

This press release announces the launch of the new flagship range of spray guns from Anest Iwata for the car refinish industry. The following paragraphs provide information on the main features and benefits related to their use as well as general information about the new product.

WS-PRIMER FILLER & WET ON WET OUR FIRST EVER DEDICATED PRIMER SPRAY GUN



Cardano al Campo, 20th of September 2024:

Anest Iwata is proud to announce the launch of its new WS-Primer spray gun, **specifically designed for primer application**. This innovation marks another step forward in spray technology for the automotive refinishing sector, meeting the needs of professionals seeking **superior performance and precision in surface preparation**.

A spray gun tailored for primer application

The WS-Primer has been developed with a clear objective: to **optimize primer application**, ensuring a uniform and professional finish while reducing material consumption. With two versions available – Filler and Wet on Wet – users can select the ideal tool for their specific requirements.

KEY FEATURES:

- 1. Primer optimization:** every detail of the WS-Primer is designed to improve primer application, minimizing waste and enhancing product performance and longevity.

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2. **Versatility in applications:** the two versions of the spray gun offer maximum flexibility, meeting the needs of different types of primers and application techniques.
3. **Advanced ergonomics:** the lightweight and balanced design of the spray gun reduces operator fatigue, increasing productivity and precision in the work.

It all comes down to providing the best and most optimised experience for the user:

The WS Primer makes it easy to apply wet-on-wet filler as flat and smooth as never before, while greatly reducing overspray on the surface.

When used for sanding primer, it helps to reduce material consumption and time spent sanding.

Sustainability: A Core Value in Anest Iwata's Innovation

In line with Anest Iwata's "Ever Green Commitment," the WS-Primer reflects the company's ongoing dedication to sustainability, a cornerstone of its design philosophy. Long before sustainability became a central theme in modern business practices, Anest Iwata had already embraced environmentally conscious approaches in its product development and operations. The WS-Primer is no exception, offering not only outstanding performance but also contributing to more sustainable work practices.

Anest Iwata's commitment to sustainability is reflected in every aspect of the WS-Primer, from design to performance, ensuring that professionals can rely on a tool that not only enhances their work but also minimizes environmental impact.

The new WS-Primer spray gun is available at all authorized Anest Iwata distributors. For more information or to schedule a demonstration, contact our customer support team or visit our official website.

For further information or support, please visit:

1. Anest Iwata web site:
www.anest-iwata-coating.com
2. Write to the local Anest Iwata sales branch found here:
<https://www.anest-iwata-coating.com/dealer/>.