



ALSA
2011

The Orwellian future, with images from Woody Allen's "Sleeper" has yet to materialize. The closest we've come to seeing it is through the creations of today's IT industry leaders.

It could be argued that, as we speed through the next decade, we are in fact moving towards the complete opposite. While the technology that we are currently embracing and pioneering at Alsa is advancing at whiplash speeds, the way that we house it is going to determine its final placement within the future design of aesthetics. Why go against the grain of the evolution of design, when you can embrace its environment.

As we prepare for a society that in ten years time will have a radically different infrastructure, we, The Alsa Corporation, want to make sure the way it looks and feels is comforting, by always providing the cutting edge technology of the times. If we succeed, life in 2018 could be a lot more attractive and entertaining in the eyes of corporations and consumers.

Whether it is fabrics or metals, plastics or gels, we will have the coating and decoration technologies available at your disposal. We have seen the future and we know that it's a bright one.

The Alsa Team

THE SECRET LIFE OF PAINTS



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TEL: 323-581-5200 FAX: 323-589-4400 E-MAIL: INFO@ALSACORP.COM WEB: WWW.ALSACORP.COM

PATENTS PENDING

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**ALL PRODUCTS AVAILABLE
NOW IN 4 OZ. BOTTLES**

(see page 29)



STAND BACK, REAL CHROME!
MirraChrome™ is simply the best chrome paint available anywhere on the planet!
OFTEN IMITATED BUT NEVER DUPLICATED!
It represents the latest technological advance in reflective paints and offers a reflectivity of 95% as compared to real chrome plating. MirraChrome™ is the most reflective paint available on the market today that can be applied without the purchase of expensive specialized equipment.



**DEM
Approved**

This versatile product can be applied with any high quality paint gun and dries instantly into a brilliant, mirror-like finish. It is so reflective that it is regularly used to touch up real chrome plated finishes.

Alsa fulfills rapper 50 Cent's dream of a chrome Lamborghini Murcielago



MirraChrome™ done by Peugeot OE in France



MC-101

PATENTS PENDING

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Team TAG HEUER racing comes equipped with a **MirraChrome™** finish

MirraChrome™ with True Gold Candy Concentrates™



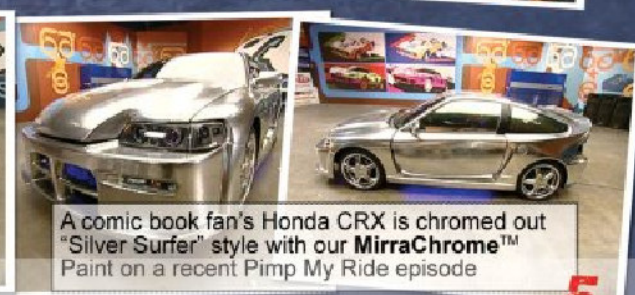
Customer paint jobs using **MirraChrome™**



Disneyland's Autopia uses **True Gold Candy** and **MirraChrome™**



MirraChrome™ is also available pre-tinted with our most popular candy colors. Try **MirraColor™** for quicker application of colored chrome paint jobs. (See **Page 6** for more information)



A comic book fan's Honda CRX is chromed out "Silver Surfer" style with our **MirraChrome™** Paint on a recent Pimp My Ride episode



SPRAYABLE COLORED CHROME

MirraColor™ is what happened when two of Alsa's hottest products (MirraChrome™ and Candies) got together on a hot Summer night! The offspring of these two crazy kids is the first real SPRAYABLE COLORED CHROME!



Try MirraColor™ on your next custom project and watch the heads turn. With 95% of the reflectivity of real chrome plating, MirraColor™ is an exotic hybrid of our popular MirraChrome™ paint, offering unequalled reflectivity and flawless surface orientation. It requires no special equipment or training to apply and dries instantly into a mirror-like finish.



MirraColor™ eliminates that painstaking process of tinting our MirraChrome using Candies. It insures you'll get the exact same color each and every time for your custom project. Simply cover with Alsa clearcoat and you're ready to roll. Alsa's mad chemistry department stayed up late in the lab to create six knock your socks off colors which will rock your world!

**MIRRA COLOR
IS AVAILABLE IN
6 SENSATIONAL
METALLIC COLORS**



COLORS:
 Turquoise (MCT)
 Red (MCR)
 Blue (MCBL)
 Green (MCGR)
 Gold (MCG)
 Black (MCB)

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PATENTS PENDING



WE DON'T COMPROMISE WHEN DEVELOPING PRODUCTS, SO YOU NEVER HAVE TO

When it comes to duplicating the look of real metal, **Ghost Chrome™** knows no equal. This highly reflective paint is manufactured with the smallest particle size makeup allowing for perfect pigment orientation. Applied with any standard paint gun, no special training or application experience is required. Produce authentic brushed aluminum or the look of real metal on any surface in minutes. For more exotic finishes, try combining Ghost Chrome™ with any of our Candy Concentrates™ or topcoat with a Candy tinted clear.

Achieve spun metal looks on any surface (even plastics) with ease as shown in this painting



As seen on many O.E. automotive wheels including Ford, BMW and Mercedes



Ghost Chrome™ works great in an airbrush as shown on this motorcycle



GHC1K



AVAILABLE IN 6 NEW COLORS

ALSA
BY FACOLORS
WWW.ALSACORP.COM
079 | 831 85 93

SPY DESIGN
USED SUBJECT ARE AUTOCOLORS
079 | 221 39 46

Prizmacoat™

LEAVES TRADITIONAL CHAMELEON-LIKE PAINTS IN THE DUST

Prizmacoat™ contains a unique effect pigment additive which is invisible in low light or shade, but EXPLODES into a myriad of colors and hues when viewed in sunlight or under direct incandescent light. It is an effect coat which can be applied over any colored basecoat to provide a sensational prismatic "punch"! Prizmacoat™ may also be applied directly over chrome and bright finishes as shown here.

Examples show Prizmacoat over gray base (Bentley) and over copper ChromeFX (Honda Bike)



PC-777



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PATENTS PENDING

Wheel Paint

**COLOR YOUR WHEELS
IN A SINGLE STEP**

Make your wheels stand out with this single stage coating designed to adhere directly to your existing wheel finish.

