



Surface science  
nano-coatings  
for total protection



EXTERIOR | INTERIOR

**ZIRCONITE**  
PROTECTION SYSTEM

NEW ZIRCONITE POINT OF  
SALE AND MERCHANDISE

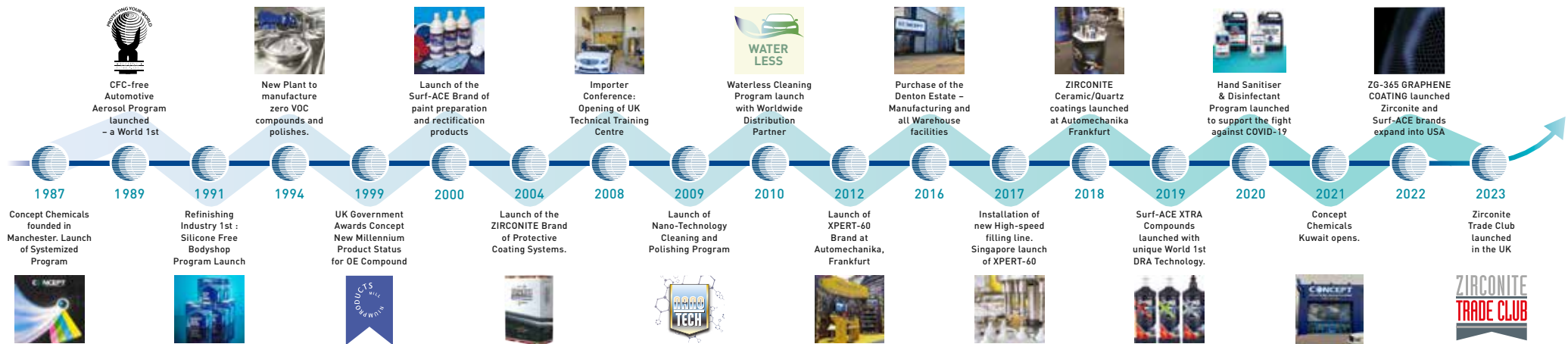


**CONCEPT**



EST  
1987

INNOVATING FOR PERFECTION  
... THE POWER TO ACHIEVE



FORD approves CONCEPT to supply it's UK Dealer network with PDI chemical products.

HONDA commissions CONCEPT for the development of a new polishing compound for their Swindon Production Plant.

RENAULT (France) contracts CONCEPT for the supply of own-label polishes for after-market sale through their European Dealer Network.

F1 RACING TEAMS, including Williams and BAR take advantage of performance improvements offered by CONCEPT cleaning and polishing products.

The UK's largest accident body repair network selects CONCEPT as Sole Supplier for silicone free chemicals and Compounds.

SWIFT & COACHMAN CARAVANS approve on-line unique cleaning agent for removing sealants from CAP-ABS plastic

LAND ROVER commissions CONCEPT to develop a unique coating product for the interior trim of the Range Rover model.

AUTOVAZ (Russia) chooses Surf-ACE Compound for their production process.

PINMAR (Spain) chooses CONCEPT polishing and coating products for working on mega-yachts.

MORRELLS, UK's #1 lacquer manufacturer for Kitchen furniture selects CONCEPT polishing compounds.

ZIRCONITE – approved Brand of BMW in Belgium and Luxembourg.

ZIRCONITE world-wide growth continues with new Importers and Distributors.

**Concept Chemicals & Coatings Ltd, was founded in 1987, by a team of dedicated chemists, bringing together over 20 years' experience in formulating high performance chemicals for cleaning, detailing and protective coatings, for the automotive, marine, commercial and transportation industries.**

In its first year Concept launched a SYSTEMIZED PROFESSIONAL PROGRAMME which was recognised at its creation, as the UK's leading programme of specialist chemicals for the vehicle appearance conditioning industry.

Since the 1980's and through the 1990's the development of traditional car wax polish technology has continued to evolve at pace, meeting increasing demands by professional users for formulations with better gloss, faster and easier in use, non-marking of plastics and greater wash cycle resistance – longer lasting results.

These performance demands naturally led our chemists to the introduction of new polishing aluminas, new silicone and wax combinations, new silicone-resins and new cross-linking silicones, designed to deliver longer lasting finishes.

This continual search for ever higher standards of excellence resulted, in 2004, with Concept developing a new polymer technology, enabling our laboratory to formulate a unique hybrid PTFE/Acrylic-Wax coating, which reinforced with revolutionary new self-cleaning NANO technology, is designed for both automotive and marine applications.

