

## CERAMIC COATING FREQUENTLY ASKED QUESTIONS: -

### 1- WHY DETAILING IS REQUIRED ON TIMELY BASIS?

Simply put, car detailing is a process that uses different tools and techniques to clean your vehicle from top to bottom. A car detailing procedure is a specialized service that uses methods that aren't usually used in a conventional car wash. But why should you opt for a detailing service anyway? Well, the answer is multi-dimensional. So we suggest you to read on till the very end.

#### **A. Makes your vehicle age gracefully**

Remember the day when you got your vehicle delivered out of the showroom? Who doesn't! With a shiny dashboard, fragrant interiors and dust-free corners, everything about your vehicle's first day is a cherished memory. But as your vehicle ages, the harmful UV rays, water marks, usual wear and tear as well as unkempt surrounding can all make your vehicle look like it's had a tough time.

But fret not, because car detailing can restore your vehicle's glory. By getting your car detailed you can achieve the first-day shine back, along with a deep-cleaning procedure that can make your vehicle look new. When done in a **timely** manner, detailing services can make your vehicle age gracefully and can actually increase its life when it comes to looking in good shape. Moreover, the wax coating or sealant used in the detailing process is used to protect your car from UV rays and unwanted oxidization.

#### **B. Keeps you and your vehicle healthy**

Car Detailing: Removes unwanted dust particles and harmful bacteria

Whenever you get behind your wheels, you enter in a closed environment. And since vehicles tend to accompany us almost everywhere, it is common for dust, harmful particles and bacteria to accumulate inside.

While through a car wash, most of the overt particles find their way out of the vehicle, only a thorough and professional detailing service can actually target those covert particles and bacteria which often tend to hide in corners that aren't reachable during conventional cleaning. Thus, a good detailing service can do away with most of the dust, harmful particles and bacteria inside the cabin and keep you and your vehicle happy and healthy for long.

### C. Eliminates unwanted odour

If you happen to be a gym freak, have pet with you travelling in the car, you might be aware of how your vehicle upholstery is an odour absorbing element. From sweat to unwanted leftovers, your vehicle can absorb almost all kinds of strong odours for weeks to come.

But with regular detailing, services such as vacuuming, brushing, deep cleaning, **odour eliminating treatment** and perfuming not only eliminates all kinds of unwanted odours but also leaves your vehicle fresh and fragrant; something a conventional wash can never guarantee.

### D. Lasts Longer than a conventional wash

Deep Detailing: Lasts Longer Than a Conventional Wash

Another thing that makes detailing services worth your money is the fact that it lasts longer than a conventional wash/ cleaning. With comprehensive detailing services you opt-in for complicated cleaning techniques which include vacuuming, polishing, use of wax, clays, sealant etc. that tend to give your vehicle an all-round cleaning that lasts for several weeks. Thus, with detailing services, you can be assured of a clean, healthy and fragrant vehicle for weeks to come.

### E. Enhances Resale Value

Enhanced Resale Value: The Perks of professional Detailing

Parting ways with your vehicle is one of the most difficult things to do in life. But even when you do that, you make sure to get the best out of your machine. And in the pre-owned market, a well-maintained vehicle makes all the difference. Thus, if you happen to go for timely and regular detailing services, your vehicle will not only age gracefully but will also fetch you a higher resale value owing to its good looks and maintained cabin.

## 2. WHY A PROFESSIONAL DETAILER IS REQUIRED FOR BETTER RESULTS?

### A. Your car is a valuable asset.

You may want to treat it as an investment by practicing proper maintenance. Dusting your car, rotating your wheels, and topping up the fluids are some of the maintenance practices you can handle yourself. Maintaining your car is not just doing the bare minimum. Giving your car utmost care can go as far as hiring a professional car detailing company can guide you better and offer you packages suitable to your particular vehicle as per its condition and age.

**B. Who is a professional car detailer?**

This is a qualified person or a company that provides cleaning, interior detailing, exterior detailing, and polishing services to automobiles with experienced man-power, right and professional products used to detail the vehicle. This will extend the life span of your car further and decrease its rate of depreciation.

