for a minimum of 24 months. This warranty covers reasonable cost for materials and up to four labor hours. The warranty excludes consequential or incidental damages and materials applied to commercial vehicles.

Misapplication or improper product selection is not covered. Proof of purchase required.



PHONE

**TECH SUPPORT**  
1-800-831-1122

**CUSTOMER CARE**  
1-866-327-7829



EMAIL

**TECH SUPPORT**  
tech@semproducts.com

**CUSTOMER CARE**  
cust\_care@  
semproducts.com



HOURS

**MON - THURS**  
8 a.m. – 5 p.m. EST

**FRI**  
8 a.m. – 4:30 p.m. EST



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