This extraordinary new Coating was launched with a new brand name for our coatings: ZIRCONITE, reflecting its durability and resilience and its brilliant reflective properties. ZIRCONITE NANO-GLAZE rapidly achieved major commercial success, not only in the automotive sector, but also to one of the world's leading marine Industry paint finishing and re-coating contractors, responsible for some of the world's largest 160 metre mega-yachts.

Since 2004, the ZIRCONITE BRAND of COATINGS has continued to go from strength to strength, bringing new coatings and innovative new Technologies to the professional user in the automotive, marine, transport and aviation sectors.

Concept Chemicals and Coatings Ltd continues to be at the forefront of the chemical science industry, with our ongoing product development philosophy which has been from the outset and continues to be dedicated to 'the pursuit of excellence' to meet the needs of an ever evolving world.



**David Stockfis**  
Managing Director

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## Surface science nano-coatings for total protection



*The development, manufacture, processing and distribution of chemicals for the automotive and transport cleaning industries, speciality chemicals for paint refinishing.*







**ZIRCONITE** - Protecting surfaces from harmful UV fading and environmental / industrial fall-out. The Zirconite system is a complete professional range of nano-engineered, invisible coatings, formulated to chemically bond at the nanoscopic level to a full range of surfaces: paintwork, plastics, gel-coats, glass, alloy wheels, chrome, brake calipers, aluminium, leather, fabric (including convertible roofs) and carpets.

## CUTTING EDGE TECHNOLOGY

### ZIRCONITE ZG-365

#### GRAPHENE INFUSED COATING

An ultra-high performance and long-lasting, multi-surface automotive protective coating, formulated using the world's strongest and thinnest commercially-available material, graphene. ZIRCONITE ZG-365's graphene-infused formulation provides an exceptionally high-slip gloss finish when applied to a vehicle's exterior surfaces, helping to maintain and enhance the dramatic and magical 'Lotus-Leaf' water beading effect; repelling water and dirt build up.

At just one atom thick, graphene possesses qualities and characteristics unmatched by any other material, including super-high strength (**200 times stronger than steel**), light weight and transparency.

#### ZIRCONITE CERAMIC [QUARTZ] COATINGS

Formulated with a high super-hard active level of SiO<sub>2</sub>

#### ZIRCONITE INTERIOR COATINGS

Protecting leather, carpets and fabrics (including cabriolet roofs) with advanced technology

#### Benefits of Zirconite Exterior Coatings:

##### • ENHANCES GLOSS

Paintwork given added depth and clarity to the paint/lacquer - maintaining "As-New" Vehicle Showroom appearance.

##### • RETAINS THE HIGH GLOSS FINISH

Forms a permanent bond with the vehicle paintwork, which unlike a conventional polish, does not wash off, as coating bonds to the paint/lacquer. In fact the only way to remove ZQ9h, this brilliantly clear protective bonded coating, is with the use of abrasive sanding by machine!

##### • SCRATCH RESISTANT

Extremely resistant to scratches. ZQ9h increases the average paint hardness x 3 times resulting in 9H on the Mohs (mineral hardness) scale.

##### • NO ROUTINE POLISHING

The normal practice of re-waxing a car every 1 or 2 months to maintain its gloss and a degree of protection is no longer a requirement.

##### • SUPERIOR SELF-CLEAN TECHNOLOGY

Coated surfaces are "self-cleaning" resulting in reduced maintenance: cleaning made easy. The treated surface has a strong hydrophobic effect - commonly referred to as the "Lotus-leaf" effect. Water and contaminants slide off the surface, reducing water spotting.

##### • UV PROTECTION FROM FADING

Zirconite coatings provide UV Protection to the paintwork, reducing problems of oxidation/fading of paint colour.

##### • HIGHLY CHEMICALLY RESISTANT

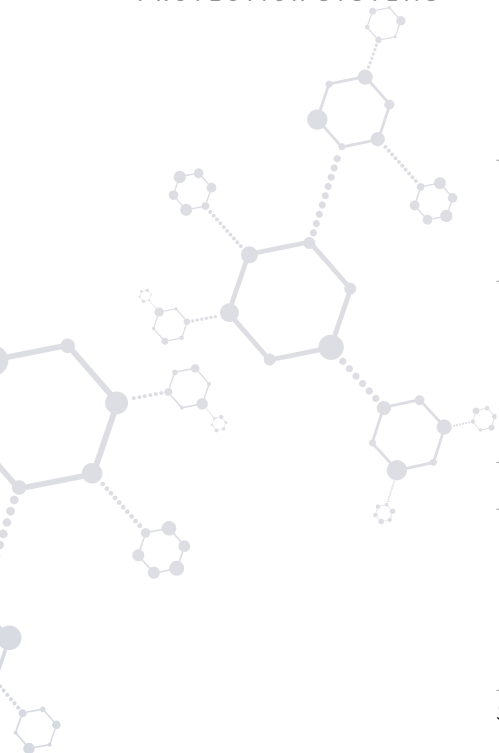
Protects against Acid/Alkaline Rain, Road Salt, Bird Lime, Environmental Degradation. Unaffected by chemical washing: from pH2 up to pH12.

