

# Doing Things Right the First Time



**Maxguard™ MRR Ultra Jet Black gelcoat allows boat manufacturers to produce vessels with the deep black color and crisp, mirror-like finish that today's boat buyer wants.**

Within the marine industry, there are numerous manufacturers producing all types of boats for consumers, but none with as much thought and effort as Scout Boats. Their Research & Development team creates stunning new model after new model. And not only are new models continually being developed, they are innovative, attractive and the highest performing models. Scout Boats pays attention to every detail and process – from the upholstery fabric they use to how they apply a boot stripe.

Scout Boats are built to the finest standards, using only the highest grade materials and modern manufacturing processes. Scout's mission is this: We do things right the first time. When they began having patching issues with the gelcoat they were using, they knew they needed to begin searching for a black gelcoat that had superior color and easy patch properties.

Scout Boats is now using Ashland's Maxguard™ MRR Ultra Jet Black gelcoat. They are able to achieve both of their goals with a black gel coat. 1) Having the darkest and best looking black gel coat in the market. And 2) Having a product that provides easier patching and does not lead to halos.

"There is a noticeable difference in the depth of color and gloss of the gelcoat which has resulted in improved plant efficiencies for polishing each boat prior to shipment in order to meet our dealer & customer standards. The MRR gelcoat is also easier to patch and repair making a perfect match without experiencing halos or color changes." said William Ferguson, Director of Manufacturing for Scout Boats.

## **Ashland Solutions**

Ashland listened to the marine industry's demand for a jet black gelcoat with ease of processing, working closely with our customers to understand specific application challenges. Whether focused on product design, process optimization or new product development, Ashland prides itself on building partnerships that lead to innovative solutions.

The Maxguard MRR Ultra Jet Black specialty marine gelcoat is unmatched in the marketplace with regard to its jet black color and "mirror" like finish. This gelcoat was specifically designed and formulated to provide boat builders with the deep black color they need to achieve the allure they desire. The Maxguard MRR Ultra Jet Black provides exceptional depth of color without compromising properties by offering a high degree of weatherability and flexibility. In addition to its appearance and performance, the MRR has proven to be easy to apply and simple to repair.