



IGL Coatings Introduces Arcane to the Middle East: Disrupting the Traditional Expectations of The Automotive Detailing Industry



Kuala Lumpur, Malaysia – In a bold leap forward for the automotive industry, IGL Coatings has officially launched *Arcane*, the world's first single-layer ceramic coating with Graphene Infinite, the world's first low carbon emission graphene. This eco-conscious ceramic coating is set to redefine industry standards in performance, sustainability, and innovation.

With a remarkable four-year durability, *Arcane* goes beyond traditional ceramic coatings by leveraging the power of *Graphene Infinite*. What makes this truly revolutionary is that the advanced material requires 70% less energy in its production, transforming an environmental challenge into a technological triumph.

"Arcane isn't just another ceramic coating—it's a symbol of what's possible when innovation meets sustainability," said Keong Chun Chieh, Founder and CEO of IGL Coatings. **"Our mission has always been to create products that not only deliver high performance but do so with minimal environmental impact. Arcane is truly the embodiment of that vision."**

IGL Leading the Green Revolution in Automotive Coatings

Arcane isn't just a high-performance product; it's a blueprint for the future of coatings. With its low VOC (volatile organic compounds) formulation and high-solids content, *Arcane* demonstrates that durability and sustainability can coexist. This product is a

key milestone in IGL Coatings' commitment to reshaping the detailing industry by introducing more environmentally responsible solutions.

The introduction of Graphene Infinite represents a pivotal innovation, not just for IGL Coatings but for the entire industry. By turning petroleum waste into a high-tech ingredient, Arcane contributes to the global push for a circular economy. **"We're not just talking about greener practices,"** Keong added, **"We're putting waste to work, cutting energy usage, and delivering a product that's kinder to the planet while protecting vehicles like never before."**

Arcane, Hydrocoat and Strip, all of IGL Coating's new products made their international debut at the SEMA Show 2024 and will be featured at Automechanika Dubai in December, bringing with it the promise of a new era—one where automotive coatings offer superior protection while significantly reducing their environmental footprint.

Driving Industry-Wide Change with Arcane



The graphic features two bottles of Arcane Graphene Co. on the left. The larger bottle is labeled 'ARCANE GRAPHENE CO. ULTRA SLICK HYDROPHOBIC ONE-LAYER COATING'. To the right, the 'ARCANE GRAPHENE CO.' logo is displayed. Below the logo are six icons representing product benefits: 9H Hardness, Single Layer Application, Low Carbon Emission Graphene, 4 Years Durability, Water Safe in 2 Hours, and Outdoor Application.

With its sustainable formulation and cutting-edge technology, Arcane signals a shift toward greener solutions that benefit both the industry and consumers. Arcane's single-layer durability reduces the frequency of reapplications, which translates to less product use and a reduced carbon footprint over time—without sacrificing quality or protection.

Similar to how Kenzo pioneered Graphene, *Graphene Infinite* is set to disrupt the traditional methods of ceramic coating production, paving the way for other manufacturers to adopt similar sustainable materials. **"Arcane is more than a product; it's geared towards a greener, more sustainable future for the entire**

automotive coatings industry," shares Fiona Chin, Director of Marketing at IGL Coatings.

Introducing Arcane to the Middle Eastern Market

IGL Coatings will debut Arcane at the highly anticipated Automechanika Dubai 2024, alongside the launch of **Strip**, a powerful surface preparation solution, and **Hydrocoat**, a hydrophobic coating offering instant water repellency.

These three products showcase IGL Coatings' relentless innovation in delivering high-performance, eco-friendly solutions for the detailing world.

The Future of Sustainable Automotive Coatings

The introduction of *Graphene Infinite* opens doors for its integration into other IGL Coatings products, with the potential to revolutionize the entire portfolio. While IGL Coatings remains cautious about revealing future plans, insiders suggest that this is just the beginning of a larger movement toward fully sustainable, high-performance coatings.

"The future of automotive detailing is green, and it's here," Keong said with a smile. **"Like Ecocoat Kenzo, Arcane is just the first step in a new direction for the industry, and we're excited to see where it takes us."**

Ecocoat Kenzo, the pioneer in High Solids Low VOC 10H Ceramic Coatings, was introduced in 2015 and was re-introduced in 2021 for better performance with graphene technology. Ecocoat Kenzo is a finalist at the Automechanika Dubai Awards for Sustainable Product of the Year.



For more information on Ecocoat Kenzo Arcane, Strip, Hydrocoat, and IGL Coatings' sustainable innovations, visit www.iglcoatings.com or join the conversation at Automechanika Dubai.

About IGL Coatings

IGL Coatings is a pioneer in the development of innovative, sustainable ceramic coatings for the automotive, marine, industrial, and commercial industries. With a global footprint in over 50 countries, IGL Coatings is committed to delivering products that protect, perform, and promote environmental responsibility.

For more information, visit www.iglcoatings.com.

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Date: 6 November 2024
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