##### • ECONOMY-COST IN USE

One 30ml of ZQ9h is sufficient to apply 2 full coatings to an average sized car.



EXTERIOR | INTERIOR  
**ZIRCONITE®**  
PROTECTION SYSTEMS



| Zirconite Exterior Protection   |      |   |        |  |      |   |  |   |  | Zirconite Interior Protection   |      |   |        |   |  |
|---|------|---|--------|--|------|---|--|---|--|---|------|---|--------|---|--|
| ZQ9h  |      | Nano Glaze  |        | ZC-Boosta V2   |      | ZG-365  |  | Bead-Magik  |  | ZQ5 Alloy   |      | Leather Shield  |        | Fabric Protector  |  |
| Polysilazane  |      | PTFE  |        | Polysilazane & Polysiloxane fusion   |      | Graphene Infused Coating  |  | Polysiloxane  |  | Polysilazane  |      | Flouroacrylate copolymer CFC free   |        | Fluoro-polymer CFC Free   |  |
|  |      |  |        |  |      |  |  |  |  |  |      |  |        |  |  |
| 30ml  | 50ml | 125ml   | 1Litre | 30ml   | 50ml | 200ml Flairosol   |  | 300ml Flairosol 5Litre  |  | 15ml  | 30ml | 150ml   | 1Litre | 300ml-Flairosol<br>400ml-Aerosol<br>5Litre / 25Litre                                |  |
| <b>Application:</b><br>Full Exterior<br>(excluding glass /<br>tyres / wheels)     |      | <b>Application:</b><br>Painted surfaces   |        | <b>Application:</b><br>Paint / Glass /<br>Plastic Trim /<br>Wheels                 |      | <b>Application:</b><br>Paint / Glass /<br>Plastic Trim /<br>Wheels                  |  | <b>Application:</b><br>Paint / Glass /<br>Plastic Trim /<br>Wheels                  |  | <b>Application:</b><br>Alloy wheels /<br>brake calipers                             |      | <b>Application:</b><br>Leather<br>Upholstery and<br>Trim / Man-made<br>Leather      |        | <b>Application:</b><br>Fabric / Carpets<br>/ Convertible<br>hoods                   |  |
| P   |      | P   |        | P  |      | C   |  | C   |  | P   |      | P   |        | P   |  |
| One Vehicle<br>Application Time:<br>1 hour  |      | One Vehicle<br>Application Time:<br>45 minutes                                    |        | One Vehicle<br>Application Time:<br>45 minutes                                     |      | One Vehicle<br>Application Time:<br>15 minutes                                      |  | One Vehicle<br>Application Time:<br>15 minutes                                      |  | 5x Alloy Wheels<br>Application Time:<br>45 minutes                                  |      | One Vehicle<br>Application time:<br>20 minutes                                      |        | One Vehicle<br>Interior<br>Application time:<br>10 minutes<br>(quick drying)        |  |

Surface pre-preparation not included in application times.

**P** PROFESSIONAL USE ONLY

**C** CONSUMER AND PROFESSIONAL USE



# ZIRCONITE ZQ9<sup>H</sup>

## ZQ9<sup>H</sup> Quartz Coating Application Kit including Panel Prep



**#ZIRZQ9KIT 30ml**  
**#ZIRZQ9KIT/50 50ml**  
*Contents:*

- 1 x ZQ9h  
Polysilazane bottle
- 1 x dripper,
- 1 x applicator block
- 2 x micro-suede cloths
- 1 x Panel-Prep 185ml
- 3 x Zirconite lint-free  
Panel-Prep cloths
- 2 x Zirconite microfibre  
cloths
- 1 x instruction leaflet
- 1 x pair of gloves
- 1 x Zirconite sticker

Permanent bond quartz (glass) coating.  
High gloss, multi-surface protection  
with advanced chemical and corrosion  
resistance: unaffected by repeated  
washing cycles from pH2 to pH12

Forms a permanent bond to all surfaces:  
coating can only be removed by abrasion.  
Oxidation and UV resistant. Scratch  
resistant: pencil test hardness 9h.  
Panel Prep has been specially  
formulated surface pre-clean treatment  
to ensure a perfect surface for  
cleanliness and adhesion of ZQ9h.

