



## **What is PVD?**

Physical Vapor Deposition (PVD) is a time tested proven technology that has been used for decades in other industries. It is now available for automotive wheels. This new state of the art process provides a superior alternative to traditional "Chrome Plating".

Chrome plating is well known for the many problems it has with pitting & peeling of the chrome surface. A PVD coated wheel virtually eliminates those problems.

The PVD process is an environmentally friendly method of producing a bright wheel finish that is more durable than traditional chrome plating. It comes in two stunning finishes "Bright or Black".

Our PVD process is the same that is used by OEM vehicle manufacturers. OEM approved vendors require an extensive and ongoing certification process to ensure the integrity & quality of the manufacturing process.

The manufacturing process uses recyclable powder coatings for the base and clear topcoat layers. Sandwiched in-between is a simple metal alloy which is applied under vacuum. The process does not consume or emit any harmful materials to our air, water or soil. Because there is no need to control pollutants, the PVD coating process also consumes less raw energy, thus further reducing the environmental footprint.

Unlike the layered metal system of traditional chrome plating, PVD coatings are very light. On average, the PVD finish can save up to 50% on coating weight alone. This benefit is quickly realized in overall fuel efficiency for your car.

As educated consumers we strive to make choices that will be a benefit not only today but into the future. Being light and durable, PVD is the wheel finish of the future.

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