

Whether it is a high-end flagship store, a mainstream departmental store, a supermarket or a conventional retail space; they all require having an exterior façade or a store front with a surface finishing corresponding to the corporate brand owner's specifications. They also call for shelving, lighting fixtures, furniture and signage; all in colors and finishes identified by the specifier or designer.

## Dilemma

Working on sourcing the right **surface finishing vendor** to dressing a retail space, while making sure to matching the brand owner's color palette, and ensure the quality of the surface finishing meets the specified requirements, could mean long hours of research and investigation and could sometimes become a catch-22 situation.

## One-stop resource

**Designers and specifiers** deserve to have access to **one-stop resource** that could offer advice on the right surface finishing for the right application, in the right color, to meet the brand owner's requirements; all under one umbrella.

## Redefinition of approach

To address the need of designers and specifiers for surface finishing advice, **TIGER Drylac® Powder Coatings** redefined its approach by establishing **Retail Environment** as a distinct market segment. A **one-stop resource** where various Product Managers work together to help offering a comprehensive range of surface finishing solutions; from **Architectural** applications to **Store Fixtures, Furniture, Lighting, MDF** and **Glass** substrates to **Thermo Sublimation** and **Digital Printing** solutions.

## How to select the right powder coating system for the right application

**Step 1** | understanding what powder coating system (chemistry) is suitable for what application (*the below illustration serves as a guide only*)

Powder coating system	Application	Benefit	Shortcoming
Polyester epoxy	indoor	application properties, flexibility in formulation, good flow, low color variation when over cured, mechanical properties	very limited UV resistance
Epoxy		chemical resistance, corrosion resistance, low curing temperature, surface hardness, mechanical properties	poor UV resistance, sensitivity to color variations when exposed to heat
Polyester	outdoor and indoor	color stability when cured, mechanical properties, outdoor durability	limited chemical and solvent resistance
Polyester super durable		flow and smoothness, superior outdoor durability, storage stability, yellowing stability	limited colors in the yellow, orange and red spectrum
Polyurethane		chemical properties, flow and smoothness, outdoor durability, mechanical properties	low reactivity, some grades release caprolactam
Acrylic		chemical properties, flow and clarity (clear coat), hardness, outdoor durability	difficult to pigment, incompatibility with other powder coatings, storage stability
Fluoropolymer		chalking resistance, fading resistance, gloss retention, chemical properties, outdoor durability	limited colors, mechanical resistance



USA | [customerservice.us@tiger-coatings.us](mailto:customerservice.us@tiger-coatings.us) | 800-243-8148  
 Canada | [customerservice.ca@tiger-coatings.com](mailto:customerservice.ca@tiger-coatings.com) | 1-800-243-8148  
 Mexico | [tigermexico@tiger-coatings.com](mailto:tigermexico@tiger-coatings.com) | 800-368-4437



# Retail Environment



**Step 2 |** selecting the right **TIGER Drylac®** powder coating series number for the right application (*the below illustration serves as a guide only*)

System	polyester epoxy				epoxy	polyester				polyester super durable		poly-urethane	acrylic	fluoro-polymer
TIGER Drylac® Series number	Series 09	Series 89	Series 530	Series 580	Series 69	Series 39	Series 49	Series 418	Series 59	Series 38	Series 61	Series 44	Series 16	Series 75
	indoor					outdoor and indoor								
Special properties	standard cure, available in FDA-compliant	low/fast cure, fine and rough textured	for MDF substrates	for float, tempered and laminated safety glass	primers	hammer-tones, Sealkor	wide spectrum of colors and effects	extra low/fast cure, custom-match	TGIC-free, standard economic, neon, fluorescent and antique finishes	AAMA 2604 compliant	TGIC-free, anodized effects, AAMA 2604 compliant	antigraffiti, clears	additional durability, hardness, smoothness, flat matte and clear	AAMA 2605 compliant
General shelving	✓	✓	✓			✓	✓	✓	✓	✓	✓		✓	
Food shelving	✓													
Shopping carts						✓	✓	✓	✓	✓	✓		✓	
Refrigeration equipment	✓	✓				✓	✓	✓	✓	✓	✓	✓	✓	
POP displays	✓	✓	✓			✓	✓	✓	✓	✓	✓		✓	
Cabinets	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		✓	
Lighting fixtures						✓	✓		✓	✓	✓		✓	
Indoor furniture	✓	✓	✓			✓	✓	✓	✓	✓	✓		✓	
Outdoor furniture					✓	✓	✓	✓	✓	✓	✓	✓	✓	
Glass doors				✓										
Glass partitions				✓										
Window and door frames					✓				✓	✓	✓	✓		✓
Store fronts and façades					✓					✓	✓	✓		✓

**Step 3 |** selecting the color and finish through one of **TIGER Drylac®** color charts (*the below illustration serves as a guide only for colors and finishes available in stock. Custom-matches not included*)

TIGER Drylac® Series number	indoor				outdoor and indoor							
	Series 09	Series 69	Series 89	Series 16	Series 38	Series 39	Series 44	Series 49	Series 59	Series 61	Series 75	
RAL colors   interior and exterior applications					✓			✓				
Stellix   2nd generation bonded metallics	Volume 2	✓	✓		✓	✓		✓	✓			
Textured and Smooth   interior applications   based on RAL	Volume 1	✓	✓	✓								
Essentials   exterior and interior Industrial applications	Volume 2	✓	✓		✓	✓	✓	✓	✓			
Special Effects	Volume 6					✓	✓	✓	✓	✓		
Series 38   AAMA 2604 super durable powder coatings	Volume 2	✓	✓			✓						
Series 75   fluoropolymer powder coatings	Volume 2										✓	

**Step 4 |** contacting a **TIGER Drylac® Powder Coating** Product Manager or Key Account Manager at a location near you to discuss your special needs.

## About TIGER

A family-owned global manufacturer of surface finishes, **TIGER** is considered the fifth largest powder coating producer on a global level, counting 1,100 employees worldwide including 100 in technical functions.

**TIGER Drylac U.S.A., Inc.** was established in 1984. **TIGER Drylac Canada Inc.** was established in 1990. **TIGER Drylac Mexico S.A. de C.V.** was established in 2008. All **TIGER** manufacturing facilities are ISO 9001 and ISO 14001 certified.