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.
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.

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

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.

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.
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
- Excellent filling properties
- Sands quickly
- Excellent color holdout

<table>
<thead>
<tr>
<th>Primers</th>
<th>Activators</th>
</tr>
</thead>
<tbody>
<tr>
<td>50121 DTM Primer Surfacer Gallon</td>
<td>50134 Activator Quart</td>
</tr>
<tr>
<td>50124 DTM Primer Surfacer Quart</td>
<td>50136 Activator Half Pint</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Primers</th>
<th>Activators (same activators as Universal Clearcoat)</th>
</tr>
</thead>
<tbody>
<tr>
<td>50151 HS Urethane Primer Gallon</td>
<td>50444 Air Dry Activator Quart</td>
</tr>
<tr>
<td>50154 HS Urethane Primer Quart</td>
<td>50446 Air Dry Activator Half Pint</td>
</tr>
<tr>
<td></td>
<td>50454 Fast Activator Quart</td>
</tr>
<tr>
<td></td>
<td>50456 Fast Activator Half Pint</td>
</tr>
<tr>
<td></td>
<td>50464 Medium Activator Quart</td>
</tr>
<tr>
<td></td>
<td>50466 Medium Activator Half Pint</td>
</tr>
<tr>
<td></td>
<td>50474 Slow Activator Quart</td>
</tr>
<tr>
<td></td>
<td>50476 Slow Activator Half Pint</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Primers</th>
</tr>
</thead>
<tbody>
<tr>
<td>50101 Acrylic Primer Surfacer Gallon</td>
</tr>
<tr>
<td>50104 Acrylic Primer Surfacer Quart</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Primer</th>
</tr>
</thead>
<tbody>
<tr>
<td>50184 Waterborne Flexible Primer Quart</td>
</tr>
</tbody>
</table>

WORLD CLASS PRIMERS WORK GREAT WITH THESE KITS

ROCK-IT LINER™
A high quality, urethane, textured coating that provides a durable protective finish for truckbeds and restoration projects.

- 42250 Black Kit
- 42260 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.

- 40640 Black Kit
- 40660 Tintable 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.

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

## 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

### 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

### 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

### 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

### 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

### Activators
- **50752** Fast Activator 2.5 Liters
- **50762** Medium Activator 2.5 Liters
- **50772** Slow Activator 2.5 Liters

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**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.
ACTIVATOR SELECTION

FOR MORE CONTROL

SUBSTRATE TEMPERATURE

<table>
<thead>
<tr>
<th>ACTIVATORS</th>
<th>Temperature Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>SLOW ACTIVATORS</td>
<td>80°F (27°C) – 95°F (35°C)</td>
</tr>
<tr>
<td>MEDIUM ACTIVATORS</td>
<td>70°F (21°C) – 85°F (29°C)</td>
</tr>
<tr>
<td>FAST ACTIVATORS</td>
<td>60°F (16°C) – 75°F (24°C)</td>
</tr>
<tr>
<td>EXTRA FAST / AIR DRY ACTIVATORS</td>
<td>50°F (10°C) – 65°F (18°C)</td>
</tr>
</tbody>
</table>

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.
<table>
<thead>
<tr>
<th>POT LIFE</th>
<th>PRODUCTION CLEARCOAT</th>
<th>2.1 VOC EURO CLEAR</th>
<th>EZ FINISH™ CLEARCOAT</th>
<th>UNIVERSAL CLEARCOAT</th>
<th>4.2 VOC EURO CLEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>WITH 0.5 OZ. OF EXTENDER</td>
<td>Fast: 4 Hr</td>
<td>Fast: 2 Hr</td>
<td>Fast: 2 Hr</td>
<td>Air Dry: 4 Hr</td>
<td>Extra Fast: 4 Hr</td>
</tr>
<tr>
<td></td>
<td>Medium: 4 Hr</td>
<td>Medium: 2 Hr</td>
<td>Medium: 3 Hr</td>
<td>Medium: 4 Hr</td>
<td>Fast: 2 Hr</td>
</tr>
<tr>
<td></td>
<td>Slow: 4 Hr</td>
<td>Slow: 2 Hr</td>
<td>Slow: 3 Hr</td>
<td>Slow: 4 Hr</td>
<td>Slow: 2 Hr</td>
</tr>
</tbody>
</table>

