

The Orwellian future, with images from Woody Allen's "Sleeper" has yet to materialize. The closest we've come to seeing it is through the creations of today's IT industry leaders.

It could be argued that, as we speed through the next decade, we are in fact moving towards the complete opposite. While the technology that we are currently embracing and pioneering at Alsa is advancing at whiplash speeds, the way that we house it is going to determine its final placement within the future design of aesthetics. Why go against the grain of the evolution of design, when you can embrace its environment.

As we prepare for a society that in ten years time will have a radically different infrastructure, we, The Alsa Corporation, want to make sure the way it looks and feels is comforting, by always providing the cutting edge technology of the times. If we succeed, life in 2018 could be a lot more attractive and entertaining in the eyes of corporations and consumers.

Whether it is fabrics or metals, plastics or gels, we will have the coating and decoration technologies available at your disposal. We have seen the future and we know that it's a bright one.

THE SECRET LIFE OF PAINTS

The Alsa Team



TABLE OF CONTENTS

04 MIRRA CHROME	25 SKINTONES
06 MIRRACOLOR	25 STENCILS
07 GHOST CHROME	26 CHROME FX CFXO
08 PRIZMACOAT	27 CHROME FX MOBILE PRO
09 WHEELPAINT	28 RUBBER PAINT
10 MYSTIC	28 FLEX CLEAR
11 XPOSURES	29 4 OZ BOTTLE
11 ECLIPSE	30 STRIPER
12 STYLIN BASECOAT	31 SOFT FEEL
13 HAWAIIAN HUES	32 FLATTENING AGENT
14 BASE PEARLS	32 COSMIC CARVINGS
15 CLEAR 4 CHROME	33 ESSENTIALS
16 COLOR FORCE 3	34 CLEARS
17 BLACK OUT	35 HARDENERS
18 CRYSTAL PEARLS	36 PYROPROOF
18 FLAKES	37 KILLER CANS
19 RETRO GLOW	41 ALSA MAX
19 SUPER GLOW	42 MERCHANDISING
20 SPECTRA FX	44 UNIQUE COMBINATIONS
20 FLOP CRYSTALS	46 SALES ACCESSORIES
21 CRYSTAL FX	47 SHEETING
22 COBWEB	48 LEATHERS / FABRICS
23 CRAZER	49 DICHROIC FABRICS
24 CANDY CONCENTRATES	50 ALSA REFINISH
24 URETHANE CANDIES	51 INTERMIX SYSTEM
24 KICKER	

**ALL PRODUCTS AVAILABLE
NOW IN 4 OZ. BOTTLES**

(see page 29)



STAND BACK, REAL CHROME!

MirraChrome™ is simply the best chrome paint available anywhere on the planet!
OFTEN IMITATED BUT NEVER DUPLICATED !

It represents the latest technological advance in reflective paints and offers a reflectivity of 95% as compared to real chrome plating. MirraChrome™ is the most reflective paint available on the market today that can be applied without the purchase of expensive specialized equipment.



**OEM
Approved**

This versatile product can be applied with any high quality paint gun and dries instantly into a brilliant, mirror-like finish. It is so reflective that it is regularly used to touch up real chrome plated finishes.

**Alsa fulfills rapper 50 Cent's dream
of a chrome Lamborghini Murcielago**

MirraChrome™ done by
Peugeot OE in France



MC-101



PATENTS PENDING

4

TEL 323-581-5200 FAX 323-589-4400 E-MAIL: INFO@ALSACORP.COM WEB: WWW.ALSACORP.COM



Team TAG HEUER racing comes equipped with a **MirraChrome™** finish



Customer paint jobs using **MirraChrome™**



Disneyland's Autopia uses **True Gold Candy** and **MirraChrome™**

MirraChrome™ with True Gold Candy Concentrates™



MirraChrome™ is also available pre-tinted with our most popular candy colors. Try **MirraColor™** for quicker application of colored chrome paint jobs. (See **Page 6** for more information)



A comic book fan's Honda CRX is chromed out "Silver Surfer" style with our **MirraChrome™** Paint on a recent Pimp My Ride episode



SPRAYABLE COLORED CHROME

MirraColor™ is what happened when two of Alsa's hottest products (MirraChrome™ and Candies) got together on a hot Summer night! The offspring of these two crazy kids is the first real **SPRAYABLE COLORED CHROME!**

Try MirraColor™ on your next custom project and watch the heads turn. With 95% of the reflectivity of real chrome plating, MirraColor™ is an exotic hybrid of our popular MirraChrome™ paint, offering unequalled reflectivity and flawless surface orientation. It requires no special equipment or training to apply and dries instantly into a mirror-like finish.

MirraColor™ eliminates that painstaking process of tinting our MirraChrome using Candies. It insures you'll get the exact same color each and every time for your custom project. Simply cover with Alsa clearcoat and you're ready to roll. Alsa's mad chemistry department stayed up late in the lab to create six knock your socks off colors which will rock your world!

**MIRRA COLOR
IS AVAILABLE IN
6 SENSATIONAL
METALLIC COLORS**



COLORS:

Turquoise (MCT)
Red (MCR)
Blue (MCBL)
Green (MCGR)
Gold (MCG)
Black (MCB)





WE DON'T COMPROMISE WHEN DEVELOPING PRODUCTS, SO YOU NEVER HAVE TO

When it comes to duplicating the look of real metal, **Ghost Chrome™** knows no equal. This highly reflective paint is manufactured with the smallest particle size makeup allowing for perfect pigment orientation. Applied with any standard paint gun, no special training or application experience is required. Produce authentic brushed aluminum or the look of real metal on any surface in minutes. For more exotic finishes, try combining Ghost Chrome™ with any of our Candy Concentrates™ or topcoat with a Candy tinted clear.

Achieve spun metal looks on any surface (even plastics) with ease as shown in this painting

AVAILABLE IN:



As seen on many O.E. automotive wheels including Ford, BMW and Mercedes

Ghost Chrome™ works great in an airbrush as shown on this motorcycle



GHC1K



AVAILABLE IN 6 NEW COLORS

PATENTS PENDING

ALSA
BY TASCOLORS
WWW.ALSACORP.COM
079 / 221 39 46

SPY DESIGN
DECO PUBLICITE AUTOCLIMATE
079 / 221 39 46

Prizmacoat™

LEAVES TRADITIONAL CHAMELEON-LIKE PAINTS IN THE DUST

Prizmacoat™ contains a unique effect pigment additive which is invisible in low light or shade, but **EXPLODES** into a myriad of colors and hues when viewed in sunlight or under direct incandescent light. It is an effect coat which can be applied over any colored basecoat to provide a sensational prismatic "punch"! Prizmacoat™ may also be applied directly over chrome and bright finishes as shown here.

Examples show Prizmacoat over gray base (Bentley) and over copper ChromeFX (Honda Bike)



PC-777



Wheel Paint

**COLOR YOUR WHEELS
IN A SINGLE STEP**

Make your wheels stand out with this single stage coating designed to adhere directly to your existing wheel finish.

**YOU WILL NOT BELIEVE
THE ADHESION!**

- Available in Black and White versions
- Single step application (No topcoat necessary)
- Bonds **DIRECTLY** with your existing chrome or polished metal finishes
- No need for "scuffing" the wheel
- **INCREDIBLY DURABLE**



AVAILABLE IN:



Mystic™

THE MOST AFFORDABLE CHAMELEON-LIKE PAINT ANYWHERE!

Mystic™ is a color shifting paint that has an extremely metallic type of look and flops like no other paint on the planet. Mystic™ has high pigment concentration allowing it to be reduced anywhere from (1:1) to (1:3) and still achieve a dramatic color-change effect.

Mystic™ is VERY AFFORDABLE at 1/10th the price of other companies' color shifting products.

When applied over white, Mystic™ gives the most AUTHENTIC PEARL effect ever



10

TEL: 323-581-5200 FAX: 323-589-4400 ~~E-MAIL~~ INFO@ALSACORP.COM WEB: WWW.ALSACORP.COM



Burning Ice
(MYC-300)



Tropical Passion
(MYC-200)



Violet Dreams
(MYC-100)



Mystic Autumn
(MYC-400)



PATENTS PENDING



Xposures™

THE WORLD'S FIRST HEAT REACTIVE MULTI COLOR SHIFTING PAINT!

Xposures™ is the first heat reactive color shifting paint of its kind that can be sprayed. Remember the mood ring from the 70's?

Well it is like that but a million times better. Xposures™ can be sprayed, roller applied, brushed or even silk-screened. It reacts to heat, sun or a mere touch and achieves the most dramatic looks over dark bases especially black.

This is a 3 event color change. The true uniqueness is the fact that there are actually 8 colors that literally change before your eyes making Xposures™ the most spectacular coating ever made.



(XP)



Xposures™ can be applied to virtually any substrate including plastic, leather, fabrics, metals, wood & glass

ECLIPSE™

BLACK TO WHITE OR BLUE TO WHITE

Eclipse™ is a single event heat reactive color shifting paint that changes from BLACK to WHITE or from BLUE to WHITE. For unlimited possibilities put one of our Candy Concentrates™ over Eclipse™. Eclipse™ is especially stunning when combined with any of our other specialty products.



