



## KEY STANDARD EPOXY\* COLORS



**115 GEM GRAY**



**150 DARK GRAY**



**100 LIGHT GRAY**



**175 CHARCOAL**



**600 SLATE BLUE**



**700 DEEP BLUE\*\***



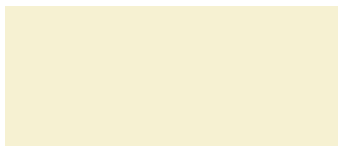
**400 MOCHA**



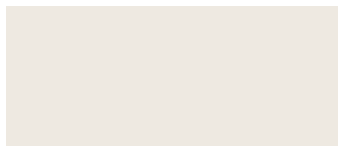
**430 TAN**



**410 PALE BUFF**



**210 WHITE SAND**



**300 TAUPE**



**500 COLONIAL GREEN**



**900 BRICK RED**



**920 TERRA COTTA**



**899 SAFETY YELLOW\*\***

\*Also for **KEY MMA** colors and **KEY 450** factory pigmented colors.

\*\*Premium charged for **700 Deep Blue**, **899 Safety Yellow**, other “**safety**” and **custom colors**.

**KEY RESIN COMPANY** provides this color guide for preliminary color selection only. Color may vary slightly from resin to resin or texture of coating. Please refer to a physical sample prior to making a final choice. All colors may not be available in every product. Please contact your **KEY REPRESENTATIVE** for assistance.

Please read the color data on the reverse side for detailed color selection guidelines.

# STANDARD EPOXY COLOR SELECTION GUIDE

When selecting the **KEY STANDARD EPOXY COLOR** for your application, please take time to carefully consider:

1. **APPEARANCE:** Light colors generally provide a brighter environment than dark colors.
2. **GLOSS:** Normally, the higher the gloss, the more intense the color (note: flat blue vs. gloss blue and flat brick red vs. gloss brick red).
3. **ABRASION:** Abrasion is more visible on a dark floor than on a light one and on hard surfaces as compared to those with greater elasticity. Consult your **KEY REPRESENTATIVE** to determine the correct topcoat you need to offset the abrasion you expect.
4. **TRAFFIC & MAINTENANCE:** Wheel marks and dirt naturally show up more on pale colors than on darker choices.
5. **LIGHT:** Generally, the darker the room, the lighter you may want the floor.
6. **SPILLAGE:** What might be most commonly spilled on the floor? Consult your **KEY REPRESENTATIVE** to determine the degree of chemical resistance you may require prior to selection of the system.
7. **BATCH VARIATION: BE SURE TO ORDER ENOUGH!** Variations in resins, pigments, and other raw materials cause slight variations in finished product from batch to batch. While colors are matched as closely as possible, KEY RESIN COMPANY cannot guarantee that each new batch of coating will precisely match its predecessor.
8. **CUSTOMIZED COLORS: KEY RESIN COMPANY** will customize colors to the client's specifications. Dry samples will be provided for prior approval. Minimum orders and a premium charge may be required. All customized colors must be approved and may not be returned. An additional ten (10) working days may be required to match and produce customized colors.

Please contact your **KEY REPRESENTATIVE** for assistance.

Phone: (888) 943-4532 • sales@keyresin.com • www.keyresin.com