**C. Detailing on other hand!**

On other hand, local garages use high volatile, low priced material to do paint correction and other detailing jobs on the car which harms the surface in long run. These treatments are usually done with inadequate facility, with least amount of lights required, right tools, methods are also not in its place. These treatments are usually proposed to a customer with low pricing with a customer unaware what he/she is paying now is going to end up in getting vehicle re-painted or corrected from a professional for its spoiled surface.

**3. DO WE HAVE FREE PICK AND DROP FOR CERAMIC COATING PACKAGES?**

We have pick and drop service for our Signature Ceramic and initial treatment and also for all 7 top-up coats

**4. WILL THE TREATMENT SPOIL MY PAINT?**

The treatment done is a professional approach and not just a random and traditional method which could end up in spoiling the paint surface or damage any parts!

With professional tools and equipment's, the surface condition is identified before starting the work. These numbers are documented for future references as well as for current job. Such methods are adopted globally giving a customer satisfaction for trusting right personal or a company for the job.

**5. I HAVE MANY SCRATCHES ON MY PAINT SURFACE, WILL THESE TREATMENT TAKE CARE OF IT?**

Yes, most of scratches will go away with the 5 step paint corrections we do before installing ceramic coating. A thorough inspection is done before the start of the work. A system is set considering the paint condition of each vehicle. A professional approach is taken to given best results. This treatment removes prominent scratches, paint dullness, oxidation, loss of shine.

#### 6. WHAT IS POST-MAINTAINENCE REQUIRED TO INCREASE THE LIFE OF THE PAINT?

As we are all aware of the fact that our vehicles are washed daily by our building watchmen, house help or an outside vendor who is kept by the building society on contract basis. In all possibilities, we have to surrender to their wrong washing methods. Unfortunately, we have only 1 solution is to train them on how to wash a car on daily basis. Timely detailing a vehicle helps in reducing the rust, swirls, water marks build up which is inevitable especially after daily washes. Once a vehicle is ceramic coating, daily maintenance/ cleaning of the vehicle becomes extremely simple and easy.

After the treatment, use a dry micro fibre cloth which is clean and fresh and wipe off the dry dust with swiping in straight direction avoiding circular movements. Use our **PH Neutral and Phosphate Free Shampoo with Wax** once a week. While you visit our studio for the treatment, remind our team about it.

#### 7. HOW FREQUENT SHOULD I BE IN GETTING THE CERAMIC COATING TREATMENT DONE ON MY CAR?

It more depends on the weather, driving, where the vehicle is parked, UV Rays exposure and other external factors, a vehicle needs to go for ceramic coating every 3- 5 years to further increase the life of the paint surface. This depends on which package you have selected initially. Package with more the hardness, less the frequency of detailing required. **Ceramic takes the major hit on itself and doesn't allow the contaminants to penetrate the paint surface, thus increasing its life.**

#### 8. IS THERE ANY OTHER OPTION WHICH REALLY PROTECTS MY CAR, PLEASE GIVE YOUR SUGGESTIONS/OPTIONS?

After Detailing, comes the protection with solvent based **Ceramic Coatings** options. Attached is the link of the document to understand different packages. You can also connect with our team to know all required details. **A RIGHT CERAMIC TREATMENT FOR YOUR CAR IS A LOGICAL AND IDEAL SOLUTION TO MAINTAIN THE CAR.**

**CERAMIC helps to retain the shine and keep contaminants, grime away, Protection helps to retain that shine and many more years saving your time in daily maintenance, helps retain asset value and keeping all harsh situations coming with daily driving away to a great extent.**

## Paint Protection Film vs. Ceramic Coatings

Paint protection film (PPF) is a clear film that was originally developed to protect military vehicles. Eventually, the high-end performance car industry began using PPF and now it's used in the consumer market to protect cars from rock chips, scratches, and contaminants. The self-healing properties of some PPF products make them an attractive option since some scratches will dissipate over time or with heat. Surface defects should be removed prior to application of the film.