COLORS:
Blue to White (ECLP-BLWH)
Black to White (ECLP-BKWH)



Eclipse™ gas tank in mid change

Example of Lemon Yellow Candy Concentrate over Black to White Eclipse™ resulting in a Black to Yellow color Change.

Stylin Basecoat™

PREMIUM METALLIC BASECOATS PROVEN AS THE MOST POPULAR COLORS ON THE MARKET

Coverage is the key! Alsa's **Stylin Basecoats™** offer superior coverage eliminating the need for additional coats.

Achieve full coverage in as little as one or two basecoats saving time and money.

The secret is in Alsa's special formulation which delivers optimal wetting and flow over metal, plastic and a wide variety of substrates.

Are you still searching for that one special shade?

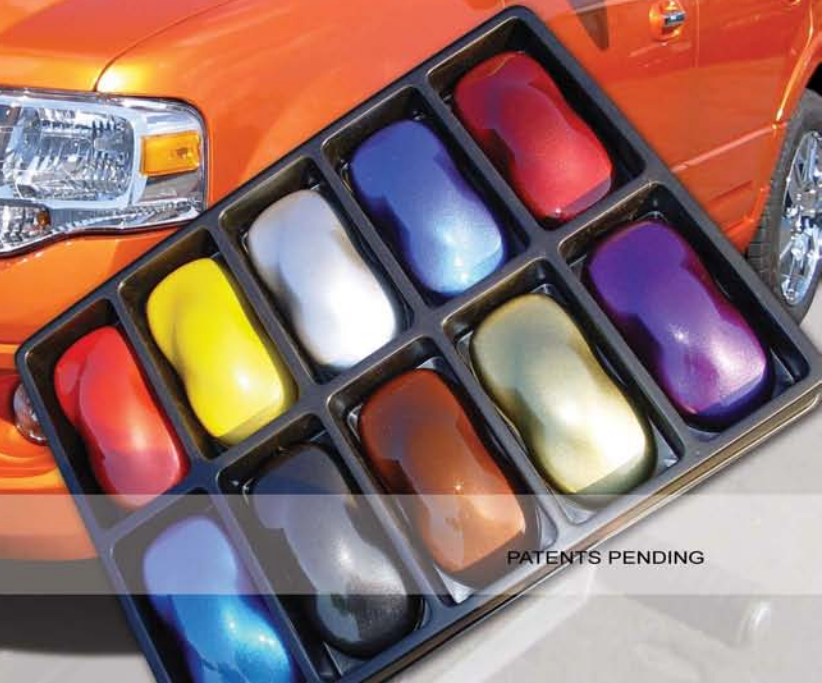
Try going over a Stylin Basecoat™ with any of our Candy Concentrates™. With limitless color combinations you're certain to find that truly "custom" color.



COLORS:

Nuclear Yellow (ASB-01)
Nevada Silver (ASB-02)
Titanium Gray (ASB-03)
Aqua Blue (ASB-04)
Deep Blue (ASB-05)
Phoenix Red (ASB-06)
California Gold (ASB-07)

Shamrock Green (ASB-09)
Midnight Purple (ASB-10)
Radical Red (ASB-11)
Moroccan Gold (ASB-12)
Jet Black (ASB-13)
Pure White (ASB-14)



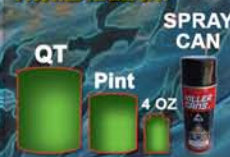


STRIKING COLORS WITH INCREDIBLE COVERAGE

The magic of the Hawaiian Islands is transformed into captivating vibrant colors by Hawaii's own world renowned custom painter, Dennis Mathewson. The **Hawaiian Hues™** Signature Series harnesses the essence of this steaming tropical paradise and its natural beauty in a hot new line of base and graphic colors unlike anything you've ever seen. This exotic tropical palette bring a whole new aspect to the Alsa line and offers limitless possibilities for new and exciting looks.

Hawaiian Hues™ was developed over a two year period to meet the needs of professional airbrush artists and some of the world's best custom painters. Now the best is yours in this new and innovative collection of primary and secondary base colors formulated with rich, intense pigments to ensure solid coverage. The islands call out with the vibrancy of colors reminiscent of a fiery lava flow, lush green ferns and medicinal plants in a tropical rain forest. Pop open the can and you'll feel like you just sliced into a pungent ripe pineapple or papaya. Experience blues that were inspired by a perfect North Shore wave with the depths of a star filled tropical night sky. Hawaiian Hues™ colors are so vivid and fresh that they'll jump start your color memory with a single glance.

AVAILABLE IN:



Base Pearls

PEARL BASECOATS WITH UNBELIEVABLE LUSTER,
BY FAR THE EASIEST TO APPLY!

Base Pearls™ come in a wide range of colors. They can be simply topcoated or used as a basecoat for Candies, SpectraFX™ or any of our other effect coatings. Base Pearls™ can be topcoated with any of our high quality clearcoats.

Some of the most beautiful jobs in the world
have used BASE PEARLS



SIMPLY GORGEOUS...

COLORS:



COLOR YOUR CHROME!

clear4TM chrome

FINALLY IT'S HERE! A CLEARCOAT
THAT ACTUALLY STICKS TO REAL
CHROME & POLISHED METAL

Clear4ChromeTM is a two component
urethane specially designed for
application over "REAL CHROME" or
any polished metal surface.

Now you can seal and protect with
durable adhesion to a wide variety of
metal finishes.

Clear4ChromeTM is scratch, chip and
chemical resistant and will not peel
off in sheets like standard urethanes.

Combine Clear4ChromeTM with our
Candy ConcentratesTM to achieve a
brilliant colored chrome finish.

Clear4ChromeTM works great over
polished aluminum. Polish your
wheel to a full luster, then simply
clear it with Clear4ChromeTM and
eliminate the need for chrome
plating all together!

AVAILABLE IN:

GAL



QT



APC-712

TEL 323-581-5200 FAX 323-589-4400 E-MAIL INFO@ALSACORP.COM WEB WWW.ALSACORP.COM

PATENTS PENDING

15

We Don't Compromise When Developing Products, So You Never Have To.

When it comes to duplicating the look of real metal, Ghost Chrome™ knows no equal. This highly reflective paint is manufactured with the smallest particle size makeup allowing for perfect pigment orientation. Applied with any standard paint gun, no special training or application experience is required. Produce authentic brushed aluminum or the look of real metal on any surface in minutes. For more exotic finishes, try combining Ghost Chrome™ with any of our Candy Concentrates™ or topcoat with a Candy tinted clear.

ColorForce3™ is easy to apply starting with a black basecoat for a highly dramatic color changing finish or a white basecoat for a more subtle pearl, even gray basecoats would give you a true rainbow. High volume purchaser such as paint companies, powder coaters and wholesalers will be able to buy ColorForce3™ in powder form.

"Never before has Alsa presented a three color changing Chameleon like paint. You will be amazed at the beauty, uniqueness and PRICE of this remarkable paint. Finally you can have the most exotic paint in existence for the same price as a standard paint."



ColorForce3™ is also available in our famous Killer Cans. (aerosol spray can)

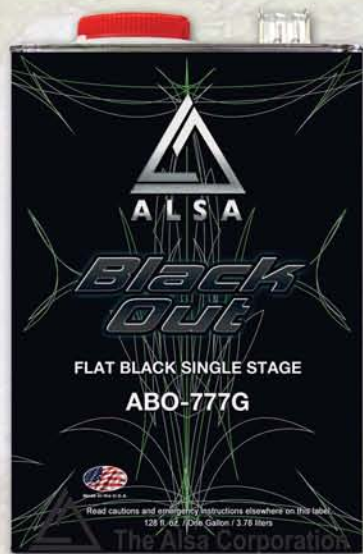


NEW *Black Out*™

ONE STEP, DEAD FLAT

A Single Stage Flat **Black Out**™ paint reminiscent of the HotRod era. This Single Stage paint is unlike ANY flat paint out there due to its ease of application and color consistency.

MATTE IS WHERE IT'S AT



TEL: 323-581-5200 FAX: 323-589-4400 E-MAIL: INFO@ALSACORP.COM WEB: WWW.ALSACORP.COM

PATENTS PENDING

17

Flakes™

WHAT WAS OLD, IS NOW REVIVED

Alsa's **Flakes™** are the best on the market. Our flakes are ultra-thin, easy to smooth out and sparkle like no other product on the market today. Available in large and small sizes and a variety of colors and flake shapes.

AVAILABLE IN:
6 oz.



crystalPearls™

FLAKE LIKE EFFECT WITH THE EASE OF A PEARL

Crystal Pearls™ produce a traditional pearlescent look. However, an added flair of pigmented mirrors produces an extraordinary "pop", unlike any other pearls on the market. Crystal Pearls™ contain a wide range of pearl sizes as well as sparkle. For an unbelievable decoration effect try going over Crystal Pearls™ with any of Alsa's Candy Concentrates™.

COLORS:

Red (CRY-R)
Blue (CRY-B)
Gold (CRY-GL)
Silver (CRY-S)
Violet (CRY-V)
Green (CRY-G)



AVAILABLE IN:
2 oz.