**YOU WILL NOT BELIEVE
THE ADHESION!**

- Available in Black and White versions
- Single step application (No topcoat necessary)
- Bonds **DIRECTLY** with your existing chrome or polished metal finishes
- No need for "scuffing" the wheel
- **INCREDIBLY DURABLE**



AVAILABLE IN:

QT

Pint



Mystic™

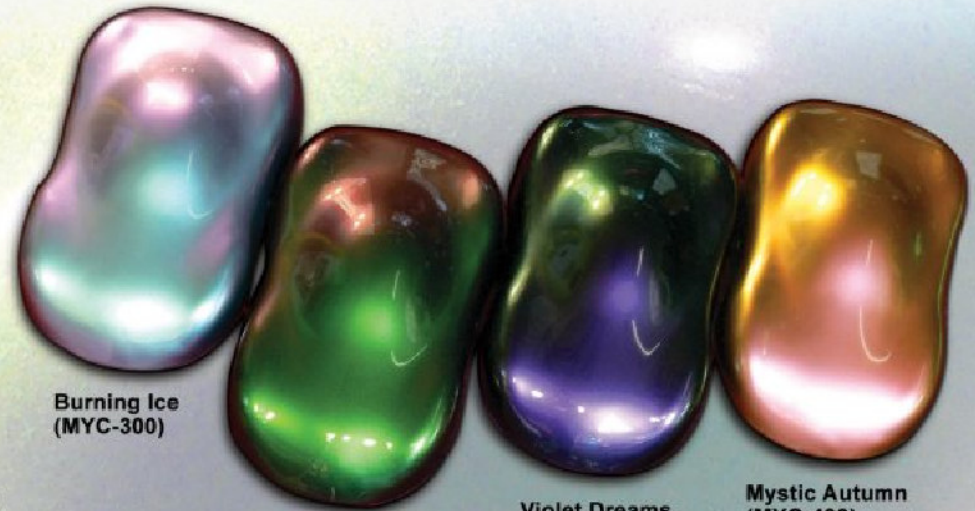
THE MOST AFFORDABLE CHAMELEON-LIKE PAINT ANYWHERE!

Mystic™ is a color shifting paint that has an extremely metallic type of look and flops like no other paint on the planet. Mystic™ has high pigment concentration allowing it to be reduced anywhere from (1:1) to (1:3) and still achieve a dramatic color-change effect.

Mystic™ is VERY AFFORDABLE at 1/10th the price of other companies' color shifting products.



When applied over white, Mystic™ gives the most AUTHENTIC PEARL effect ever

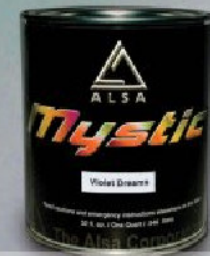


Burning Ice
(MYC-300)

Tropical Passion
(MYC-200)

Violet Dreams
(MYC-100)

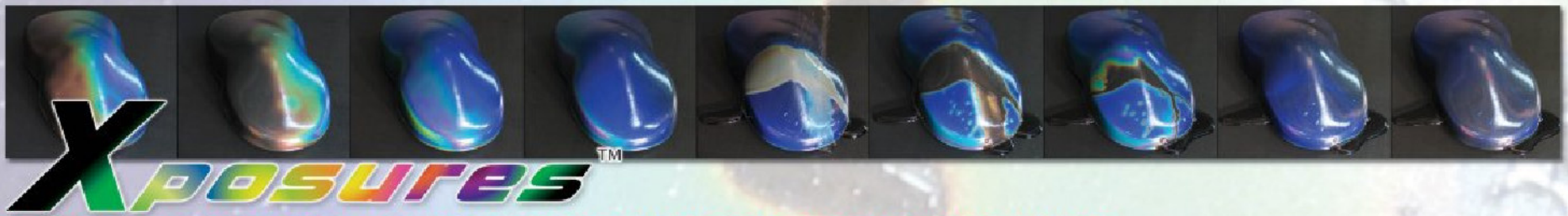
Mystic Autumn
(MYC-400)



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PATENTS PENDING



Xposures™
THE WORLD'S FIRST HEAT REACTIVE MULTI COLOR SHIFTING PAINT!

Xposures™ is the first heat reactive color shifting paint of its kind that can be sprayed. Remember the mood ring from the 70's?

Well it is like that but a million times better. Xposures™ can be sprayed, roller applied, brushed or even silk-screened. It reacts to heat, sun or a mere touch and achieves the most dramatic looks over dark bases especially black.

This is a 3 event color change. The true uniqueness is the fact that there are actually 8 colors that literally change before your eyes making Xposures™ the most spectacular coating ever made.



Xposures™ can be applied to virtually any substrate including plastic, leather, fabrics, metals, wood & glass

ECLIPSE™

BLACK TO WHITE OR BLUE TO WHITE

Eclipse™ is a single event heat reactive color shifting paint that changes from BLACK to WHITE or from BLUE to WHITE. For unlimited possibilities put one of our Candy Concentrates™ over Eclipse™. Eclipse™ is especially stunning when combined with any of our other specialty products.



COLORS:
 Blue to White (ECLP-BLWH)
 Black to White (ECLP-BKWH)



Eclipse™ gas tank in mid change

Example of Lemon Yellow Candy Concentrate over Black to White Eclipse™ resulting in a Black to Yellow color Change.

Stylin Basecoat™

PREMIUM METALLIC BASECOATS PROVEN AS THE MOST POPULAR COLORS ON THE MARKET

Coverage is the key! Alsa's **Stylin Basecoats™** offer superior coverage eliminating the need for additional coats.

Achieve full coverage in as little as one or two basecoats saving time and money.

The secret is in Alsa's special formulation which delivers optimal wetting and flow over metal, plastic and a wide variety of substrates.

Are you still searching for that one special shade?

Try going over a Stylin Basecoat™ with any of our Candy Concentrates™. With limitless color combinations you're certain to find that truly "custom" color.