**Warranty:** up to 10 years with  
maintenance program.

P

## ZQ9<sup>H</sup> Quartz Coating Application Kit



**#ZIR525030 30ml kit**  
**#ZIR525050 50ml kit**  
*Contents:*

- 1 x ZQ9h  
Polysilazane bottle
- 1 x dripper,
- 1 x applicator block
- 2 x micro-suede cloths
- 1 x pair of gloves
- 1 x instruction leaflet
- 1 x Zirconite sticker

Permanent bond quartz (glass) coating.  
High gloss, multi-surface protection  
with advanced chemical and corrosion  
resistance: unaffected by repeated  
washing cycles from pH2 to pH12.

Forms a permanent bond to all surfaces:  
coating can only be removed by abrasion.  
Oxidation and UV resistant. Scratch  
resistant: pencil test hardness 9h.

**Warranty:** up to 10 years with  
maintenance program.

P

## Zirconite Panel-Prep Speciality cleaner/degreaser



**#ZIR503 185/01/05**

*Pack Sizes:*

- 1 x 185ml
- 1 x 1 Litre
- 1 x 5 Litre

P

Super-efficient, hi-active cleaner-  
degreaser for preparation of painted  
surfaces, wheel rims and glass. Ensures  
optimum bonding of ZIRCONITE  
Ceramic/Quartz Coatings to all surfaces.

Unique formulation incorporating a  
biodegradable "green solvent". Contains  
no Hydrocarbon solvents - bodyshop  
approved and is compatible with all  
paint systems including water-based.

## Zirconite Panel-Prep Cloths

**#ZIR069**

*Contents:*

- 50 x cloths (30x38cm)
- per pack: 10 packs per  
case



Lint-Free  
absorbent  
cloths specially  
created for use  
with ZIRCONITE  
PANEL-PREP

ZIRCONITE



# ZIRCONITE NANO-GLAZE - PTFE

## Nano-Glaze One Vehicle application kit



### #ZIR49201

#### Contents:

- 1 x 125ml Stage 1
- 1 x 125ml Stage 2
- 1 x applicator sponge
- 1 x micro fibre cloth
- 1 x instruction leaflet
- 1 x Zirconite sticker

P

The Zirconite Paint Protection System is a unique blend of PTFE and acrylic resins containing UV screens to lockout harmful atmospheric degradation. Provides protection even in the extremes of polar and desert climates.

With an easy to follow maintenance program, which enhances the appearance of the Zirconite treatment, to deliver maximum re-sale value

**Warranty:** up to 6 years with maintenance program.

## Nano-Glaze 1L Multi-Pack



### #ZIR494/3

#### Contents:

- 1 x 1 litre Stage 1
- 1 x 1 litre Stage 2
- 1 x instruction leaflet

P

1 Litre packs of Zirconite Stage 1 and Zirconite Stage 2 to enable dealerships/ detailers to offer either a Paint Protection service with or without Guarantee.

**Warranty:** up to 6 years with maintenance program.



## ZC-Boosta V2

### Reactive booster coating



**#ZIR501030 30ml**  
**#ZIR501050 50ml**  
**Contents:**

1 x ZC BOOSTA V2 bottle  
 1 x applicator block  
 2 x micro suede cloths  
 1 x gloves  
 1 x instruction leaflet  
 1 x Zirconite sticker

P

Chemically fuses to ZIRCONITE Coatings.

Increases durability, longevity and hydrophobic properties.

UV and chemical resistant, protects and increases gloss levels to a new standard of excellence.

Ultimate hydrophobic scratch resistant coating.

Easy application

Up to 2 years protection.

*\*ZC-Boosta V2 can also be used as a stand-alone coating*

## ZG-365

### Graphene infused coating



**#ZG-365200 200ml**

**Pack Size:**

1 x 200ml Spray

C

Graphene Infused High Gloss Multi-Surface Protective Coating cures to form a strong chemical bond to paintwork and other hard substrates.

Quick and Easy: Simply Mist on Buff-off. ZG-365 can be layered within 3mins of original application to boost scratch and abrasion resistance.

Delivers up to 365 days of protection to treated surfaces and provides an incredible high-slip finish to maintain and enhance the dramatic and magical 'Lotus-Leaf' water beading effect to repel water and dirt build up.