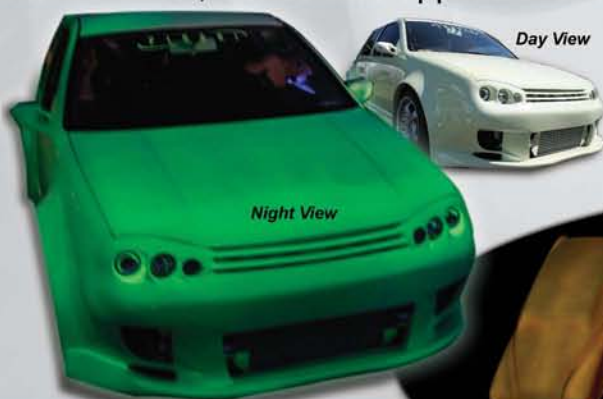
Day View

IT'S ANOTHER WORLD WHEN THE LIGHTS GO OUT!

RetroGlow™ is a glow in the dark powder additive that can be mixed into any clear base, intercoat or final topcoat. Unlike other glow in the dark additives RetroGlow™ will glow for hours and live for years to come. For the most intense effect, it should be applied over a white basecoat.

AVAILABLE IN:
4 oz.

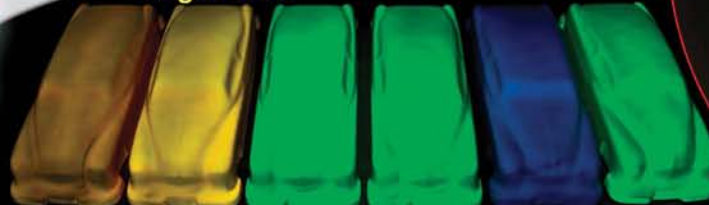
Colors:
White (RG-01)
Neon Green (RG-02)
Blue (RG-03)
Hot Pink (RG-04)
Orange (RG-05)
Yellow (RG-06)



Day View

Night View

Night View



Day View

Night View

Check out this glowing artwork shown both in the light and in the dark



NOTHING GLOWS BRIGHTER OR LASTS AS LONG

Unlike Retro Glow™, **Super Glow™** has no color during the day, but glows a bright Blue or White color in the dark.

SuperGlow™ needs just a fraction of the amount of charge time to produce a bright glow for hours.

COLORS:
White (SG-01)
Blue (SG-02)

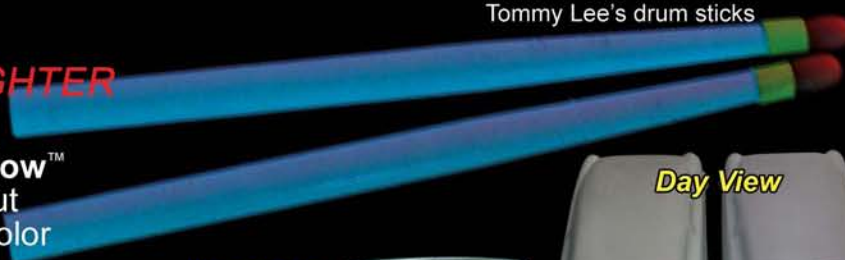
AVAILABLE IN:
4 oz.



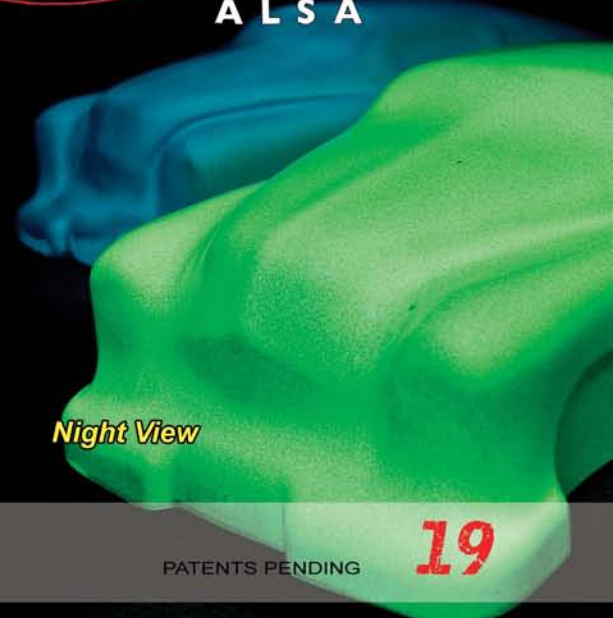
Day View

white

blue



Tommy Lee's drum sticks



Night View

SpectraFX™



THE MOST DRAMATIC COLOR CHANGING FLAKES ON EARTH

SpectraFX™ takes color-changing paints to a whole new level of price and quality. This color shift is the result of special, patented crystal flakes instead of color pigments used in traditional color-changing paints. By selling the flakes instead of pre-mixed paints Alsac is able to pass along significant savings to our customers. Your favorite clear paint or coating can be enhanced by SpectraFX™. Flakes cost a fraction of the price of other color-changing paints which can run thousands of dollars per gallon. Another benefit to buying these amazing flakes and not a pre-mixed paint is that the creative control is put back in your hands. Add them to the clear paint or coating of your choosing to create your own shimmering color effects.



SpectraFX™ is not limited to automotive use. It can be mixed into any clear carrier giving you unlimited applications by simply adding it to your existing system. SpectraFX™ is one of the most versatile pigments available anywhere and can be used in unlimited applications.

COLORS:

Copper / Patina (CP)
Blue / Emerald (BE)
Copper / Patina large (CPL)
Blue / Emerald large (BEL)

APPLICATIONS:

- Sprayed onto fabrics or leather
- Added to plastic resin for injection molding
- Added to silkscreen ink for screen printing
- Can be gravure applied
- Can be powder coated



AVAILABLE IN:

16 grams
32 grams
¼ pound
½ pound
1 pound



Flop Crystals™

Mars
(AFC-02)

Jupiter
(AFC-01)

AVAILABLE IN:
2 oz



CHAMELEON LIKE GLASS PEARLS

Flop Crystals™ just like our Crystal Pearls™ produce the traditional pearlescent look along with an intense chameleon-like color change. Flop Crystals™ contain a wide range of pearl sizes as well as metalized chips ranging in partial size from 1 micron to 300 microns giving you amazing depth as well as sparkle.

20

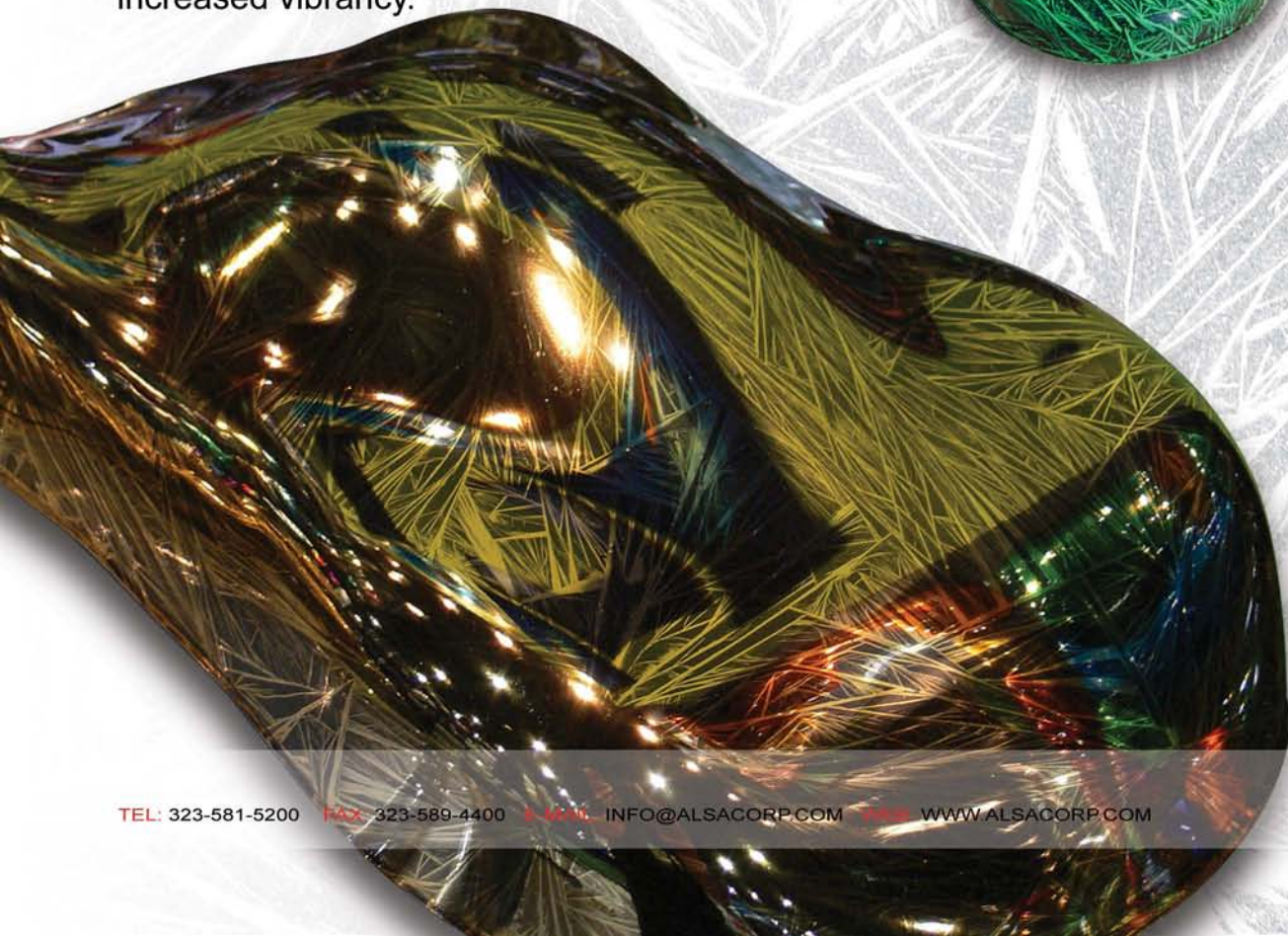
TEL: 323-581-5200 FAX: 323-589-4400 E-MAIL: INFO@ALSACORP.COM WEB: WWW.ALSACORP.COM