COLORS:

Nuclear Yellow (ASB-01)
Nevada Silver (ASB-02)
Titanium Gray (ASB-03)
Aqua Blue (ASB-04)
Deep Blue (ASB-05)
Phoenix Red (ASB-06)
California Gold (ASB-07)

Shamrock Green (ASB-09)
Midnight Purple (ASB-10)
Radical Red (ASB-11)
Moroccan Gold (ASB-12)
Jet Black (ASB-13)
Pure White (ASB-14)

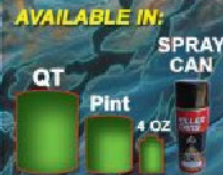




STRIKING COLORS WITH INCREDIBLE COVERAGE

The magic of the Hawaiian Islands is transformed into captivating vibrant colors by Hawaii's own world renowned custom painter, Dennis Mathewson. The **Hawaiian Hues™** Signature Series harnesses the essence of this steaming tropical paradise and its natural beauty in a hot new line of base and graphic colors unlike anything you've ever seen. This exotic tropical palette bring a whole new aspect to the Alsa line and offers limitless possibilities for new and exciting looks.

Hawaiian Hues™ was developed over a two year period to meet the needs of professional airbrush artists and some of the world's best custom painters. Now the best is yours in this new and innovative collection of primary and secondary base colors formulated with rich, intense pigments to ensure solid coverage. The islands call out with the vibrancy of colors reminiscent of a fiery lava flow, lush green ferns and medicinal plants in a tropical rain forest. Pop open the can and you'll feel like you just sliced into a pungent ripe pineapple or papaya. Experience blues that were inspired by a perfect North Shore wave with the depths of a star filled tropical night sky. Hawaiian Hues™ colors are so vivid and fresh that they'll jump start your color memory with a single glance.





Base Pearls

PEARL BASECOATS WITH UNBELIEVABLE LUSTER,
BY FAR THE EASIEST TO APPLY!

Base Pearls™ come in a wide range of colors. They can be simply topcoated or used as a basecoat for Candies, SpectraFX™ or any of our other effect coatings. Base Pearls™ can be topcoated with any of our high quality clearcoats.

Some of the most beautiful jobs in the world have used BASE PEARLS



SIMPLY GORGEOUS...

COLORS:



COLOR YOUR CHROME!

clear 4TM chrome

**FINALLY IT'S HERE! A CLEARCOAT
THAT ACTUALLY STICKS TO REAL
CHROME & POLISHED METAL**

Clear4ChromeTM is a two component urethane specially designed for application over "REAL CHROME" or any polished metal surface.

Now you can seal and protect with durable adhesion to a wide variety of metal finishes.

Clear4ChromeTM is scratch, chip and chemical resistant and will not peel off in sheets like standard urethanes.

Combine Clear4ChromeTM with our Candy ConcentratesTM to achieve a brilliant colored chrome finish.

Clear4ChromeTM works great over polished aluminum. Polish your wheel to a full luster, then simply clear it with Clear4ChromeTM and eliminate the need for chrome plating all together!

AVAILABLE IN:

GAL



QT



APC-712

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PATENTS PENDING

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COLOR FORCE 3

We Don't Compromise When Developing Products, So You Never Have To.

When it comes to duplicating the look of real metal, Ghost Chrome™ knows no equal. This highly reflective paint is manufactured with the smallest particle size makeup allowing for perfect pigment orientation. Applied with any standard paint gun, no special training or application experience is required. Produce authentic brushed aluminum or the look of real metal on any surface in minutes. For more exotic finishes, try combining Ghost Chrome™ with any of our Candy Concentrates™ or topcoat with a Candy tinted clear.

Available In

Galon	Quart
-------	-------

ColorForce3™ is easy to apply starting with a black basecoat for a highly dramatic color changing finish or a white basecoat for a more subtle pearl, even gray basecoats would give you a true rainbow. High volume purchaser such as paint companies, powder coaters and wholesalers will be able to buy ColorForce3™ in powder form.



"Never before has Als presented a three color changing Chameleon like paint. You will be amazed at the beauty, uniqueness and PRICE of this remarkable paint. Finally you can have the most exotic paint in existence for the same price as a standard paint."

ColorForce3™ is also available in our famous Killer Cans. (aerosol spray can)

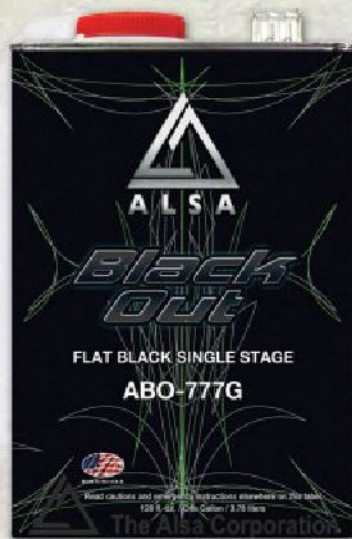


NEW *Black Out*TM

ONE STEP, DEAD FLAT

A Single Stage Flat **Black Out**TM paint reminiscent of the HotRod era. This Single Stage paint is unlike ANY flat paint out there due to its ease of application and color consistency.