Protective coating for rapid sealing of most exterior surfaces including: Paint / Plastic Trim / Wheels



## Bead-Magik

### Super-hydrophobic coating



**#ZIR504300/405**

**Pack Size:**

1 x 300ml Spray  
 1 x 5 Litre

C

Advanced super-hydrophobic coating, developed to maintain and enhance the magical water beading effect of paint finish coatings.

Extends and enhances gloss level and durability of paint finish coatings.

Delivers enhanced water- sheeting/ hydrophobic properties with dramatic nano 'Lotus-Leaf' effect. Incredible high-slip finish, repels water and dirt build-up while boosting scratch and abrasion resistance.

A fast curing, easy application, protective coating for rapid sealing of most exterior surfaces: •Paint •Glass •Plastic Trim •Wheels - cures within 10 minutes! Long lasting - up to 9 months protection.



## ZQ5 Quartz Alloy wheel application kit



**#ZIR528015** 15ml/30ml

### Contents:

- 1 x 15ml/30ml ZQ5
- 2 x finger pads
- 2 x micro suede cloths
- 1 x gloves
- 1 x instruction leaflet

P

ZQ5 keeps rims cleaner for longer!  
Extreme protection for hard working wheels. Chemically bonds to wheel surfaces to ensure ultimate durability  
Withstands high temperatures and harsh chemicals, making it an ideal solution for hard-working wheels.  
Surface technology provides excellent brake dust, stain and contaminant resistance, making surfaces much easier to clean and maintain.  
Durability: one application up to 12 months / 12k miles  
*ZQ5 can also be used on brake calipers*

## See-Clear Rain repellent



**#ZIR505100**

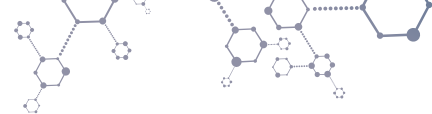
### Pack Size:

1 counter display carton  
of 12 x 100ml Spray)

C

Nano-technology rain repellent  
Zirconite SEE-CLEAR; repels water, dirt, sleet & snow for clearer vision and improved driving visibility.  
Easy application.  
4-6 week durability.





# ZIRCONITE INTERIOR-LEATHER

## Leather Shield One vehicle Application kit



#ZIR496150

*Contents:*

- 1 x 150ml Leather Shield
- 1 x applicator sponge
- 1 x microfibre cloth

P

Long-life protection to most types of leather upholstery and trim. Treated surfaces are coated with an invisible and breathable barrier which helps to prevent staining from spillages etc.

Leather Shield also contains advanced UV screening technology which prevents fading and maintains the original factory colour. Leaves treated surfaces with an 'as new' matt finish and feel.

## Leather Shield 1 litre multi-vehicle



#ZIR49601

*Pack Size:*

- 1 x 1 Litre Leather Shield

P

Larger pack size for multi-vehicle or commercial vehicle use (eg. luxury coach).

Long-life protection to most types of leather upholstery and trim. Treated surfaces are coated with an invisible and breathable barrier which helps to prevent staining from spillages etc.

Leather Shield also contains advanced UV screening technology which prevents fading and maintains the original factory colour. Leaves treated surfaces with an 'as new' matt finish and feel.





# ZIRCONITE INTERIOR-FABRIC, CARPET, CABRIOLET ROOFS



## Fabric/Carpet Protector Aerosol



**#ZIR33412**

Pack Size::

1 x 400ml Aerosol

**P**

Invisible non-tacky micro-resin protection for interior carpets and fabric seats to maintain 'as-new' appearance.

Treated interior surfaces repel dirt and grime to extend fabric and carpet life, allowing for quicker and easier cleaning and maintenance.

Applied by aerosol for quick coverage.

## Fabric/Carpet Protector Flairosol spray



**#ZIR495300**

Pack Size:

1 x 300ml Flairosol Spray

**P**

Invisible non-tacky micro-resin protection for interior carpets and fabric seats to maintain 'as-new' appearance.

Treated interior surfaces repel dirt and grime to extend fabric and carpet life, allowing for quicker and easier cleaning and maintenance.

Applied by trigger spray for ultimate control.

## Fabric/Carpet Protector Bulk sizes



**#ZIR49505/25**

Pack Sizes:

1 x 5 Litre or 25 Litre

**P**

Bulk packs for trade use or on large vehicle interiors such as coaches/buses.

Invisible non-tacky micro-resin protection for interior carpets and fabric seats to maintain 'as-new' appearance.

Treated interior surfaces repel dirt and grime to extend fabric and carpet life, allowing for quicker and easier cleaning and maintenance.

Applied by trigger spray after decanting.



