

High Protection Performance



Natural Style
Engineered
Bristle

US\$1.5 -
2 billion

Mass-Market Standard

Low-cost chemically tipped polyester brushes have become the mass-market alternative to natural bristle. Their high fibre count produces finer paint metering and longer stroke lengths, but deposits significantly less coating on the surface with each pass.

Natural Bristle DFT 30 μ m

Standard Level 15-20 μ m
Chemically Tipped

World's top ten coatings companies invest \$1.5–2.0 billion annually in R&D, totalling tens of billions over the years. A low-coating brush prevents much of that engineered value from reaching the surface.

Protection-Critical Applications



Wood Coatings
Metal Finishes
Marine Coatings
Protective Architectural Coatings

Higher Paint Coating

Natural bristle and standard continuously tapered fibres operate differently: Larger inter-fibre gaps $\rightarrow$ richer paint metering $\rightarrow$ shorter stroke lengths $\rightarrow$ higher coating thickness. They deliver richer paint laydown, superior coating protection, but at a significantly higher manufacturing cost, preventing viable mass-market offerings.

Paint is engineered for 30–50 μ m per coat (2–3 coats). Standard chemically tipped brushes typically deposit just 38–57% of the intended coating thickness.

Consequences: Reduced coating protection, reduced coating durability, reduced customer satisfaction and diminished paint sales.

The Industry Trade-Off

Most mass-market brushes are built around a compromise.

✓ Rich paint laydown
✓ Higher protection
✗ Premium cost

✓ Mass-market cost
✗ Lean paint laydown
✗ Lower protection

MP Series Natural-Style Engineered Bristle eliminates the compromise, delivering paint transfer, finish and coating protection (DFT_m 30 μ m) beyond natural bristle at mass-market economics.

✓ Mass-market cost
✓ Richer paint laydown
✓ Higher protection