PATENTS PENDING



NO PREP, FAST ACTING CRYSTALLIZING MASK

CrystalFX™ is a self-activating crystallizing mask that works over basecoats or intercoats with no need to clear, sand or wash. It achieves full crystallization in just minutes. With CrystalFX™ you also have the ability to determine the appearance of your final pattern. You can create intricate swirls, web patterns or even straight patterns. Combine it with RetroGlow™ for a unique effect or with any of our Candy Concentrates™ for increased vibrancy.



(CRS)

AVAILABLE IN:

QT



PATENTS PENDING

21

CobWeb

WEBBING STRAIGHT FROM YOUR PAINT GUN

Straight from your paint gun, **Cobweb™** is ready to spray. It comes in 6 distinct colors and even a Neutral base version which can be tinted with any of our numerous effects.

NEW



COLORS:

Yellow (CWY)
Red (CWR)
Black (CWBK)
White (CWW)
Blue (CWB)
Neutral (CWN)
Green (CWG)

AVAILABLE IN:



Speedshape shown with
Hawaiian Hues™ base and
multiple colors of **Cobweb™**



Shown topcoated
with **Soft Feel™**



Crazer™

THE POSSIBILITIES ARE ENDLESS

Crazer™ bases create incredible visual depths, from marble looks to snakeskin and even brush stroke patterns by texturing the surface after spraying the Crazer™. Various other effects can be achieved by using different items for texturing from cling wrap to brushes and even a sponge.

Try going over the first coat with another Crazer™ color for an even greater effect. And with the additional option of topcoating with ALSA Candy Concentrates™ the possibilities are endless.



SOLID CRAZERS



Chameleon like Crazers



Classic Crazers



Neutral Crazer provides the ability to mix your choice of candies for unlimited effects

Candy Concentrate™

THE MOST VIBRANT CANDY CONCENTRATES™ ON THE MARKET

Unlike most candy concentrates, ours contain much higher levels of actual pigment rather than solvent. Giving you nearly twice the coverage and a much more even distribution of color. We have many **Candy Concentrates™** with which any candy color can be achieved, giving you unlimited color options. You'll be amazed what a few drops will do.

- Blends equally well into lacquer, urethane, enamel or water based paints and clears
- Can be added to any topcoat, color blender binder or intercoat clear
- Convenient squirt top bottles helps to minimize waste
- Multi color tape outs with next to no build
- Great for touch ups as well as whole jobs
- True Black and True Gold candy available
- Long term shelf life



AVAILABLE IN:



NEW CANDY COLORS

COLORS:

Apple Red (AR)	Forest Green (FG)	Fuchsia (FU)
Orange (OR)	Turquoise (T)	Blood Red (BD)
Lemon Yellow (LY)	Cobalt Blue (DB)	Lime Green (LG)
True Gold (TG)	Purple (P)	Mandarin Orange (MO)
Grass Green (GG)	Brown (BR)	Black (BK)

URETHANE CANDY™

2K PREMIXED COLOR

Our 2K acrylic **Urethane Candies™** were designed to provide amazing depth and rich color. They are crack, fade and chip resistant designed for multiple layer applications. Available in 6 extremely unique colors (like our stand alone Black or our True Copper). Try tinting these unique Candies with our candy Kicker™ for a truly custom color.



KICKER™

AVAILABLE IN:



SAME COLORS AT 1/4 THE PRICES

Kicker™ is used to enrich any of our acrylic Urethane Candies™. Our candy Kickers™ reduce the amounts of coats needed. Available in 15 colors.





AUTHENTIC SHADES CREATED TO MATCH SKIN TONES PERFECTLY

In the custom paint world you are bound to be asked to paint a portrait or image of a person which requires you to mix and shade with skin tones. As if painting the human form was not hard enough now you have to dive deep into books and magazines to do an unofficial study of the human skin. Now that has all come to a steel wheel screeching halt with our introduction of **Skin Tones™** to the Alsa Signature Series. These tones have been delivered to us by Fonzy, a world renowned artist famous for painting the human form in such realistic likeness that his creations literally take on a life of their own. Each of our six new colors were specially designed to make it easier for you to paint the human form. They will help you understand how professional artists use minimal shading techniques to create uncanny lifelike masterpieces worthy of display in an art museum. As always, Alsa is with you every step of the way. Each kit contains a comprehensive startup guide to bring you through the basics and get you on your way to achieving skin tone "perfection".

COLORS:

Coco Bean

ASF-03

White Peach

ASF-01

Cinnamon Stick

ASF-02

Red Rock

ASF-05

Dark Sienna

ASF-04



AVAILABLE IN:
PINT
4 oz.



CUSTOM PAINT EFFECTS HAVE NEVER BEEN EASIER

Top drawer stencils: a full drawer of **Stencils™** to aid you in creating a one of a kind piece of art. Our deluxe stencil incorporates all the shapes you need to build a different picture every time. These stencils provide you with a powerful tool to meet the needs of the fast paced world of automotive art. They'll save you time and money and pay for themselves after only a few uses. All of our stencil kits come with a step-by-step instruction guide which will assist you every step of the way.



TEL: 323-581-5200 FAX: 323-589-4400 E-MAIL: INFO@ALSACORP.COM WEB: WWW.ALSACORP.COM

INSTRUCTIONS
INCLUDED ON BACK SIDE

PATENTS PENDING

25

ChromeFX Machine CFX0

Alsa is the sole U.S. patent holder for the ChromeFX™ process. Though MANY companies have tried to imitate our success, we continue to be the leader in chrome decoration with numerous technology enhancements which ensure that our system is the best available anywhere.

Alsa's ChromeFX™ application equipment is state-of-the-art. We've upgraded our popular system to include a fully orange powder coated housing making wipe down and clean up a snap. Redesigned hose and air routings prevent entanglement while you spray the double door design allows for quick and simple tank refilling. On this system we have also included oil and water separators on each gun to ensure that the quality of air is always premium. Larger rubber wheels allow you to move your machine effortlessly, even on a grated or uneven floor.



"You can be sure when you invest in Alsa's ChromeFX™ technology that you're receiving the best equipment, chemicals and training that money can buy".



Chrome Gun



Activator Gun



Water Gun



Air Gun

7 controls for better accuracy and product savings



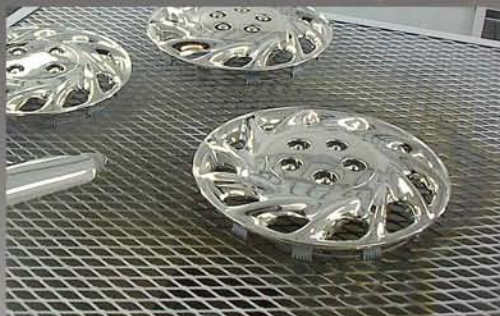
Beautiful carrying cases included



The revolutionary ChromeFX™ Coating System produces a mirror-like, chrome finish on almost any product surface, that looks and feels just like real metal plating.

ChromeFX Mobile Pro is:

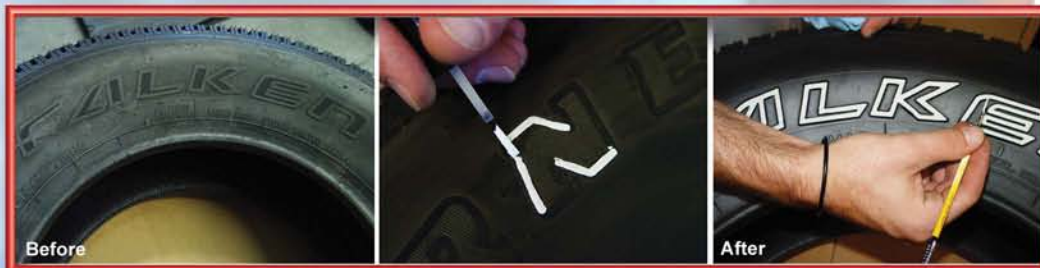
- The most portable and economical spray chrome system in the world
- It comes complete with the famous ChromeFX Gun
- Each Gun comes attached directly to the pot making it extremely mobile and able to do on the spot smaller jobs
- Great For Job shops, prototypes and hundreds of other applications
- It comes with a 100 Sq. Ft. ChromeFX package included in the incredible price
- Including 3 candy colors



RUBBER PAINT™

NOTHING STICKS BETTER TO RUBBER!

