



ENVIROMAX™



# FORMALDEHYDE FREE PRE-CAT CLEAR



## PRODUCT LAUNCH

# NEW PRODUCT OVERVIEW

## Description:

EnviroMax Formaldehyde Free Pre-Cat Clear was developed using M.L. Campbell's solvent borne breakthrough Clean Cure™ Technology. This exceptional technology platform provides an acid cure formaldehyde free amino-alkyd pre-catalyzed lacquer that is both low odor and HAPs free helping to create a safer work environment. This self-sealing system applies and sands easily, contains UV absorber, cures at normal ambient temperature and dries to a smooth touch finish. EnviroMax offers the convenience and user-friendly features of pre-catalyzed lacquer while providing the high durability and performance of a post-cat. EnviroMax was specifically formulated to eliminate formaldehyde off gassing concerns from acid cure coatings on commercial and residential projects. EnviroMax™ is ideal for interior wood furniture, millwork, kitchen and bathroom cabinets exposed to moisture, heat, and household chemicals.

## Features:

- Formaldehyde free solvent borne
- Meets AWI chemical and moisture resistance standards for conversion varnish
- GREENGUARD Certified
- Low odor
- Exceptional film build and depth of image
- Mar and scratch resistant
- Quick dry to sand and recoat times
- Exceptional durability and resistance to water and wear by usage – meets or exceeds all KCMA performance tests. Meets AWI SYSTEM 5 Conversion Varnish chemical and performance tests
- Excellent adhesion on both closed and open grain surfaces
- Easily applied with conventional spray, airless spray, air-assisted airless spray or HVLP equipment
- Increased production from fast pack and stack times
- Stocked in Fort Erie

# NEW PRODUCT FAQ

## M.L. Campbell – EnviroMax™ Formaldehyde Free Pre-Cat *Frequently Asked Questions*

Below, please find frequently asked questions that you can refer to as it relates to our EnviroMax Pre-Cat. If you need additional information, please contact your M.L. Campbell Account Manager and they will be eager to assist you.

**Question: Why is EnviroMax considered special breakthrough technology?**

**Answer:** Pre-catalyzed and post-catalyzed solvent acid cure technology makes up a high percentage of high performance wood finishing gallons used in North America. Solvent acid cure has generally been used when a durable finishing system is needed for commercial millwork, kitchen cabinetry and displays. Unfortunately, formaldehyde emissions are a negative with the previous acid cure solvent technology available throughout the world. We always worked hard to limit the amount of formaldehyde emitted from ML Campbell products, but formaldehyde was still present in the coating formulation and was also emitted during the curing process. Our new **Clean Cure™** formaldehyde free technology platform allows us to formulate EnviroMax and EnviroSand without formaldehyde in the formula while providing the same easy to apply and durable coatings you expect from ML Campbell.

**Question: What products have Clean Cure™ Technology?**

**Answer:** We will use our specially designed Clean Cure™ trade mark to identify all ML Campbell products that are formulated using our new formaldehyde free technology platform. Our goal is to continue to develop and expand our Clean Cure technology product offering. We will use our new Clean Cure logo on new sell sheets, product catalogs, and future product labels for easy identification.



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**Question: Is EnviroMax Pre-Cat GREENGUARD Certified?**

**Answer:** Yes, EnviroMax passed GREENGUARD Indoor Air Quality Certified stringent testing and is listed on the GREENGUARD website as certified after a 7 day cure period, just like our water borne systems. In order to provide a complete finishing system for EnviroMax and other Clean Cure solvent systems, you will find additional solvent stain, dye and glaze products that we have GREENGUARD Certified or are in the process of testing. This will allow the use of a complete acid cure solvent system that is GREENGUARD Certified.



**Question: Will I notice a different odor from EnviroMax than the Pre-Cat I currently use?**

**Answer:** Yes, most finishers will immediately recognize a difference in lower odor when applying EnviroMax. The EnviroMax formaldehyde free formula eliminates both the initial formaldehyde odor during application and also the formaldehyde off gassing odor and concerns generally associated with typical acid cure pre-catalyzed finishes. Some pre-cat users will notice a bigger difference depending on the amount of formaldehyde that is formulated in their current products used. It is important to understand that EnviroMax Pre-Cat is still a high performance solvent product and as always proper safety should be followed. Please refer to available safety data sheets for further information.

