

## Emerging Applications Award Submission

*The 2010 RadTech Emerging Applications Awards will be presented at the upcoming RadTech UV/EB Technology Expo & Conference 2010, May 23-26, 2010, Baltimore, MD. Award nominees must be end users of UV and/or EB technology. Nominees must be willing to travel to Baltimore to attend awards dinner; and offer detailed background information to RadTech on the winning application, technology utilized, and their company, for a RadTech press release.*

### Application Title/Name:

Bathtub Refinishing Industry gets Greener with the Introduction of UV Technology

### Name, Title, Company Affiliation and Contact Information of Nominating Person:

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### Name(s), Title(s) and Company(s) Affiliation and Contact information of Nominee(s):

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### Description of Application:

Please give as much detail as possible without revealing any proprietary information about the end use application of UV and/or EB. Be certain to point out how the use of UV and/or EB makes this application unique so that is obvious it is “emerging”.

UV technology has successfully emerged into the bathtub, countertop and cabinet industry. One company, Professional Bathtub Refinishers Association (PBRA), is credited with taking the concept of UV and turning it into reality for its industry.

The company spent 17 months researching the advantages and disadvantages of UV, performing long-term beta testing with leading manufactures of UV products in America and Canada before introducing

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UV into the vertical bathtub refinishing market and industry.

PBRA provided specific coating requirements for its market segment, based on ASTM standards to its selected UV formulator, Allied Photochemical. The prerequisites included, adhesion, scratch and chemical resistance, impact resistance and specific industry requirements. Further specifications have been developed to ensure proper application of the UV products, which include: Clear and Color Primers, Clear Matte and Gloss Top Coats and a variety of others.

After intense research, the founders also selected a lightweight, self-ballasting hand-held lamp (Starlet 300 D-Lux) from Aadastra Technologies, Inc. The portable lamp and coatings were then tested together and feedback was given to both manufacturers to improve the final products.

The company redesigned its Web site ([www.RefinishersOnline.com](http://www.RefinishersOnline.com)) in late 2009 announcing the benefits of UV, explaining the UV process and posting instructional videos. They provide an entire UV package to PBRA members which includes UV coatings (primer base coat, pigmented, and top coat in matte or glossy), safety instructions and training. Safety training is a critical part of PBRA's mission to the marketplace. They conduct UV University training sessions, which provide the users of UV products important safety information about UV and its application.

The transition into field-applied coatings for the refinishers is transforming the industry. The bathtub, countertop and cabinet industry is already a green market; because the process saves energy, landfill space, trees, money and time. However, the downside for the current industry practice is the use of solvent-based products (acid, acrylic, urethane and epoxy) which are harmful to the environment and require long cure times.

The introduction of UV technology is escalating green practices. Refinishers using UV coatings are protecting the environment, reducing our carbon footprint and meeting certain LEED (Leadership in Energy and Environmental Design) requirements.

The process of refinishing a bathtub using UV technology still requires the same prep work and application of spraying the material, but the use of 100 percent solid UV coatings and a UV lamp means there are no noxious, harmful fumes, the job is completed in hours instead of 1-2 days and the bathtub is immediately ready for use.

Less than six months after launching its Web site, PBRA has 20 members using UV technology and many more exploring the process. The company will be launching a new UV portal in May 2010 as it continues to perfect the technology and expand the market. They've also recently introducing a new UV product called UV Stone Creations. The liquid metallic stain is applied after the primer coat providing a granite appearance, which is highly desirable in the countertop industry.

It is clear that PBRA is bringing UV technology to the forefront of field applications and turning this emerging technology into a proven market for the bathtub, countertop and cabinet industry.

#### Other

Please add any additional information you would like considered as part of this application  
(see below)

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**Refinished Bathtubs and  
Countertop by PBRA Members with  
UV Technology**



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