Rubber Paint™ goes where other paints dare not tread! It sticks directly to most rubbers and pliable urethane substrates with unequaled "stretch". No more cracking and peeling like with traditional paint. Our special formulation retains its flexibility much longer than other products which use flex additives that leach out of the paint finish over time. Rubber Paint™ is an ideal product for restoring or retouching the color of your rubber.



COLORS:

White (RCW-8420)
Black (RCB-8420)

FLEX CLEAR™

VIRTUALLY LIQUID RUBBER

FlexClear™ has the most "stretch" of any high gloss topcoat on the market today. It provides superior adhesion while maintaining flexibility without cracking.



(RC-8420)



JOBBER'S DELIGHT

ALL OUR PAINTS IN ONE PACKAGE - TRY ALL ALSA PAINTS IN ONE SHOT

This 100% Solvent based, un-reduced automotive grade paint is compatible with all automotive grade clears and primers. We now offer same tested and proven products in 4 ounce bottles!

- 100% Solvent Based Paint Compatible with all automotive clears and primers
- Reduces 1:1 giving double the paint
- 4 ounce size ideal for product trial
- Compact display unit allows for quick view of all the colors
- Crystal clear durable plastic bottle allows for easy viewing of each color- the true color
- Three reducers available also in 4 ounce (Fast, Medium and Slow)

AVAILABLE IN:

4 OZ



Striper™

PAINT THAT PULLS FOR MILES!

Our latest addition to Alsa's powerhouse lineup is **Striper™**, a urethane based striping and lettering paint specially formulated to provide superior coverage with optimal flow and "pull". Available in 22 vibrant colors, Striper™ offers the highest level of pigmentation available guaranteeing you a paper thin edge every time. Over three years in development, this paint has been field tested and sanctified by some of the most renowned striping pros in the business.

Whether you're looking for a solid, chameleon-like or metallic color, Striper™ has what you're looking for to accent your latest masterpiece.

- Urethane Pinstripe Paint
- Can be topcoated in 15 minutes
- Available in solid, metallic and chameleon-like colors
- One coat coverage with all colors
- Endorsed by the best Pinstripers in the world

AVAILABLE IN:
4 oz.

COLORS:

Black (ST-01)	Blush Red (ST-12)
Bright White (ST-02)	Fuchsia (ST-13)
Laser Blue (ST-03)	Leaf Green (ST-14)
Code Red (ST-04)	Sea Green (ST-15)
Stock Yellow (ST-05)	Slime Green (ST-16)
General Orange (ST-06)	Charcoal Gray (ST-17)
Orange Splash (ST-07)	Silver (ST-18)
Blue Velvet (ST-08)	Gold (ST-19)
Lavender (ST-09)	Royal Purple (ST-20)
Powder Blue (ST-10)	Odyssey Blue (ST-21)
Purple Heart (ST-11)	Golden Yellow (ST-22)

Striper ENAMEL™

TRUE OLD SCHOOL FLOW

Alsa now introduces a PURE **Striper Enamel™**. This version provides superior draw, gloss, stability and color retention.

AVAILABLE IN:
4 oz.



Bob Spina

Tom Kelly

30

TEL: 323-581-5200 FAX: 323-589-4400 E-MAIL: INFO@ALSACORP.COM WEB: WWW.ALSACORP.COM

PATENTS PENDING

Soft Feel™

IT'S A CLEARCOAT!...GIVE ANY COLOR A RICH LOOK WITH A FEEL OF VELVET

Alsa's **Soft Feel™** is the softest two component urethane paint on the planet! Ultrasoft to the touch, it feels like expensive velvet or soft leather but offers the tough as nails performance of an automotive grade two component urethane finish. It can be applied as a clear translucent topcoat over a wide variety of substrates and basecoats to produce a lustrous full matte finish. Or, mix with our Candies to create a tinted full coverage monocoat (black and red are popular favorites!).

This product carries full test approvals from some of the largest general industrial clients on earth. It is used on automotive interiors, expensive furniture, computer mice, keyboards, hairdryers and even aviation dashboards. Soft Feel™ instantly transforms hard surfaces into sensational new textures that feel like velvet, silk or even rubber! Use it on door handles & side panels, drawer knobs & pulls, furniture armrests, tool & appliance handles and virtually any surface that paint will stick to.

You have to see, feel and try to scratch this product to fully understand its awesome application potential.



AVAILABLE IN:

GAL

SPRAY
CAN

QT

Motorcycle tank shows
a combination of Alsa's
Soft Feel™, **Speed Clear™**
and **Striper™** paint

**OEM
Approved**

ST2010
ST2011
ST2012



Complete SOFT FEEL™ paintjob

Flattening Agent™

FLATTEN ANY CLEAR WITH EASE

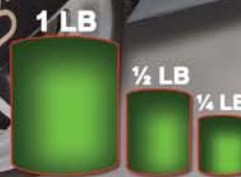
Alsa's **Flattening Agent™** is provided in powder form designed to reduce the gloss of any clear or topcoat without affecting adhesion or hardness. This product actually increases flexibility of the clearcoat while making it more durable.



MirraChrome™ speedshape topcoated with varying amounts of Flattening Agent™



AVAILABLE IN:



COSMIC CARVINGS™

ADD REAL 3-D DECORATION TO YOUR CUSTOM PAINTJOBS

LARGE DRAGON (CC-01)

Large Dragon's head - great for motorcycle tank tops, hoods, tailgates, etc. - Size: 6"x14"x1"

SMALL DRAGON (CC-02)

Small Dragon's head - great for fenders. - Size: 3 1/2"x8"x1 1/4"

LARGE SKULL (CC-03)

Large Skull face - great for motorcycle tank tops, hoods, tailgates, etc. - Size: 4"x8"x1 1/4"

LARGE TIKI (CC-04)

Large tiki - great for motorcycle tank tops, hoods, tailgates etc. Size: 3 1/2"x7"x1 1/4"

DRIPPY SKULL (CC-05)

Animated look skull which freehand drips can be added around it for a full drippy appearance. - Size: 3 1/2"x5 1/2"x1 1/2"

SMALL SKULL (CC-06)

Small skull head with no jaw - Great for fenders and smaller surfaces. Size: 5 1/2"x3"x1 1/4"

SMALL TIKI (CC-07)

Small tiki for smaller areas. Size: 3"x1 1/2"x3/4"



CC-03

CC-05

CC-04



pla-Stick™

MAKE YOUR WORK STICK TO ANYTHING

Pla-Stick™ is clear in color, ready to spray and dries in seconds. It is the world's most versatile plastic adhesion promoter. Pla-stick™ bonds perfectly with most types/alloys of plastic including polycarbonate, ABS, PC/ABS, polypropylene, elastomer blends, TPO and more. Works equally well on metal.



(PS)



**ANY PLASTIC
ANY METAL**

PRIMER SURFACER

HIGH BUILD URETHANE PRIMER

Primer Surfer (APS-2712) is a 2.1 VOC 2K urethane primer surfacer. Primer Surfer fills quickly, features excellent color holdout and is easy to sand.

(APS-2712)
(APSA-2712)



EPOXY PRIMER

A 2.1 VOC DIRECT TO METAL PRIMER

Epoxy Primer (AEP-3027) is formulated for excellent corrosion and water resistance with tenacious adhesion over a variety of substrates.



(AEP-3027)
(AEPA-3027)



CUSTOM CLEAR™

HIGH SOLIDS 2.1 VOC CLEAR

A **high solids** clearcoat (55% solids) designed to bury flake and graphics with ease. **Custom Clear™** brings excellent dry times and amazing flow, has water white clarity and is loaded with the highest amount of UV protection available.



ESSENTIALS

Speed clear™

FINISH IT WITH SPEED CLEAR

Alsa's **Speed Clear™** is a fast drying polyurethane clearcoat with a 2.1 VOC that air dries in 90 minutes allowing for same day sanding and buffing.

Speed Clear™ is the perfect choice for today's custom / production painter.



Alsa clear™

Alsa Clear™ is a high quality polyurethane clearcoat that meets or exceeds all OEM automotive standards while maintaining flexibility as well as durability.



SunScreen clear™

Sun Screen™ clear was designed for use when a higher level of UV protection is required above and beyond our Speed Clear™. Sun Screen Clear™ exhibits the same properties as Speed Clear™ including fast flash times and excellent buffability with higher percentages of more complex UV inhibitors built in. This product is a must when using our Eclipse™.



Color Blender™

A CLEAR BASECOAT MADE FOR TINTING

Color Blender™ is a clear basecoat (inter-coat clear) that can be used to mix any of our specialty additives or Candy Concentrates™.



FLAT CLEAR™

With **Flat Clear™** you can attain today's hottest trend and the old school "flat" look without sacrificing paint protection.