MATTE IS WHERE IT'S AT

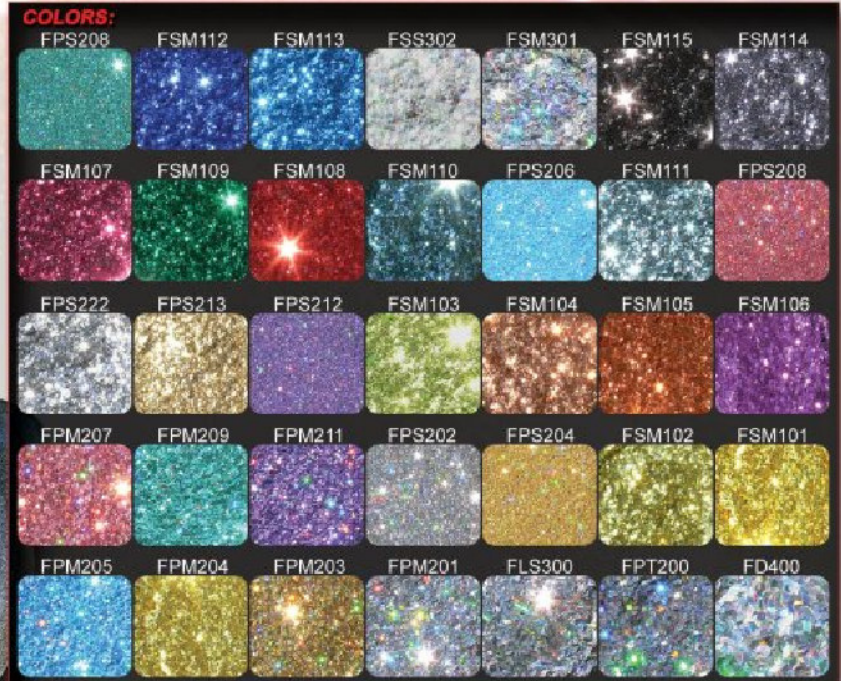


Flakes™

WHAT WAS OLD, IS NOW REVIVED

Alsa's **Flakes™** are the best on the market. Our flakes are ultra-thin, easy to smooth out and sparkle like no other product on the market today. Available in large and small sizes and a variety of colors and flake shapes.

AVAILABLE IN:
6 oz.



Crystal Pearls™

FLAKE LIKE EFFECT WITH THE EASE OF A PEARL

Crystal Pearls™ produce a traditional pearlescent look. However, an added flair of pigmented mirrors produces an extraordinary "pop", unlike any other pearls on the market. Crystal Pearls™ contain a wide range of pearl sizes as well as sparkle. For an unbelievable decoration effect try going over Crystal Pearls™ with any of Alsa's Candy Concentrates™.

COLORS:

- Red (CRY-R)
- Blue (CRY-B)
- Gold (CRY-GL)
- Silver (CRY-S)
- Violet (CRY-V)
- Green (CRY-G)



AVAILABLE IN:
2 oz.





Day View



Day View

IT'S ANOTHER WORLD WHEN THE LIGHTS GO OUT!

RetroGlow™ is a glow in the dark powder additive that can be mixed into any clear base, intercoat or final topcoat. Unlike other glow in the dark additives RetroGlow™ will glow for hours and live for years to come. For the most intense effect, it should be applied over a white basecoat.



Night View



Day View

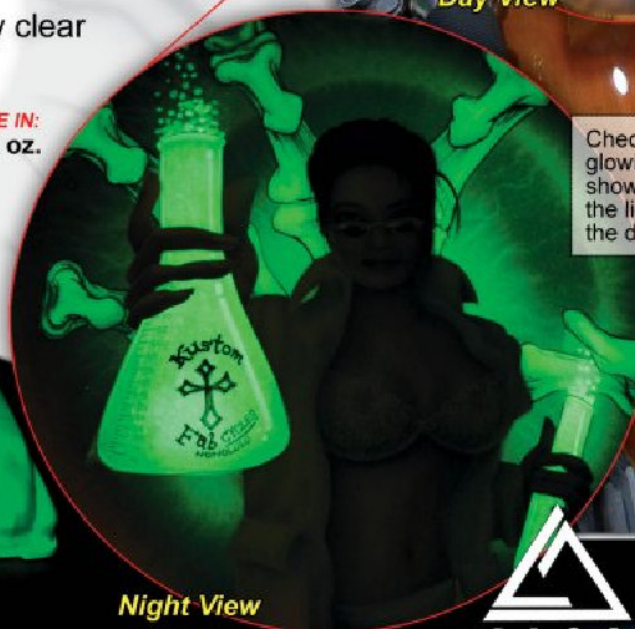
- White (RG-01)
- Neon Green (RG-02)
- Blue (RG-03)
- Hot Pink (RG-04)
- Orange (RG-05)
- Yellow (RG-06)



AVAILABLE IN:
4 oz.



Night View



Night View

Check out this glowing artwork shown both in the light and in the dark



NOTHING GLOWS BRIGHTER OR LASTS AS LONG

Unlike Retro Glow™, Super Glow™ has no color during the day, but glows a bright Blue or White color in the dark.

SuperGlow™ needs just a fraction of the amount of charge time to produce a bright glow for hours.

- COLORS:**
- White (SG-01)
 - Blue (SG-02)

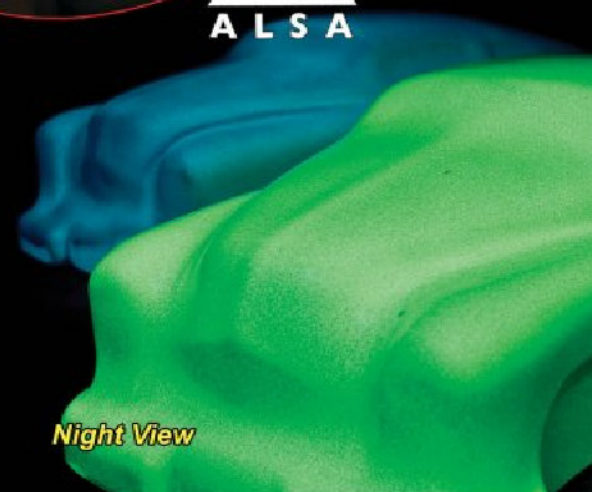
AVAILABLE IN:
4 oz.



Day View



Tommy Lee's drum sticks



Night View

SpectraFX™

THE MOST DRAMATIC COLOR CHANGING FLAKES ON EARTH

SpectraFX™ takes color-changing paints to a whole new level of price and quality. This color shift is the result of special, patented crystal flakes instead of color pigments used in traditional color-changing paints. By selling the flakes instead of pre-mixed paints Alsac is able to pass along significant savings to our customers. Your favorite clear paint or coating can be enhanced by SpectraFX™. Flakes cost a fraction of the price of other



color-changing paints which can run thousands of dollars per gallon. Another benefit to buying these amazing flakes and not a pre-mixed paint is that the creative control is put back in your hands. Add them to the clear paint or coating of your choosing to create your own shimmering color effects.

SpectraFX™ is not limited to automotive use. It can be mixed into any clear carrier giving you unlimited applications by simply adding

Flop Crystals™

CHAMELEON LIKE GLASS PEARLS

Flop Crystals™ just like our Crystal Pearls™ produce the traditional pearlescent look along with an intense chameleon-like color change. Flop Crystals™ contain a wide range of pearl sizes as well as metalized chips ranging in partial size from 1 micron to 300 microns giving you amazing depth as well as sparkle.