# ZIRCONITE ACCESSORIES



## Microfibre Cloths



**#ZIR049**

*Pack Size:*

2 x microfibre cloth

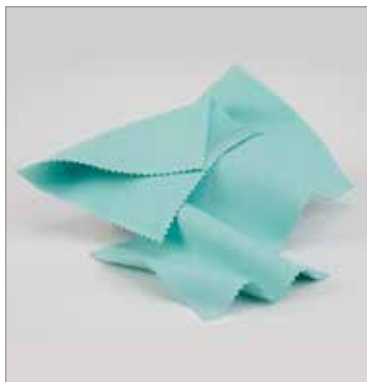
Superior high quality cloth with high absorbency structure to efficiently remove any residual hazing in the final buffing process.

Faster to work with compared to conventional warp knitted cloths.

None-scratch radius corners to avoid scratching of sensitive surfaces.

Long lasting - withstands repeated wash cycles.

## Micro-Suede Cloths



**#ZIR050**

*Pack Size:*

10 x Micro-suede cloths

Specially designed for use with Zirconite Applicator block to deliver even application of coatings: 115 x 110 mm.

## Applicator Block



**#ZIR053**

*Pack Size:*

5 x Applicator block

Foam faced handy applicator for use with Micro-suede Cloths

Foam edging allows the suede cloth to follow any uneven contours to ensure even and complete coverage of coatings.

## Suede Finger Pads



**#ZIR052**

*Pack Size:*

1 x 3 finger pads

Ultra-fine flexible finger pads

Foam filled to ensure smooth and even application of coatings including around tight contours/edges.

The ideal applicator for:

- ZQ5
- ZC-B00STA
- SEE-CLEAR Rain Repellent

## Leather Shield Applicator Pads



**#ZIR067S**

*Pack Size:*

1 x 12 applicator pads

Easy to use ergonomic Applicator

Super-fine open-cell foam structure to deliver a controlled and even layer of coating.



# ZIRCONITE AFTERCARE

A complete range of aftercare products with the same superb quality as Zirconite Coatings. From wheel cleaner to leather care, Zirconite aftercare products help maintain the quality of finish you expect.

Now the enthusiast detailer who wants to use the "Choice of the Professionals" can have access to a range of Industry leading quality products with full confidence in a programme of detailing product which, from their ongoing heritage, deliver Concept's chosen professional performance criteria for excellence: speed ease of use, versatility, durability, and quality of finish. Zirconite products have been designed to work under the pressure of time to deliver results 1st time, every time!



## Wash & Wax

Luxury shampoo, neutral pH to maintain and protect integrity of paintwork wax.  
**ZIR508500** 500ml



## Nano Shampoo

pH neutral shampoo and conditioner. Rinse water is rapidly driven away from all surfaces, reducing drying time and minimising water spotting.  
**ZIR509001** 1L



## Fall-out Remover & Wheel Cleaner

Colour changing wheel cleaner, paintwork & exterior de-contaminant/fallout remover. pH neutral, acid free, non-caustic.  
**ZIR511500** 500ml



## Wheel Cleaner

Clinging-gel, foaming wheel cleaner for fast and efficient removal of burnt-on black brake dust from lacquered alloy, painted steel and plastic wheel trims.  
**ZIR510500** 500ml



## Glass Cleaner

Alcohol-free glass cleaning and detailing. Super-fast and easy to use - simply spray and wipe clean.  
**ZIR512500** 500ml



## Express Detailer

3-in-1 waterless cleaner, detailer and polish for all exterior surfaces including glass, plastic, trim and paintwork.  
**ZIR516500** 500ml



## Carnauba Speed Wax

Luxurious, long-lasting polish using only pure Carnauba Wax. Delivers incredible deep gloss finish.  
**ZIR515500** 500ml



## Tyre & Trim

Instant spray-on tyre dressing to give "new-again" deep black satin finish. Can be applied to wet or dry tyres. For exterior plastic and rubber trims.  
**ZIR517500** 500ml



## Snow-Foam Max

Economical foaming blanket clings to surfaces enhancing cleaning action. Breaks down and lift all heavy soiling, traffic film, dirt, grease and oil.  
**ZIR507038** 1 US GAL\*



## Interior Trim Detailer

Conditions and protects trim. Delivers a non-greasy silk sheen finish to all plastics, vinyl and rubber trim.  
**ZIR514500** 500ml



## Leather Cleaner

Formulated to deliver safe and easy cleaning of most types of leather upholstery and trim..  
**ZIR513500** 500ml



# ZIRCONITE AFTERCARE

## Zirconite Medium & Small Bag



**Zirconite medium bag.** 30 x 26 x 11cm - Holds up to 7 x 500ml bottles. Large double zip-pull flap front for easy access. Made with 600d polyester, tough and hardwearing. *Note: bag only - no products* #UB001