Soft Feel™

IT'S A CLEARCOAT!....GIVE ANY COLOR A RICH LOOK WITH INCREDIBLE FEEL

Alsa's **Soft Feel™** is a unique coating that can create rich, soft feelings on almost any surface. See page 32 for complete product description.



CLEARs

HARDENERS

SLOW HARDENER

Our Slow Hardener is a universal hardener that can be used in any of our urethane base or clearcoats. Slow Hardener was designed for high temperature environments.

H-220

MEDIUM HARDENER

Our Medium Hardener is a universal hardener that can be used in any of our urethane base or clearcoats. Medium Hardener was designed for medium temperature environments.

H-221

REDUCERS

SLOW URETHANE REDUCER

Recommended for use with any of our basecoats, clears, candies, pearls or primers coats. Slow Reducer has staged release for proper flow out, leveling and gloss retention.

AMR-2713

MEDIUM URETHANE REDUCER

Recommended for use with any of our basecoats, clears, candies, pearls or primers coats. Medium Reducer has staged release for proper flow out, leveling and gloss retention.

AMR-2712

FAST HARDENER

Our Fast Hardener is a universal hardener that can be used in any of our urethane base or clearcoats. Fast Hardener was designed for cold temperature environments or where production time is crucial.

H-222



FAST URETHANE REDUCER

Recommended for use with any of our basecoats, clears, candies, pearls or primers coats. Fast Reducer has staged release for proper flow out, leveling and gloss retention.

AMR-2711

STRIPER REDUCER

Striper Reducer was designed to extend the pull and slow the dry time of striper paint. Good for use in hot as well as cold climates.

STR-001

PyroProof™

**THE MOST DECORATED FIRE FIGHTING PAINT
SAVE LIFE, SAVE PROPERTY**

PyroProof™ is a water-based fire fighting and containment coating that can withstand extreme temperatures (in excess of 2000F degrees) for an extended time. PyroProof™ is non-toxic, environmentally friendly and applies as easily as paint. Because of it's ease of application and minimal inconvenience to occupants, PyroProof™ is a very cost effective method to provide fire protection.

- » PyroProof™ is the only fire coating to be classified by all of these major fire agencies (UL, ICBO, FAA and Factory Mutual).
- » This technology has been approved by city, state and federal agencies for projects requiring fire resistant coatings.
- » Product has great adhesion and will stick to anything.
- » Customers using our fire coating technology include: Boeing, General Dynamics, Seattle Monorail, Oakridge Nuclear lab, Pentagon, NY Housing Authority, Halliburton, Lear Jet and Rapid Transit.

It's been said that "a man's garage is his castle" and the value of what's inside is always very dear. Nationwide, the number of garage fires is higher than ever and growing. Many insurance companies offer lower premiums to policy holders that apply PyroProof™ to homes or businesses. And with a PyroProof™ code approved fire barrier, you'll reduce or eliminate expensive collateral damage in the event of a fire.

PyroProof™ looks like regular white latex paint but provides a powerful passive fire barrier capable of stopping a fast moving fire dead in its tracks.

Demonstration using blow torch and cardboard (half coated with PyroProof™)



**BOSTON FD
APPROVED**



(PP207)

Application

- » Non Toxic
- » Easily applied over most existing paint
- » Can be painted or wallpapered over
- » No special equipment needed
- » Easy clean-up, cleans with water
- » Can easily be tinted or colored over

Performance

- » Exceeds many of today's most stringent government tests
- » Shown to withstand temperatures of up to 2000F degrees
- » Can be used on metal, wood, plastic, plaster, concrete, foam, fiberglass, carbon fiber, even cardboard and much more

KILLER CANS™

PATENT PENDING

AVAILABLE NOW IN THE MOST POWERFUL SPRAY CANS EVER INVENTED!
SENSATIONAL CUSTOM PAINTS

Killer Cans™ represent the marriage of Alsa's truly unique looks and the WORLD'S FIRST 2 COMPONENT (2K) CANS featuring more atomization and power than has ever been available in an aerosol. Also available in a single component (1K) version depending on your use requirement.



1K

A single component can designed specifically to spray our high quality finishes which do not require a hardener. These cans deliver a PRECISE FAN PATTERN just like an HVLP spray gun.

Great for Touch-ups and spot repairs!



TOP OF CAN



BOTTOM OF CAN

(2K) Instructions

1. Remove the RED plunger top from the lid of the can
2. Insert it over the nipple on can bottom
3. Depress plunger to activate the patented 2K can
4. Shake for 1 to 2 minutes

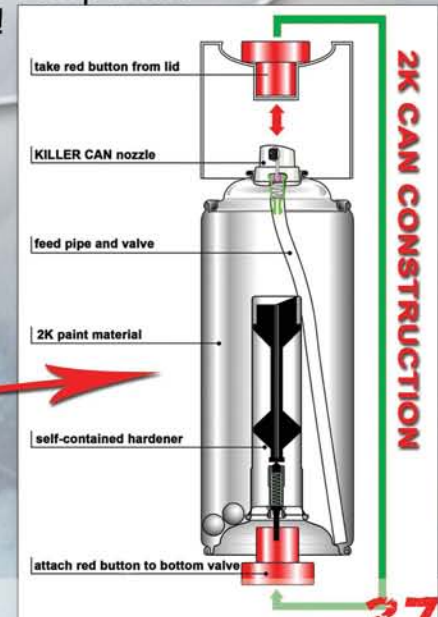


2K

These FIRST EVER two component cans contain an inner cartridge that when pierced will release the hardener into the resin. Alsa's revolutionary new technology allows ANYONE to use professional grade extra durable automotive clearcoat and dual component finishes IN A CAN!



Internal view of a 2K can



KILLER CHROME™

PATENT PENDING

FINALLY A REAL CHROME SPRAY IN A CAN

What is **Killer Chrome™**? Simply the finest ground metallic pigment available anywhere. This assures a mirror-like finish every time! A far cry from other would-be chrome spray paints which don't deliver what they advertise. Combine Killer Chrome™ with our 2 Component Clears and you have a true automotive finish!

CHROME ANYTHING

WOOD, CERAMIC, METAL, PLASTICS, EVEN STYROFOAM



PRIZMACOAT™

PATENT PENDING

LEAVES CHAMELEON-LIKE PAINTS IN THE DUST

Prizmacoat™ contains a unique pigment additive which is invisible in low light or shade but **EXPLODES** into a myriad of colors and hues when viewed in sunlight or under direct incandescent light.



Try spraying Prizmacoat™ over chrome for an **AMAZING** effect!



Looks like regular chrome in the shade, but explodes into prismatic colors in sunlight



PATENTS PENDING

SOFT FEEL™

IT'S A CLEARCOAT....GIVE ANY COLOR A RICH LOOK WITH INCREDIBLE FEEL

Now the same **Soft Feel™** paint used on cellphones, consumer electronic equipment & luxury car interiors is available in a can. This clear translucent coating is as soft as suede or luxurious leather but cures as hard as nails. Scratch, stain and chemical resistant, apply it over anything!



STYLIN BASECOAT™

PREMIUM METALLIC BASECOATS

Stylin Basecoats™ are highly metallic basecoats proven as the most popular colors on the market. Coverage is the key! Stylin Basecoats heavy coverage formula eliminates the need for three or more coats saving you valuable time and material. Use Candy over Stylin Basecoats to produce limitless custom colors to match your project needs.



GHOST CHROME™

A "RUGGED" SOLID METAL LOOK

Ghost Chrome™ features extra small particles which provide perfect pigment orientation resulting in the most authentic metallic finish available anywhere! Ghost Chrome™ is used on a variety of OEM applications including BMW wheels and Mercedes and Ford parts. Try using our Killer Candy tinted clears over Ghost Chrome™ to produce sensational anodized decoration effects.



CANDY™

THE MOST VIBRANT CANDIES ON THE MARKET

Finally what everyone's been asking for: Pre-mixed **Candy™** colors in a can! Simply shoot these over any other base color to create a deep, rich candy colored effect.

NOTE: Candies are not opaque colors. They are totally transparent tinted clears used to build additional colored effects over basecoats.



MULTICHROME™

NOW YOU CAN HAVE YOUR CAKE AND EAT IT TOO!

MultiChrome™ brings you the best of both worlds, a sprayable chrome paint combined with an intense prismatic color change effect. Simply dust this coating over a polished surface and watch it come to life. Use MultiChrome™ on your next show piece and make it truly a "One of a kind!" When viewing MultiChrome™ from one angle you will see just chrome while changing your viewing angle will result in a prismatic color burst,

UNLIKE ANYTHING YOU HAVE EVER SEEN!



SPECTRA FX™

THE MOST DRAMATIC COLOR-CHANGING PAINT ON THE PLANET!

SpectraFX™ takes "color shifting" to a whole new level. Traditional color-changing paints create a swirl of different colors when viewed from different angles. SpectraFX™ is different as it creates a true chameleon-like color shift. Available in Copper/Patina and Blue/Emerald.



CRAZER™

PRODUCE THE LOOK OF EXOTIC HARDWOODS

Use **Crazer™** to create complex marble or snakeskin decoration effects similar to what is seen on bowling balls. With easy to use **KILLER CANS™**, produce limitless variations in 22 colors and infinite patterns. Transform a simple ceramic vase into a rich marble showpiece. An inexpensive lamp base becomes a collectors item in minutes. (no special equipment needed)



MYSTIC™

THE MOST AFFORDABLE CHAMELEON-LIKE PAINT ANYWHERE!