AVAILABLE IN:
2 oz



Mars
(AFC-02)



Jupiter
(AFC-01)



COLORS:

- Copper / Patina (CP)
- Blue / Emerald (BE)
- Copper / Patina large (CPL)
- Blue / Emerald large (BEL)

APPLICATIONS:

- Sprayed onto fabrics or leather
- Added to plastic resin for injection molding
- Added to silkscreen ink for screen printing
- Can be gravure applied
- Can be powder coated

AVAILABLE IN:

- 16 grams
- 32 grams
- ¼ pound
- ½ pound
- 1 pound



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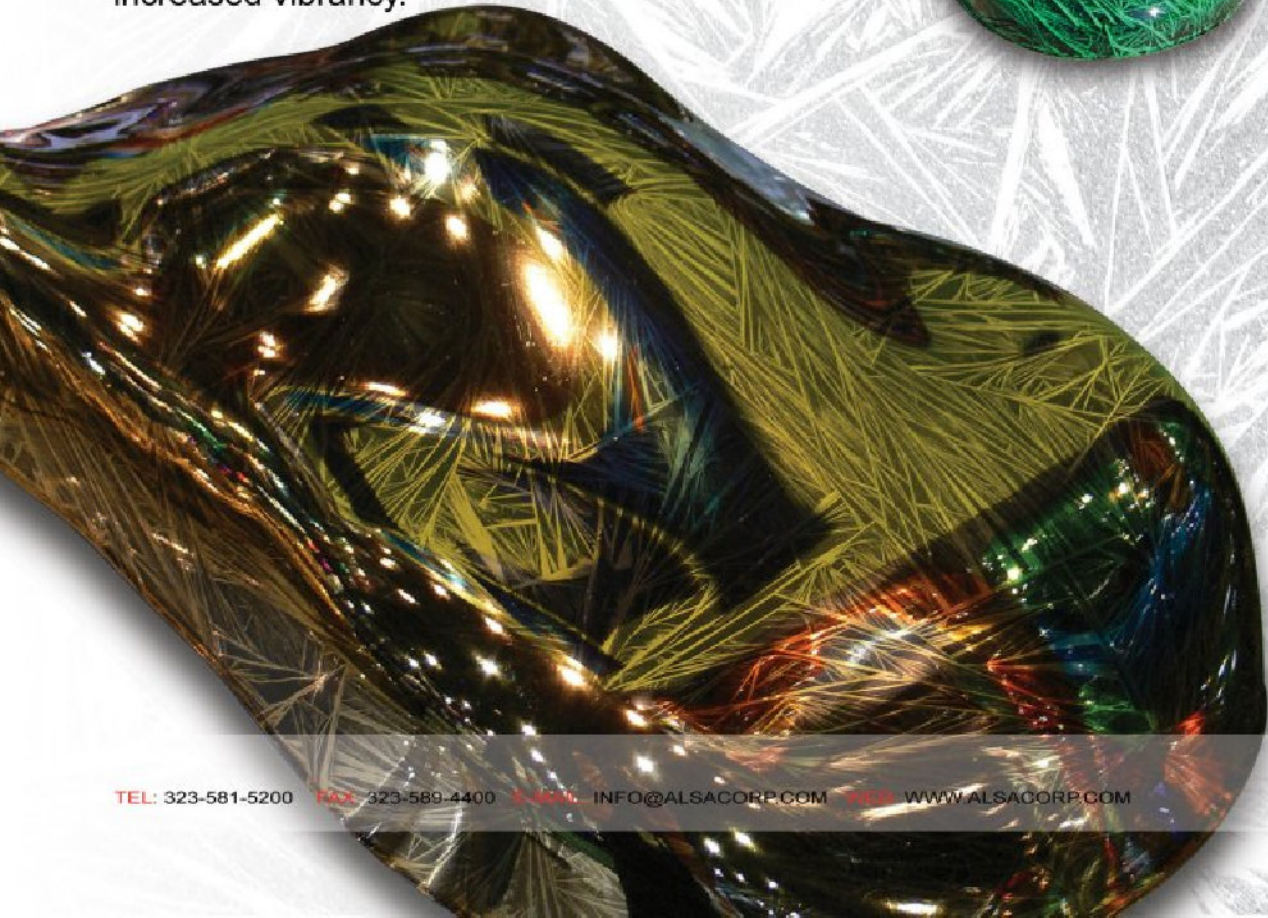
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PATENTS PENDING

CrystalFX™

**NO PREP, FAST ACTING
CRYSTALLIZING MASK**

CrystalFX™ is a self-activating crystallizing mask that works over basecoats or intercoats with no need to clear, sand or wash. It achieves full crystallization in just minutes. With CrystalFX™ you also have the ability to determine the appearance of your final pattern. You can create intricate swirls, web patterns or even straight patterns. Combine it with RetroGlow™ for a unique effect or with any of our Candy Concentrates™ for increased vibrancy.



(CRS)

AVAILABLE IN:

QT



PATENTS PENDING

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CobWeb

WEBBING STRAIGHT FROM YOUR PAINT GUN

Straight from your paint gun, **Cobweb™** is ready to spray. It comes in 6 distinct colors and even a Neutral base version which can be tinted with any of our numerous effects.

NEW



Speedshape shown with Hawaiian Hues™ base and multiple colors of Cobweb™



COLORS:

- Yellow (CWY)
- Red (CWR)
- Black (CWBK)
- White (CWW)
- Blue (CWB)
- Neutral (CWN)
- Green (CWG)

AVAILABLE IN:



Shown topcoated with Soft Feel™

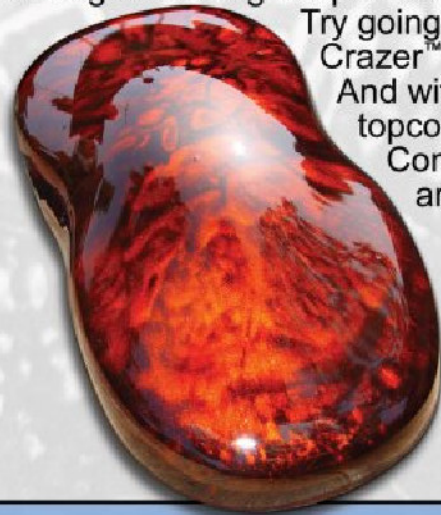


Crazer™

THE POSSIBILITIES ARE ENDLESS

Crazer™ bases create incredible visual depths, from marble looks to snakeskin and even brush stroke patterns by texturing the surface after spraying the Crazer™. Various other effects can be achieved by using different items for texturing from cling wrap to brushes and even a sponge.