**Zirconite small bag** 24 x 15 x 13cm - ideal for keeping in the car. Holds 2 x 500ml bottles. Large double zip-pull flap front for easy access. Made with 600d polyester, tough and hardwearing. *Note: bag only - no products* #ZIRG100

## ARID Drying Towel



A 50 x 80cm, 600gm weight, dual layer high density fibre Arid drying towel. That makes the speed of how cars are dried even quicker and safer. Use by placing it onto the surface and drag. As it slides over the surface, it picks up the water leaving a streak free finish all the time, safely drying all painted surfaces and glass. 80% Polyester/20% Polyamide, Dual layered twisted loop, Edgeless - no wash label- avoids scratching paint surfaces. #0214

# ZIRCONITE MERCHANDISE

## Approved Centre Banner



**Zirconite Approved Detailing Centre banner** - 1500mm x 500mm, 500gsm PVC, hemmed and eyeleted. #ZIR130



## P.O.S. Counter Leaflet



**Zirconite Point of Sale Leaflet with holder** - One third A4 folded 6 page leaflet with perspex counter holder #ZIR023

## Roller Banner

**Zirconite Point of Sale roller banner** - 800mm x 2000mm, durable, scratch-resistant 220mic PVC. Complete with swing-out feet for extra stability #ZIR138



**ZIRCONITE**





## Zirconite Clock



**Conquer the elements Zirconite wall clock.** Stainless steel wall clock with a modern brushed steel finish. 3 hands quartz movement. **#ZIR101**

## Zirconite Pen



Soft-touch rubber coating on the aluminium barrel provides a silky feel and comfortable grip. Aluminium construction makes this pen just the right weight for smooth writing. **#0126/ZIR**

## Zirconite Key Ring



**Key ring** 40mm x 60mm, Rubberised "3D" keyring. Complete with split ring. **#ZIR103**

## Zirconite Key Tag



**Key tag** 130mm x 30mm, embroidered with a different message on both sides. Complete with split ring. **ZIR103/2**

## Zirconite Air Freshener



Vanilla fragrance absorbent paper board air fresheners printed full colour on both sides. **#ZIR104**

## Bumper Sticker



**Bumper sticker** 85mm x 106mm, PVC full colour, self-adhesive on back g. **#0133/ZIRC**

## Zirconite Clothing and Accessories



**Branded Fleece** Embroidered logo on left breast. A quality garment made from 250 series anti-pill symmetry fleece. Short 1/4 zip and in a pullover style, fleece cuffs, two zipped lower pockets and an adjustable shockcord hem. Available in Medium, Large, XL. Black. **#0141/M/L/XL**

**Branded Polo** Embroidered logo on left breast. 50% Polyester 50% Cotton Reactive dyed, knitted raised collar & cuffs, taped neck, taped side vents with extended back. 3 self coloured button placket. Washable at 60 Degrees. Available in Small, Medium, Large, XL. **#137/S/M/L/XL**

**Beanie Hat** Embroidered logo on front. A classically styled winter beanie hat with a wide turn up. 100% soft feel acrylic with embroidered logo. Colour: Black - One size fits all. **#0147/ZIRC**





TECHNOLOGY IN CHEMISTRY

### The total paint rectification solution

Paint surface preparation is the essential first step, a pre-requisite, in achieving the ultimate finish of all protective coatings - whether Quartz (Glass), Ceramic or Teflon (PTFE).

The paint/lacquer should be examined and prepared to ensure a super-clean surface, free from any scratches, minor-blemishes, swirl marks or holograms.

Award Winning Surf-ACE compounds, with unique DRA World 1st Technology, deliver unrivalled results in scratch removal - with minimal dropback.

Used by vehicle OEMs on production lines, and in crash repair centres throughout Europe, Surf-ACE compounds are also used in the exacting marine refinish market, where they prove themselves daily in the polishing of mega-yachts.



World Class finishes in Quartz and Ceramic Coatings demand Surf-ACE compounds.