Mystic™ is another chameleon-like effect paint that has an extremely metallic type of look yet it flops like no other paint you have ever seen.



SPEED CLEAR™

FINISH IT WITH SPEED CLEAR

Now there's a true catalyzed automotive grade clearcoat in a can! That's right, with Alsa's NEW 2K (dual component) **Speed Clear™** spray cans you can create the professional look and tough-as-nails durability of a high end automotive paint job in minutes.

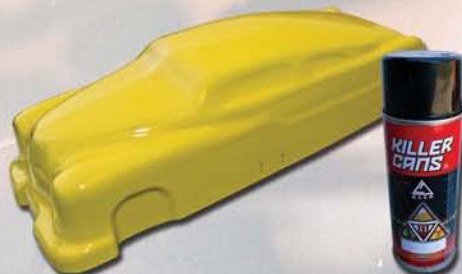
Professional Grade Automotive Clearcoat in a Can!



BASE PEARLS™

PEARL BASECOATS WITH UNBELIEVABLE LUSTER

Base Pearls™ come in a wide range of colors. They can be simply topcoated or used as basecoat for Candies, SpectraFX™ or any of our other effect coatings. Base Pearls™ can be topcoated with any of our high quality clearcoats.



HAWAIIAN HUES™

STRIKING COLORS WITH INCREDIBLE COVERAGE

Hawaiian Hues™ Signature Series harnesses the essence of this steaming tropical paradise and its natural beauty in a hot new line of base and graphic colors unlike anything you've ever seen.



PLA-STICK™

MAKE YOUR WORK STICK TO ANYTHING

Pla-stick™ was designed to create a bond for painting substrates such as Polypropylene, Elastomer Blends, Polyethylene, TPO and others.

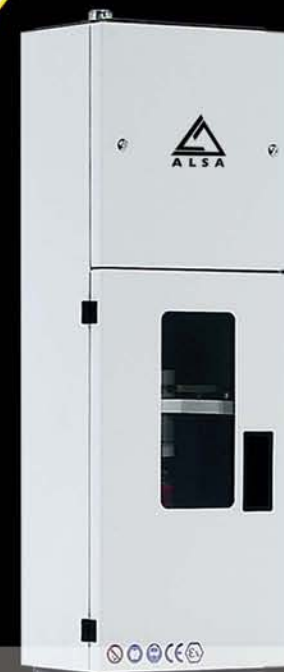


NOW YOU CAN FILL YOUR OWN KILLER CANS™ !

Killer Cans™ were designed specially for Alsa's custom finishes with the everyday painter in mind. Alsa's development team spared no expense to ensure that KILLER CANS™ are capable of producing a professional spray gun effect. Our special aerosol cans contain much higher pressures than were previously available in a traditional spray can. For the first time ever, Alsa is offering real urethane basecoats in fillable spray cans. Our 1K cans come pre-filled with propellant and solvent while our 2K cans are pre-filled with propellant and hardener (catalyst). Each contains just the right pressure needed to create a true automotive spray finish.

Fill-in Cans

Filling is easy. Simply add 3.3 ounces of any of our high quality automotive paints to the fill-in cup, place in the machine with the pre-filled can and press and hold the button. In less than five seconds you're ready to fill another can. Cleanup is easy. Simply place the reusable fill-in cup in a plastic cup of solvent and wipe it clean with a rag. These cans can also be filled with any other brand of urethane product.



PATENTS PENDING

ALSAMAX™

PURI-027

IMPROVE YOUR FINISH, SAVE MATERIALS, SAVE MONEY

Experience a whole new world of paint delivery and efficiency with **AlsaMax™**! By eliminating static charges on the surface as well as in your air supply you'll see an immediate difference in your output. Without static, paint particles are able to align perfectly on the substrate surface translating into less material needed to achieve full coverage. With AlsaMax™ you'll cover fully with 2 coats surfaces that would normally require 3 - 4 coats.

SAVE 1/3 OF YOUR
CURRENT PAINT USAGE
WITH
ALSAMAX™



BLACK SPEEDSHAPE
PAINTED WITH 2 COATS
OF WHITE PAINT

WITH
AlsaMax

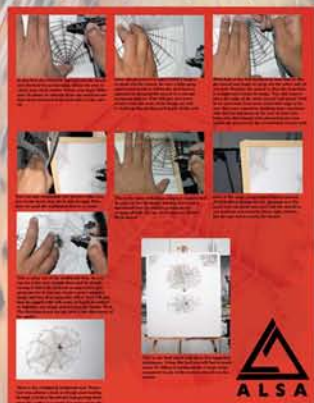
WITHOUT

In addition to superior coverage, "IONIZING" your air supply effectively eliminates dust and debris by literally blowing these away from the non-static surface. By neutralizing the typical static surface charges that hold contaminants to your parts, you'll paint cleaner with perfect film orientation every time. This device has to be trialed to be fully appreciated as it will literally save you up to ONE THIRD of the paint you're currently using!



CUSTOM PAINT EFFECT HAVE NEVER BEEN EASIER

Top drawer stencils: a full drawer of Stencils™ to aid you in creating a one of a kind piece of art. Our deluxe stencil incorporates all the shapes you need to build a different picture every time. These stencils provide you with a powerful tool to meet the needs of the fast paced world of automotive art. They will save you time and money and pay for themselves after only a few uses. All of our stencil kits come with a step by step instruction guide which will assist you every step of the way.



INSTRUCTIONS
INCLUDED ON BACKSIDE



Alsa's mixing cups

Let them know you use the best!
Alsa's mixing cups each have individual markings that correspond with each product in our line.



Alsa Secret Life of Paints T-Shirts

White: Sizes S, L & XL

Black: Sizes S, L & XL



Alsa banner 3' x 5'

Display your ALSA Pride!

MERCHANDISING



Front Side

Back Side

NEW

Striper T-Shirt

Black: Sizes S, L & XL



Flake Deck

Better than a color chip, Alsa's Flake Deck not only lets you see and feel the actual colors but gives you enough to mix a sprayout. Get started with our 35 flake colors today.



Alsa Advertising Poster

Size: 21.5" x 13"



Standard Color Book

Easiest way to see what your next custom paint job will look like.



Craig Fraser DVD

Craig Fraser introduces you to the dynamic world of Alsa's chrome paint line.

NEW



Custom Edition Color Book

Alsa's Custom Edition Color Book comes with a hand painted, solid metal binder. Assorted colors available. Can be Pinstriped with your store or shop name (ask our sales agents for details).

UNIQUE



Top portion of bike was painted using **ChromeFX™** and topcoated with **Prizmacoat™** for an eye catching effect.



Painted using **ChromeFX™** and **True Gold Candy Concentrates™**, this toilet was featured in a recent SATURN television commercial.

This panel has **Ghost Chrome™** and **Candy Concentrates™**



ALSA 9

Lou Dog the drummer for the KOTTONMOUTH KINGS designed this unique drum set / bike combo to come to life on stage with its heat reactive **Eclipse™** paint in combination with **Crystal Pearls™** and **Lime Green Candy Concentrates™**.



ALSA 9



Speedshape painted with **Crystal FX™** and **Retro Glow™** as shown above in the dark.

COMBINATIONS



This carshape shown in three separate intervals shows the heat reactive effect of **Eclipse™** in combination with **Crystal FX™** and **Candy Concentrates™** when touched by the hand.



The above speedshape was topcoated using **Alsa's Soft Feel™** to achieve not only a matt finish but also a velvet feel when touched. **Candy Concentrates™** and **Striper™** were used on the flames.



Panel painted using **Candy Concentrates™** and **Striper™**



This barrel gets its flare from a killer combination of **Red Crystal Pearls™** with **MirraChrome™** flame.

Use **Candy Concentrates™** over **Prizmacoat™** for added depth with an intense prismatic punch.



Equally unique and creative is this large speedshape painted using **Candy Concentrates™**, **SpectraFX™**, **Striper™** and topcoated using **Alsa's Speed Clear™**.

Alsa offers a full complement of eye catching merchandising materials designed to meet the day-to-day needs of our distributors and reps. We go light years beyond our competitors to create attractive point of purchase materials which will help you create excitement and new business from your customers. Our complete line of speedshapes, storage trays and POP displays allows you to showcase Alsa's unique coatings in a way that is guaranteed to get noticed.



P.O.P Display

This effective point of sales display rack provides an eye catching alternative to a simple color book. Holds up to 10 display trays or 100 speedshapes!



Carry Bag

Our Carry bag holds up to seven of our stackable display trays and is perfect for helping you stay organized during an on the road demo.

Size: 16" x 18" x 10"



Black Formed PVC Speed Shapes

Size: Mini - (3" x 1.5")
Med. - (5.5" x 2.75")
X-Lrg. - (8.5" x 4.5")



Stackable Trays

Each display tray can hold ten speedshapes and are stackable and ultra-light, providing a convenient way to store all of your favorite samples.