Try going over the first coat with another Crazer™ color for an even greater effect. And with the additional option of topcoating with ALSA Candy Concentrates™ the possibilities are endless.



SOLID CRAZERS



Chameleon like Crazers



Classic Crazers



Candy Concentrate™

THE MOST VIBRANT CANDY CONCENTRATES™ ON THE MARKET

Unlike most candy concentrates, ours contain much higher levels of actual pigment rather than solvent. Giving you nearly twice the coverage and a much more even distribution of color. We have many Candy Concentrates™ with which any candy color can be achieved, giving you unlimited color options. You'll be amazed what a few drops will do.

- Blends equally well into lacquer, urethane, enamel or water based paints and clears
- Can be added to any topcoat, color blender binder or intercoat clear
- Convenient squirt top bottles helps to minimize waste
- Multi color tape outs with next to no build
- Great for touch ups as well as whole jobs
- True Black and True Gold candy available
- Long term shelf life



AVAILABLE IN:



NEW CANDY COLORS

COLORS:

- | | | |
|-------------------|-------------------|----------------------|
| Apple Red (AR) | Forest Green (FG) | Fuscia (FU) |
| Orange (OR) | Turquoise (T) | Blood Red (BD) |
| Lemon Yellow (LY) | Cobalt Blue (DB) | Lime Green (LG) |
| True Gold (TG) | Purple (P) | Mandarin Orange (MO) |
| Grass Green (GG) | Brown (BR) | Black (BK) |

URETHANE CANDY™

2K PREMIXED COLOR

Our 2K acrylic Urethane Candies™ were designed to provide amazing depth and rich color. They are crack, fade and chip resistant designed for multiple layer applications. Available in 6 extremely unique colors (like our stand alone Black or our True Copper). Try tinting these unique Candies with our candy Kicker™ for a truly custom color.



KICKER™

AVAILABLE IN:



SAME COLORS AT 1/4 THE PRICES

Kicker™ is used to enrich any of our acrylic Urethane Candies™. Our candy Kickers™ reduce the amounts of coats needed. Available in 15 colors.



AUTHENTIC SHADES CREATED TO MATCH SKIN TONES PERFECTLY

In the custom paint world you are bound to be asked to paint a portrait or image of a person which requires you to mix and shade with skin tones. As if painting the human form was not hard enough now you have to dive deep into books and magazines to do an unofficial study of the human skin. Now that has all come to a steel wheel screeching halt with our introduction of **Skin Tones™** to the Alsa Signature Series. These tones have been delivered to us by Fonzy, a world renowned artist famous for painting the human form in such realistic likeness that his creations literally take on a life of their own. Each of our six new colors were specially designed to make it easier for you to paint the human form. They will help you understand how professional artists use minimal shading techniques to create uncanny lifelike masterpieces worthy of display in an art museum. As always, Alsa is with you every step of the way. Each kit contains a comprehensive startup guide to bring you through the basics and get you on your way to achieving skin tone "perfection".

COLORS:

Coco Bean
ASF-03



White Peach
ASF-01



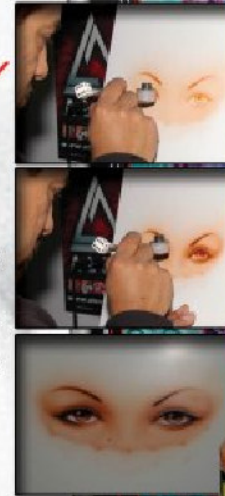
Cinnamon Stick
ASF-02



Red Rock
ASF-05



Dark Sienna
ASF-04



Stencils

CUSTOM PAINT EFFECTS HAVE NEVER BEEN EASIER

Top drawer stencils: a full drawer of **Stencils™** to aid you in a creating a one of a kind piece of art. Our deluxe stencil incorporates all the shapes you need to build a different picture every time. These stencils provide you with a powerful tool to meet the needs of the fast paced world of automotive art. They'll save you time and money and pay for themselves after only a few uses. All of our stencil kits come with a step-by-step instruction guide which will assist you every step of the way.



FONZY
21st Shot



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INSTRUCTIONS INCLUDED ON BACK SIDE

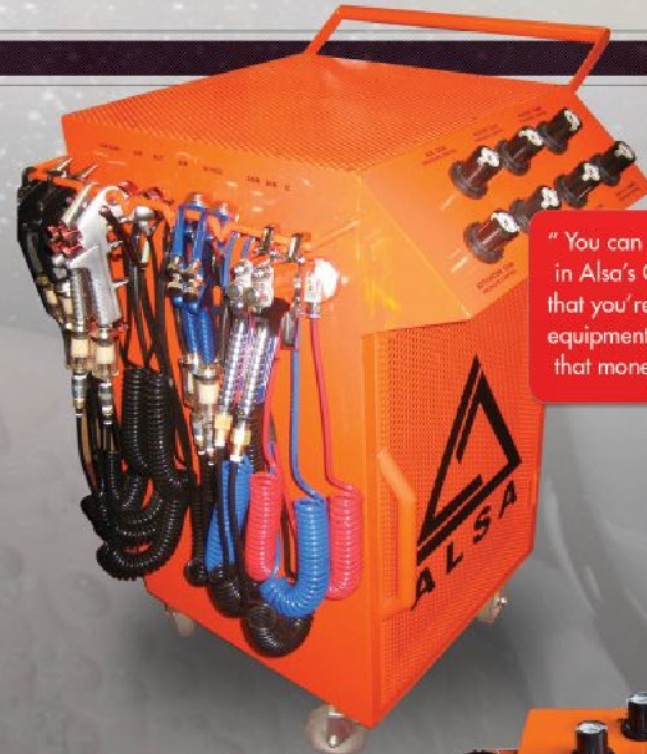
PATENTS PENDING

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ChromeFX Machine CFX0

Also is the sole U.S. patent holder for the ChromeFX™ process. Though MANY companies have tried to imitate our success, we continue to be the leader in chrome decoration with numerous technology enhancements which ensure that our system is the best available anywhere.