Ceramic coatings are the next step in the evolution of paint protection. They bond to the surface of the paint, creating a permanent layer of protection. Ceramic coatings offer substantially more scratch resistance, chemical resistance, UV protection and heat tolerance than wax or polymer sealants. Environmental damage and scratches are unable to penetrate the coating, leaving the paint in pristine condition. A professional ceramic coating typically only needs to be installed once during the average lifetime of vehicle ownership, making it a cost-effective option that offers supreme protection.

To help you understand the differences between PPF and ceramic coatings, we've listed their pros and cons below.

### Paint Protection Film



### PROS

- Better resistance to rock chip damage.
- Some brands have limited self-healing properties (since it is essentially TPU (thermoplastic polyurethane), or similar).

- Prevents most scratches from reaching the paint (though the film will get scratched and damaged permanently).

#### CONS

- Minimizes shine which happens due to UV Rays.
- Is not very hydrophobic, so little water beading and sheeting.
- Can dis-colour over time and turn a yellowish hue.
- Major damage cannot be repaired, so the film would need to be removed and replaced adding up huge cost to the maintenance.
- Will need to be replaced eventually.
- Can damage paint underneath if removed
- Difficult to install properly.
- More expensive than ceramic coatings.

#### Ceramic Coatings



#### PROS

- 9H & above 9H hardness, so better resistance to minor scratches.
- Greatly enhanced chemical resistance (TSL, Gold, Diamond, Platinum, Signature Treatments).
- Super hydrophobic, excellent water beading/sheeting.
- Easier cleaning.
- Increased shine/ lustre.
- Greater reparability (can be polished to fix minor damage).
- Permanent, no need to remove and reinstall (pro coatings only).

## CONS

- Not all ceramic stop rock chips.
- Can look bad if installed improperly.
- Expensive, though less expensive than PPF.

### PPF and Ceramic Coatings Work Together

PPF and ceramic coatings work together for optimal protection. Ideally, you will install PPF on the areas prone to rock chip damage and then install a ceramic coating over the top of the PPF and on the rest of the vehicle. This may seem extreme, but if your average daily drive includes navigating terrain that is going to assault your car with rocks, you will be glad you have the added protection.

We also recommend that if you install PPF on the entire vehicle it would be advantageous to install a ceramic coating over top for the slickness, hydrophobicity, and ease of cleaning.

## 9. WHAT IS PAINT CORRECTION?

This process includes removing surface imperfections utilizing abrasion from machine polishing to remove a small amount of clear coat for common defects.

Common defects include light and medium scratches from environmental contaminants which damage top layer of the paint, the clear coat.

## 10. ARE THE CERAMIC COATINGS, CHEMICALS USED, SAFE FOR MY CAR INTERIOR AND EXTERIOR SURFACES?

Our brand uses products which are made under technical guidance and high tech lab facilities, which mainly have non-volatile compounds which means they are not harsh to the paint surface and also to our environment as the ingredients used are less harmful when compared it with products utilized which has large amount of volatile compounds to lower down the pricing for the local garage diaspora. Ceramic Coatings are mainly developed in USA under proprietary label of our brand maintaining highest quality past several years. These ceramic coatings are manufactured keeping our Indian diverse weather conditions in mind.

## 11. HOW DO I CHOOSE AND BOOK THE TREATMENT FOR MY VEHICLE?



Simply follow the steps in the messages and select a package for your vehicle. Either you can connect with us on the WhatsApp link as below;



<https://wa.me/message/OMFWKTIIGEJKC1>

Call us on 7304996522 or email us at [bookings@thesilver-linings.com](mailto:bookings@thesilver-linings.com)

WE HAVE 6 OPTIONS OF CERAMIC TO CHOOSE FROM; -

**BRONZE | SILVER | GOLD | DIAMOND | PLATINUM | SIGNATURE**

**12. WHAT ALL PAYMENT METHODS YOU ACCEPT?**

We Accept All Major Credit Cards, Master, Visa, Amex, Wallets, Pay tm, UPI.

DOCUMENT MADE AND AUTHORIZED BY:

MANAGEMENT