Size: 5.5" x 2.75"



Metal Speed Shapes (solid steel)

Size: Med. - (5.5" x 2.75")
X-Lrg. - (27.75" x 15.25")

Black and White Carshapes

Perfect for painting. Injection molded sturdy ABS construction Size: (11" x 4.5" x 3")



Store P.O.P Display

Take the guess work out of color selection with our custom P.O.P display. It is the perfect and most comprehensive way to display all of our products.



Striper Sample Plate

21 painted Striper speedshapes

SALES ACCESSORIES



FLEXIBLE LAMINATES

FXSheeting™ represents the latest technological breakthrough in laminates. Now any object or surface can be transformed in minutes to look like rich expensive metal, exotic hardwoods or even carbon fiber. FX Sheetting™ requires no special tools or training. Application is as easy as cut, peel and stick.

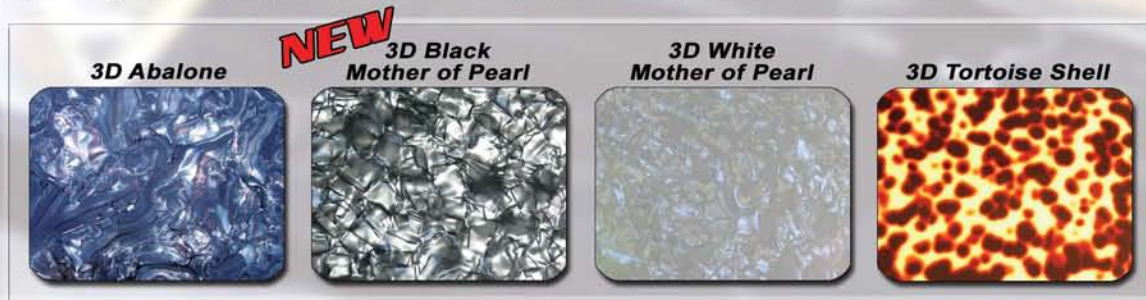
STYLES SERIES



3D SHEETING

ELEGANT LOOKS, INCREDIBLE DEPTH

Achieve visual depth's never possible with printed or Hydrotransfer graphics. **3D FXSheeting™** comes with an adhesive backing giving you the ability to use it as a traditional laminate (peel-n-stick). Due to the construction of this film and the random nature 3D FXSheeting™ is also available for Thermoforming allowing the ability to produce deep draws with little to no distortion.



METALS SERIES



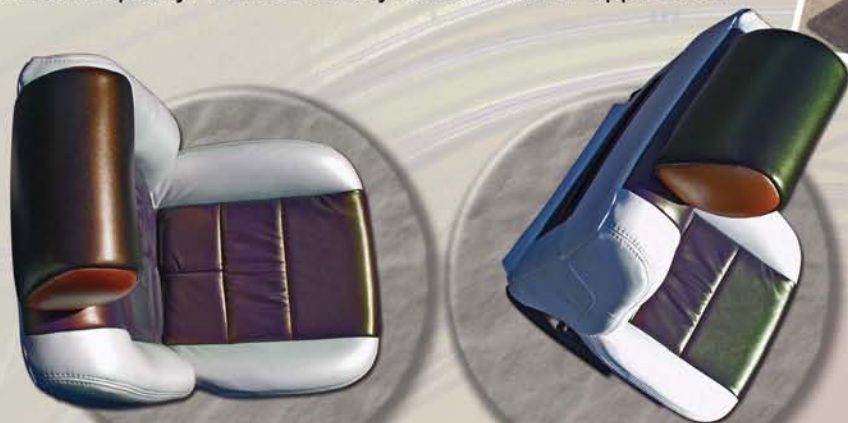
FX Sheetting™ comes in 2, 3 and 4 ft. roll widths and is sold in one linear foot increments (roll width's vary by finish). It is available in thirteen attractive finishes including authentic metallics, exotic woodgrains and even carbon fiber.



ALSA FABRICS

SPECTRA FX LEATHERS™

Now the color-changing properties of SpectraFX™ effect pigment is available in a beautiful and durable leather finish. Also's Copper / Patina leather features a distinct copper-to-green colorshift when viewed from different angles. Unlike any leather you've ever seen, you need to view this product in direct sunlight or under incandescent light to fully appreciate its unique decorative quality. Perfect for any custom leather application.



CHROME LEATHERS™

Also's **Chrome Leathers**™ offer the extraordinary beauty of our popular metallic finishes available for the first time on soft, luxurious leather. Our special tanning process produces a top quality leather finish perfect for seats, door panels, armrests, accessories and much more. We use only premium grade, hand selected hides which feature superior abrasion resistance and stretchability, all with a highly metallic finish. Choose from Chrome Smooth or Chrome Croco finish.



Chrome Croco
Leather shoes



DICHROIC FABRICS™

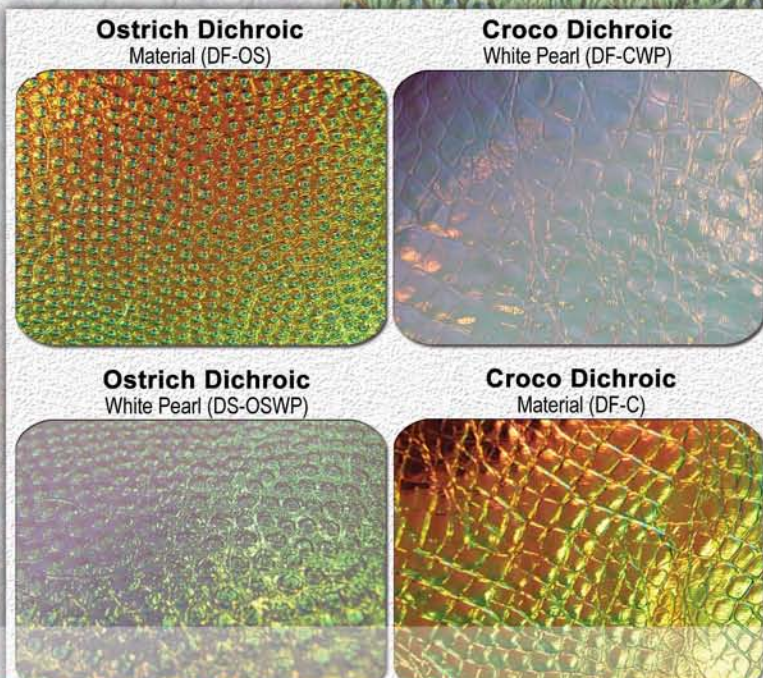
This amazing new fabric represents the marriage of traditional fabric with Alsa's innovative new Dichroic Effect System. These color-changing fabrics combine the looks of colored chrome with the mesmerizing effect of a TRUE chameleon color change. Available in distinctive flop finishes including White Pearl to Orange and Copper to Patina (Green).

Try our **Dichroic Fabrics™** Sample Pack to fully appreciate all the potential uses for this amazing new specialty fabric.

The possibilities are UNLIMITED!

Great for:

- Jackets
- Backpacks
- Seats
- Belts
- hats
- Shoes
- Wallets, etc...



Lauded as being the next bright young thing in fashion, Marios Schwab combines eclectic colors in vividly printed long-sleeved minidresses and interesting mixes of fabrics. It's no wonder he's made such great use of our **Dichroic Fabrics™** during London Fashion Week.



alsa refinish

AUTOMOTIVE COATINGS

"Go Green With Solvent!"



Alsa Refinish is the latest addition to the Alsa Corporation's full-service line of specialty automotive products. Alsa ® is an international manufacturer of paints, coatings and unique surface decoration finishes. Alsa Refinish reducers, hardeners & clearcoats offer you premium quality commodity products at unheard of prices.

With the most inclusive Lifetime Warranty in the industry you can be sure your customers will be happy for years to come. Alsa Refinish products are made with only the highest grade resins and solvent blends to insure high UV resistance as well as prevent "shrinking" or discoloring over time.

- **Unbeatable pricing**
- **Dedicated Service**
- **48 hour shipping**
- **LIFETIME WARRANTY**

More information is available online at
www.alsarefinish.com



50

TEL 323-581-5200 FAX 323-589-4400 E-MAIL INFO@ALSACORP.COM WEB: WWW.ALSACORP.COM

PATENTS PENDING

alsa
refinish
AUTOMOTIVE COATINGS

"Go Green With Solvent!"



alsa
refinish
INTRODUCES...

A low V.O.C solvent based system capable of mixing 200,000 colors for all makes and models with a V.O.C from 0 to 3.5 V.O.C lbs per Gallon.



- *Best Color Match*
- *Low Voc Solvent*
- *Unbeatable Price*
- *Life Time Warranty*



THE SECRET LIFE OF PAINTS



THE ALSA CORPORATION
2640 E. Vernon Street
Vernon, CA 90058

Presorted Standard
U.S. Postage
PAID
Permit No. 3132
Los Angeles, CA

THE ALSA CORPORATION

2640 E. Vernon Street
Vernon, CA 90058

Tel: 323-581-5200

Fax: 323-589-4400

Email: info@alsacorp.com

Web: www.alsacorp.com

All MSDS, TDS, Application data, specifications and samples are available upon request

\$5.00

MADE IN THE
U S A 