**Question: When will EnviroMax Formaldehyde Free Pre-Cat be available for ordering?**

**Answer:** EnviroMax is currently available in Fort Erie in select package sizes and sheens during our field trial process. Please order from Ft Erie customer service.

**Question: What sheens of EnviroMax are available?**

**Answer:** EnviroMax is currently available in Satin only. Other sheens are sure to follow in the near future.

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**Question: Will EnviroMax Pre-Cat yellow or amber?**

Answer: Yes, while the initial color of EnviroMax is relatively pale in color, there is a technical limitation to the overall technology that prevents EnviroMax from being non-yellowing. The in-can color can amber with time and the dry film will also change and create more patina. In most cases over stains and natural wood, this patina will actually provide a very rich color and clean appearance not normally found in non-yellowing topcoats.

**Question: Can I use EnviroMax as a protective clear on pigmented colors?**

Answer: No, in most cases we do not recommend using EnviroMax over pigmented finishes. EnviroMax will amber over time and will provide an aspect over pigmented colors that can be undesirable in most cases. We also do not recommend using EnviroMax over pastel or white stains or glazes.

**Question: Why does EnviroMax have such a clean look and appearance on my job compared to other Pre-Cats?**

Answer: The technology and raw materials do provide a very clean look when sprayed over various substrates and stains. It is most noticeable on richer and darker stain colors. Finish a sample and you will notice a very clean appearance that provides outstanding wood grain definition.

**Question: How many topcoats are needed to protect the wood substrate?**

Answer: The solids of EnviroMax Pre-Cat are about 24% by volume. Depending on the desired look and durability needed for your job, a 3 coat system will provide outstanding durability when sprayed at 4-5 wet mils per coat. Or another excellent system option is 1 coat of EnviroSand Sealer and 2 coats of EnviroMax Pre-Cat. Please review the EnviroMax PI Sheet for more detailed application procedures.

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**Question: What catalyst do I use with EnviroMax Pre-Cat?**

Answer: It is critical that you only use our C400CAT catalyst with EnviroMax Pre-Cat . Catalyze at branch like MagnaMax at 2.2% or 2.8 ounces of C400CAT per gallon of EnviroMax. Obviously, **do not** use any other catalyst.

**Question: Once catalyzed, what is the working pot life for EnviroMax?**

Answer: EnviroMax has a working pot life of 60 days after being catalyzed. A blue colored add catalyst sticker is on container lid for easy reference.

**Question: What is the shelf life for EnviroMax ?**

Answer: Uncatalyzed, EnviroMax has a shelf life of 24 months.

**Question: Is EnviroMax formulated to be HAPs Free and considered non photo chemically reactive?**

Answer: Yes, we specifically formulated EnviroMax Pre-Cat to be HAPs Free and non photo chemically reactive.

**Question: Is EnviroMax a good alternative to water borne coatings for my “Green” projects?**

Answer: EnviroMax Formaldehyde Free Pre-Cat is an excellent alternative to water borne coatings if a shop prefers to use a solvent based finishing system on Green projects or when a GREENGUARD Indoor Air Quality Certified product is required or recommended. In addition, EnviroMax is close in price to high performance water borne coatings and provides easy drop in application very similar to current ML Campbell premium solvent Pre-Cat coatings.

**Question: If I want to use a sealer under EnviroMax, what sealer should I use?**

Answer: EnviroMax is considered self-sealing. EnviroSand Formaldehyde Free Sealer is the only recommended sealer under EnviroMax. Additional formaldehyde free sealers might also be available in the future based on technology development.

# NEW PRODUCT FAQ

## M.L. Campbell – EnviroSand™ Formaldehyde Free Sealer *Frequently Asked Questions*

Below, please find frequently asked questions that you can refer to as it relates to our EnviroSand Sealer. If you need additional information, please contact your M.L. Campbell Account Manager and they will be eager to assist you.

**Question:** Do I need to add catalyst to EnviroSand Sealer?

**Answer:** No, EnviroSand Sealer is already catalyzed at the plant, similar to MagnaSand. Do not add catalyst to EnviroSand Sealer.

**Question:** What is the shelf life for EnviroSand Sealer?

**Answer:** The shelf life of EnviroSand Sealer is 12 months.

**Question:** Does EnviroSand Sealer sand better than EnviroMax?

**Answer:** EnviroMax does sand well between coats. However, EnviroSand was specifically developed as a first coat sealer with outstanding sanding properties. EnviroSand does scuff sand and powder extremely well.