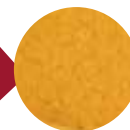


## PRE-COATING PREPARATION

### Scratch Remover



Heavy Scratches/Oxidation or P1200 Sanding Marks



XC-15 Gold  
Micro-wool

or

P1500 - P3000 Sanding Marks /Fresh Paint



P-15  
White  
Foam

or

Swirl Removal and Finish on Lighter Colours



P-30  
Orange  
Foam

#713: 250ml , 1 kilo, 2 x 100g product trial pack: #740000EU

### Finishing Glaze



Swirl Removal



P-30  
Orange  
Foam

or

Light Swirl/ Hologram Removal



P-40  
Black  
Foam

#711: 250ml , 1 kilo, 2 x 100g product trial pack: #740000EU



# Surface XTRA PROGRAM

Solution for automotive, marine and furniture applications

## P-12XTRA HEAVY CUT COMPOUND



### **Recommended for harder clear-coats.**

Quickly and easily removes paintwork and gelcoat imperfections, random deep scratches, and heavy oxidation in the shortest possible time to deliver a unique depth of gloss and mirror like finish.

Improved lubrication system which can be worked for prolonged periods if required without drying out.

Quick and easy clean-up after application, does not contain fillers. Guarantees minimal drop back on dark colours.



#713

Pack Size:

1 Kilo / 250ml



## P-15XTRA ALL-IN-ONE COMPOUND



### **One product - two pads, the ultimate finish in scratch removal and gloss!**

With a variety of pad combinations P-15XTRA quickly delivers varying levels of scratch removal and finish to both paintwork and gelcoats.

Delivers a unique depth of gloss and mirror like finish.

Optimum scratch removal and finish: P-15 XTRA benefits from an improved lubrication system which can be worked for prolonged periods without drying out.

Quick and easy clean-up after application, does not contain fillers. Guarantees minimal drop back on dark colours.



#710

Pack Size:

1 Kilo / 250ml



## P-40XTRA ULTRA-FINE FINISHING GLAZE



### **Superior Anti-Hologram Glaze and Polish**

A specially formulated ultra-fine compound designed for final finish polishing to remove hologram, swirls and light defects.

Problem Colours: Highly recommended for problem dark paint colours.

Easy to Use: Easy to apply, quick to buff and fast to clean.

Deep Gloss Shine: Produces a superb high gloss finish with no greasy/smearing problems, minimal drop-back.



#711

Pack Size:

1 Kilo / 250ml



PADS: XC-15 MICRO-WOOL, GENUINE MERINO LAMBSWOOL, WHITE [cutting foam], ORANGE [swirl-remover foam], BLACK [finishing foam] are all available in 80mm, 150mm, 165mm & 175mm sizes

# WORLDWIDE OPERATION

Delivering world-beating products to over 60 countries around the globe.

## MAKING CONCEPT HISTORY...



1998. RENAULT contracts CONCEPT to supply own-label polishes for sale through their European Dealer Network.



2002. Churchill/Direct Line - the UK's largest accident repair network, handling over 75,000 cars annually, select CONCEPT as sole supplier for silicone-free chemicals and polishing compounds.



2009. LAND ROVER commissions CONCEPT to develop unique coating for interior trim of luxury Range Rover models.



2013. PINMAR (USA & Spain) choose Surf-ACE compounds and ZIRCONITE coatings for contract maintenance of mega-yachts.



2019. BMW in Belgium & Luxembourg select ZIRCONITE as approved brand for paint and wheel protection.



2019. Zirconite establishes detailing network in England, Scotland and Wales.



2020. Official distribution partner appointed in the U.A.E. and Oman.



2021. Zirconite distribution partner appointed in Mauritius.



2022. Zirconite brand launched in the USA:  
[www.zirconiteamerica.com](http://www.zirconiteamerica.com)



2022. Zirconite expands into India, Thailand and Algeria



2023. Zirconite global distribution continues expansion into South Africa, Bosnia and Herzegovina and New Zealand.



2023. Zirconite Trade Club established for the benefit of members



# ZIRCONITE Approved Training & Certification

Join the ZIRCONITE family and share our passion for perfection and craftsmanship.

Comprehensive training is provided at our world class Training Centre in Manchester, England.\*

The intensive 2-day training courses take the participants through the complete process of:

1. Vehicle cleaning and contaminant removal using CONCEPT/ ZIRCONITE products
2. Paintwork preparation using Surf-ACE compounds
3. Application of ZIRCONITE coatings
4. Correct use of ZIRCONITE maintenance products to adhere to system warranties.

After completion and certification you will be part of the #TEAMZIRCONITE accredited family and be given access to our industry-leading professional products and online warranty registration [www.zirconitecoatings/warranty](http://www.zirconitecoatings/warranty)

\*With the continued global expansion of the ZIRCONITE brand, new strategically located approved ZIRCONITE Training Centres are opening around the world.







**ZIRCONITE®**  
PROTECTION SYSTEMS



Zirconite Protection Systems -  
from the company that produces the world's finest  
professional vehicle cleaning and detailing products

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