



Maruti Suzuki True Value brand new POS
**Bright colors for India's largest
pre-owned car shop network**

- More than 100 outlets
- Fluoropolymer Top Coat
- Coil Coating application

No Loss of
Gloss,
No Change
of Color

Maximal
Protection for
many years



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India's largest passenger vehicles maker, Maruti Suzuki, has chosen Monopol Colors India Pvt Ltd as its preferred partner for giving altogether a new look to its nearly two decades old pre-owned cars unit, True Value. As part of its transformation, Maruti Suzuki True Value has adopted the ultra-durable Vernicon® fluoropolymer Top Coat from Monopol Colors' array of products.

Vernicon® provides exceptional color fidelity over a long life and resists degradation by UV radiation and attack by airborne pollutants, salt, wind-driven sand and chemicals. Excellent flexibility of the coating allows post-forming of coil coated metal into intricate shapes.

A Q-panel Laboratory Ultra-Violet Test conducted by experts at a third-party laboratory after 4,000 hours of application of the True Value Blue manufactured by Monopol Colors has demonstrated that Vernicon® passed the harsh testing of 4,000 QUV regarding gloss retention, color change and chalk resistance.

Vernicon® is a Lumiflon® based ultra-durable fluoropolymer coating system for coil coating, spraying and rolling application, which is extremely long lasting, opening limitless possibilities for designing surfaces:

- No gloss limitations – from matt to high gloss.
- No color limitations – solid colors, anodized and metallic colors, special effects for unlimited realization of ideas and dreams.
- Low maintenance surface with easy-to-clean properties and high dirt repellence allowing for long cleaning intervals.

To know more:

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