Also's ChromeFX™ application equipment is state-of-the-art. We've upgraded our popular system to include a fully orange powder coated housing making wipe down and clean up a snap. Redesigned hose and air routings prevent entanglement while you spray the double door design allows for quick and simple tank refilling. On this system we have also included oil and water separators on each gun to ensure that the quality of air is always premium. Larger rubber wheels allow you to move your machine effortlessly, even on a grated or uneven floor.



"You can be sure when you invest in Also's ChromeFX™ technology that you're receiving the best equipment, chemicals and training that money can buy".



Chrome Gun



Activator Gun



Water Gun



Air Gun

7 controls for better accuracy and product savings



PATENTS PENDING



Beautiful carrying cases included



ChromeFX Mobile Pro is:

- The most portable and economical spray chrome system in the world
- It comes complete with the famous ChromeFX Gun
- Each Gun comes attached directly to the pot making it extremely mobile and able to do on the spot smaller jobs
- Great For Job shops, prototypes and hundreds of other applications
- It comes with a 100 Sq. Ft. ChromeFX package included in the incredible price
- Including 3 candy colors



The revolutionary ChromeFX™ Coating System produces a mirror-like, chrome finish on almost any product surface, that looks and feels just like real metal plating.



RUBBER PAINT™

NOTHING STICKS BETTER TO RUBBER!

Rubber Paint™ goes where other paints dare not tread! It sticks directly to most rubbers and pliable urethane substrates with unequalled "stretch". No more cracking and peeling like with traditional paint. Our special formulation retains its flexibility much longer than other products which use flex additives that leach out of the paint finish over time. Rubber Paint™ is an ideal product for restoring or retouching the color of your rubber.



COLORS:
White (RCW-8420)
Black (RCB-8420)

FLEX CLEAR™

VIRTUALLY LIQUID RUBBER

FlexClear™ has the most "stretch" of any high gloss topcoat on the market today. It provides superior adhesion while maintaining flexibility without cracking.



(RC-8420)



We have put together a special collection of never before seen colors assembled using the most unique and exotic materials available.

JOBBER'S DELIGHT

ALL OUR PAINTS IN ONE PACKAGE - TRY ALL ALSA PAINTS IN ONE SHOT

This 100% Solvent based, un-reduced automotive grade paint is compatible with all automotive grade clears and primers. We now offer same tested and proven products in 4 ounce bottles!

- 100% Solvent Based Paint Compatible with all automotive clears and primers
- Reduces 1:1 giving double the paint
- 4 ounce size ideal for product trial
- Compact display unit allows for quick view of all the colors
- Crystal clear durable plastic bottle allows for easy viewing of each color- the true color
- Three reducers available also in 4 ounce (Fast, Medium and Slow)

AVAILABLE IN:

4 OZ



**4 OZ
Airbrush
KITS**



Striper™

Striper ENAMEL™

PAINT THAT PULLS FOR MILES!

Our latest addition to Alsa's powerhouse lineup is **Striper™**, a urethane based striping and lettering paint specially formulated to provide superior coverage with optimal flow and "pull". Available in 22 vibrant colors, Striper™ offers the highest level of pigmentation available guaranteeing you a paper thin edge every time. Over three years in development, this paint has been field tested and sanctified by some of the most renowned striping pros in the business.

Whether you're looking for a solid, chameleon-like or metallic color, Striper™ has what you're looking for to accent your latest masterpiece.

- Urethane Pinstripe Paint
- Can be topcoated in 15 minutes
- Available in solid, metallic and chameleon-like colors
- One coat coverage with all colors
- Endorsed by the best Pinstripers in the world

COLORS:

Black (ST-01)	Blush Red (ST-12)
Bright White (ST-02)	Fuchsia (ST-13)
Laser Blue (ST-03)	Leaf Green (ST-14)
Code Red (ST-04)	Sea Green (ST-15)
Stock Yellow (ST-05)	Slime Green (ST-16)
General Orange (ST-06)	Charcoal Gray (ST-17)
Orange Splash (ST-07)	Silver (ST-18)
Blue Velvet (ST-08)	Gold (ST-19)
Lavender (ST-09)	Royal Purple (ST-20)
Powder Blue (ST-10)	Odyssey Blue (ST-21)
Purple Heart (ST-11)	Golden Yellow (ST-22)

AVAILABLE IN:
4 oz.



TRUE OLD SCHOOL FLOW

Alsa now introduces a **PURE Striper Enamel™**. This version provides superior draw, gloss, stability and color retention.



AVAILABLE IN:
4 oz.

Bob Spina

Tom Kelly

30

TEL: 323-581-5200 FAX: 323-589-4400 E-MAIL: INFO@ALSACORP.COM WEB: WWW.ALSACORP.COM

PATENTS PENDING

Soft Feel™

IT'S A CLEARCOAT!...GIVE ANY COLOR A RICH LOOK WITH A FEEL OF VELVET

Alsa's **Soft Feel™** is the softest two component urethane paint on the planet! Ultrasoft to the touch, it feels like expensive velvet or soft leather but offers the tough as nails performance of an automotive grade two component urethane finish. It can be applied as a clear translucent topcoat over a wide variety of substrates and basecoats to produce a lustrous full matte finish. Or, mix with our Candies to create a tinted full coverage monocoat (black and red are popular favorites!).

This product carries full test approvals from some of the largest general industrial clients on earth. It is used on automotive interiors, expensive furniture, computer mice, keyboards, hairdryers and even aviation dashboards. **Soft Feel™** instantly transforms hard surfaces into sensational new textures that feel like velvet, silk or even rubber! Use it on door handles & side panels, drawer knobs & pulls, furniture armrests, tool & appliance handles and virtually any surface that paint will stick to.

You have to see, feel and try to scratch this product to fully understand its awesome application potential.



