A 20-year milestone

In 1994, Spies Hecker launched a real revolution in paint systems - its Permahyd waterborne basecoat. Spies Hecker was one of the first paint manufacturers to successfully develop a complete, VOC-compliant paint system with its Permahyd Basecoat 280/285.

This year Permahyd is celebrating its 20th anniversary. Spies Hecker is marking the occasion with a specially developed anniversary logo, which bodyshops will find on the cans. The colour of the tins has also been given a makeover; a new pale blue label. Permahyd Basecoat 280/285 is part of Spies Hecker’s Classic System whose main aim is to ensure ease of use and a perfect result. Permahyd Basecoat 280/285 and Permahyd Hi-TEC Basecoat 480 continue to form the backbone of the Spies Hecker passenger car product range.

A revolution in the refinish market

Joachim Hinz, Brand Manager Spies Hecker EMEA, says, “with its pioneering, environmentally-responsible technology, Permahyd Basecoat 280/285 led the way 20 years ago. In 1994, its efficient application and good performance were ahead of its time and considered somewhat of a revolution for the refinish market. Over the years, thousands of new colour formulas were developed while technical innovations and customer feedback has led to product improvements. Today, Permahyd Basecoat 280/285 has an established place in the market as a dependable waterborne paint system. It is approved by leading car manufacturers and relied on by refinishers in 76 countries every day.”
Great efficiency and colour accuracy

One of the key characteristics of the Permahyd Basecoat 280/285 is its high level of efficiency. The paint can be applied in only 1.5 spray passes in a single work step and can be coated wet-on-wet. The two application components of the basecoat – the mixing tint and Permahyd VE Water 6000 - make handling very easy. The system also boasts great hiding power and is economical in use.

“With over 53,000 colour formulas and comprehensive colour tools, excellent colour accuracy is one of the outstanding qualities of the mixing tints,” Joachim Hinz explains. “In application, the best gloss levels and depth can be obtained by combining Permahyd Basecoat 280/285 with any of the Permasolid HS clearcoats.”

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Spies Hecker, one of the global refinish coating brands from Axalta Coating Systems, delivers optimum and practical paint system solutions that make bodyshop work easier and more efficient. With more than 130 years of success behind it, Spies Hecker always puts customers first. High-quality product systems, superior service and targeted training result in more environmentally compatible vehicle refinishing. Based in Cologne, Germany, it is one of the world’s leading vehicle refinish brands, and is available in over 76 countries worldwide. Spies Hecker – simply closer!
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