| NORMAL MIX | Fast: 1 Hr | Fast: 30 Min | Fast: 1 Hr | Fast: 1 Hr | Extra Fast: 1 Hr |
|           | Medium: 2 Hr | Medium: 1 Hr | Medium: 2 Hr | Medium: 2 Hr | Fast: 2 Hr |
|           | Slow: 2 Hr   | Slow: 1 Hr    | Slow: 2 Hr    | Slow: 3 Hr    | Slow: 3 Hr    |

| HANDLE TIME | Air Dry | Air Dry | Air Dry | Air Dry | Air Dry |
|            | 20 minutes at 140°F (60°C) | 20 minutes at 140°F (60°C) | 30 minutes at 140°F (60°C) | 30 minutes at 140°F (60°C) | 30 minutes at 140°F (60°C) |
|            | After cool down | After cool down | After cool down | After cool down | After cool down |

| FORCE DRY | Fast: 1 Hr | Fast: 1 Hr | Fast: 1 Hr | Fast: 1 Hr | Extra Fast: N/A |
|           | Medium: 1.5 Hr | Medium: 1.5 Hr | Medium: 1.5 Hr | Medium: 1.5 Hr | Fast: 1 Hr |
|           | Slow: 2 Hr   | Slow: 2 Hr   | Slow: 2 Hr   | Slow: 2 Hr   | Slow: 2 Hr   |

| FORCE DRY | Fast: 4 Hr | Fast: 4 Hr | Fast: 5 Hr | Fast: 4 Hr | Extra Fast: 4 Hr |
|           | Medium: 5 Hr | Medium: 5 Hr | Medium: 6 Hr | Medium: 5 Hr | Fast: 5 Hr |
|           | Slow: 6 Hr   | Slow: 6 Hr   | Slow: 8 Hr   | Slow: 6 Hr   | Slow: 8 Hr   |

| FORCE DRY | 20 minutes at 140°F (60°C) | 20 minutes at 140°F (60°C) | 30 minutes at 140°F (60°C) | 30 minutes at 140°F (60°C) | 30 minutes at 140°F (60°C) |
|           | 2 hours after bake | 2 hours after bake | 2 hours after bake | 2 hours after bake | 2 hours after bake |

BUFF TIME Using Accelerator
- Buff up to 30 minutes sooner
- For ease of sanding and buffing, complete operations within 24 hours after application
- With Universal Clearcoat and 4.2 VOC Euro Clear a rubbery feel is normal and goes away when fully cured

RECOAT TIME | Air Dry | Air Dry | Air Dry | Air Dry | Air Dry |
<table>
<thead>
<tr>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Force Dry</td>
<td>20 minutes at 140°F (60°C)</td>
<td>20 minutes at 140°F (60°C)</td>
<td>30 minutes at 140°F (60°C)</td>
<td>30 minutes at 140°F (60°C)</td>
<td>30 minutes at 140°F (60°C)</td>
</tr>
<tr>
<td></td>
<td>4 hours after cool down</td>
<td>4 hours after cool down</td>
<td>4 hours after cool down</td>
<td>4 hours after cool down</td>
<td>4 hours after cool down</td>
</tr>
</tbody>
</table>

DELIVER TIME | Air Dry | Air Dry | Air Dry | Air Dry | Air Dry |
<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Force Dry</td>
<td>20 minutes at 140°F (60°C)</td>
<td>20 minutes at 140°F (60°C)</td>
<td>30 minutes at 140°F (60°C)</td>
<td>30 minutes at 140°F (60°C)</td>
<td>30 minutes at 140°F (60°C)</td>
</tr>
<tr>
<td></td>
<td>60 – 90 minutes after cool down</td>
<td>60 – 90 minutes after cool down</td>
<td>60 – 90 minutes after cool down</td>
<td>60 – 90 minutes after cool down</td>
<td>60 – 90 minutes after cool down</td>
</tr>
</tbody>
</table>
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.