Motorcycle tank shows a combination of Alsa's **Soft Feel™**, **Speed Clear™** and **Striper™** paint

OEM Approved

ST2010
ST2011
ST2012



Complete **SOFT FEEL™** paintjob

Flattening Agent™

FLATTEN ANY CLEAR WITH EASE

Alsa's **Flattening Agent™** is provided in powder form designed to reduce the gloss of any clear or topcoat without affecting adhesion or hardness. This product actually increases flexibility of the clearcoat while making it more durable.



MirraChrome™ speedshape topcoated with varying amounts of Flattening Agent™

COSMIC CARVINGS™

ADD REAL 3-D DECORATION TO YOUR CUSTOM PAINTJOBS

LARGE DRAGON (CC-01)

Large Dragon's head - great for motorcycle tank tops, hoods, tailgates, etc. - Size: 6"x14"x1"

SMALL DRAGON (CC-02)

Small Dragon's head - great for fenders. - Size: 3½"x8"x1¼"

LARGE SKULL (CC-03)

Large Skull face - great for motorcycle tank tops, hoods, tailgates, etc. - Size: 4"x8"x1¼"

LARGE TIKI (CC-04)

Large tiki - great for motorcycle tank tops, hoods, tailgates etc. Size: 3½"x7"x1¼"

DRIPPY SKULL (CC-05)

Animated look skull which freehand drips can be added around it for a full drippy appearance. - Size: 3½"x5½"x1½"

SMALL SKULL (CC-06)

Small skull head with no jaw - Great for fenders and smaller surfaces. Size: 5½"x3"x1¼"

SMALL TIKI (CC-07)

Small tiki for smaller areas. Size: 3"x1½"x¾"



CC-03

CC-05

CC-04

pla-Stick™

MAKE YOUR WORK STICK TO ANYTHING

Pla-Stick™ is clear in color, ready to spray and dries in seconds. It is the world's most versatile plastic adhesion promoter. Pla-stick™ bonds perfectly with most types/alloys of plastic including polycarbonate, ABS, PC/ABS, polypropylene, elastomer blends, TPO and more. Works equally well on metal.



**ANY PLASTIC
ANY METAL**

PRIMER SURFACER

HIGH BUILD URETHANE PRIMER

Primer Surfacer (APS-2712) is a 2.1 VOC 2K urethane primer surfacer. Primer Surfacer fills quickly, features excellent color holdout and is easy to sand.

(APS-2712)
(APSA-2712)



EPOXY PRIMER

A 2.1 VOC DIRECT TO METAL PRIMER

Epoxy Primer (AEP-3027) is formulated for excellent corrosion and water resistance with tenacious adhesion over a variety of substrates.



(AEP-3027)
(AEP-3027)



CUSTOM CLEAR™

HIGH SOLIDS 2.1 VOC CLEAR

A **high solids** clearcoat (55% solids) designed to bury flake and graphics with ease. **Custom Clear™** brings excellent dry times and amazing flow, has water white clarity and is loaded with the highest amount of UV protection available.



ESSENTIALS

Speed Clear™

FINISH IT WITH SPEED CLEAR

Alsa's **Speed Clear™** is a fast drying polyurethane clearcoat with a 2.1 VOC that air dries in 90 minutes allowing for same day sanding and buffing.

Speed Clear™ is the perfect choice for today's custom / production painter.



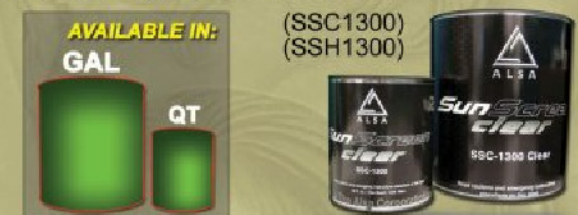
Alsa Clear™

Alsa Clear™ is a high quality polyurethane clearcoat that meets or exceeds all OEM automotive standards while maintaining flexibility as well as durability.



SunScreen Clear™

Sun Screen™ clear was designed for use when a higher level of UV protection is required above and beyond our Speed Clear™. Sun Screen Clear™ exhibits the same properties as Speed Clear™ including fast flash times and excellent buffability with higher percentages of more complex UV inhibitors built in. This product is a must when using our Eclipse™.



Color Blender™

A CLEAR BASECOAT MADE FOR TINTING

Color Blender™ is a clear basecoat (inter-coat clear) that can be used to mix any of our specialty additives or Candy Concentrates™.



FLAT CLEAR™

With Flat Clear™ you can attain today's hottest trend and the old school "flat" look without sacrificing paint protection.



Soft Feel™

IT'S A CLEARCOAT!...GIVE ANY COLOR A RICH LOOK WITH INCREDIBLE FEEL

Alsa's **Soft Feel™** is a unique coating that can create rich, soft feelings on almost any surface. See page 32 for complete product description.



CLEARs

HARDENERS

SLOW HARDENER

Our Slow Hardener is a universal hardener that can be used in any of our urethane base or clearcoats. Slow Hardener was designed for high temperature environments.

H-220

MEDIUM HARDENER

Our Medium Hardener is a universal hardener that can be used in any of our urethane base or clearcoats. Medium Hardener was designed for medium temperature environments.

H-221

REDUCERS

SLOW URETHANE REDUCER

Recommended for use with any of our basecoats, clears, candies, pearls or primers coats. Slow Reducer has staged release for proper flow out, leveling and gloss retention.

AMR-2713

MEDIUM URETHANE REDUCER

Recommended for use with any of our basecoats, clears, candies, pearls or primers coats. Medium Reducer has staged release for proper flow out, leveling and gloss retention.

AMR-2712

FAST HARDENER

Our Fast Hardener is a universal hardener that can be used in any of our urethane base or clearcoats. Fast Hardener was designed for cold temperature environments or where production time is crucial.

H-222



FAST URETHANE REDUCER

Recommended for use with any of our basecoats, clears, candies, pearls or primers coats. Fast Reducer has staged release for proper flow out, leveling and gloss retention.

AMR-2711

STRIPER REDUCER

Striper Reducer was designed to extend the pull and slow the dry time of striper paint. Good for use in hot as well as cold climates.

STR-001