



ADHESION PROMOTER

Save up to \$50 per job!

Comparison tests show that using Bulldog Adhesion Promoter saves both labor and material cost.

	Bulldog® (1 coat)	Bulldog® (2 coats)	Competitor A	Competitor B
Total Time to Complete Project (minutes)	14:20	17:56	26:33	66:35
Material Cost	\$5.31	\$9.35	\$27.81	\$13.15
Labor Cost (est \$50/hr)	\$11.94	\$14.94	\$22.13	\$55.49
Total Cost	\$17.25	\$24.29	\$49.94	\$68.64
Savings per Job, Using 1 Coat of Bulldog			\$32.69	\$51.39
Savings per Job, Using 2 Coats of Bulldog			\$25.65	\$44.35

*Based on Chicago, IL shop conditions in December 2009

*BULLDOG® PABC 124 Abrasive Cleaner, ETPO 123B/QTPO 123 Adhesion Promoter

*All tests done using raw, unprimed bumper covers

*Competitive tests done using the recommended products and processes, as published in manufacturer's Technical Manuals/Bulletins.



All BULLDOG® products are covered by a lifetime warranty.

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Bulldog®

		Estimated Shop Price	Estimated Amount Used per Job	Estimated Cost per Job (1 coat)	Estimated Cost per Job (2 coats)
PABC124	Abrasive Cleaner 16oz	\$10.15	2oz per cleaning step	\$1.27	\$1.27
ETPO123B	Adhesion Promoter 15oz aerosol	\$20.21	3oz per coat	\$4.04	\$8.08
Process:	Raw/Unprimed Bumpers (1 coat)	Time to complete step (minutes)			
Step 1	Clean all areas to be painted with PABC124. Rinse thoroughly and allow to dry. Blow and tack surface.	8:44			
Step 2	Apply one even, medium-wet coat.	0:36			
	Allow 5-10 minutes dry time.	5:00			
Total Time to Complete Job according to instructions		14:20			
Process:	Raw/Unprimed Bumpers (2 coats)				
Step 1	Clean all areas to be painted with PABC124. Rinse thoroughly and allow to dry. Blow and tack surface.	8:44			
Step 2	Apply an even, light mist coat. Wait 3-5 minutes and apply a second coat. (note: used 3 minute dry time)	4:12			
	Allow 5-10 minutes dry time.	5:00			
Total Time to Complete Job according to instructions		17:56			
Total Material Cost				\$5.31	\$9.35
Shop Rate: Labor @ \$50/hr				\$11.94	\$14.94
Total Estimated Job Cost Using BULLDOG® Adhesion Promoter				\$17.25	\$24.29

Competitor A

		Estimated Shop Price	Estimated Amount Used per Job	Estimated Cost per Job
	Clean and Scuff Pad	\$10.23	1 pad	\$10.23
	Plastic Adhesion Wipe	\$10.23	1 wipe	\$10.23
	Advance Plastic Bond 12oz aerosol	\$29.37	3oz per coat	\$7.34
Process:	Unprimed Plastic Substrates (patent pending)	Time to complete step (minutes)		
Step 1	Tear open Clean and Scuff Pad and clean the substrate thoroughly using the scuff pad side of the pre-saturated sponge, then rinse with water. Blow dry or wipe with a clean cloth.	9:04		
Step 2	Tear open Plastic Adhesion Wipe and apply a light even coat on the the entire area, wiping in one direction to minimize product overlap.	2:21		
	Allow 3-5 minutes flash time. (note: product not dry after 5 minutes)	8:26		
Step 3	Apply a light coat of Advance Plastic Bond.	1:42		
	Allow 5 minutes dry time or until completely flashed to a matte finish.	5:00		
Total Time to Complete Job according to instructions		26:33		
Total Material Cost				\$27.81
Shop Rate: Labor @ \$50/hr				\$22.13
Total Estimated Job Cost Using Competitor A				\$49.94

Competitor B

		Estimated Shop Price	Estimated Amount Used per Job	Estimated Cost per Job
	Plastic Cleaning Paste 20oz	\$21.58	2oz per cleaning step	\$4.32
	Adhesion Promoter 15oz aero	\$18.58	3oz per coat	\$3.72
	Flexible Adhesion Sealer 32oz	\$54.53	3oz per coat	\$5.11
Process:	Raw, Unprimed Bumper	Time to complete step (minutes)		
Step 1	Pre-wash with warm water and Plastic Cleaning Paste, using a gray or gold pad.	3:49		
Step 2	Rinse thoroughly, making sure the paste does not dry on the surface.			
Step 3	Wash again with warm water and Plastic Cleaning Paste, using a gray or gold pad.	6:13		
Step 4	Rinse thoroughly, making sure the paste does not dry on the surface. Dry following the rinse.			
Step 5	Apply 1 medium coat of Adhesion Promoter aerosol.	3:10		
	Allow to dry 25 minutes.	25:00		
Step 6	Apply 1 coat Flexible Adhesion Sealer.	3:23		
	Allow to dry 25 minutes.	25:00		
Total Time to Complete Job according to instructions		66:35		
Total Material Cost				\$13.15
Shop Rate: Labor @ \$50/hr				\$55.49
Total Estimated Job Cost Using Competitor B				\$68.64

