Ura-Zen Choice™
Smooth application and quick color matching
**Ura-Zen Choice™**

The perfect mix of simplicity and innovation.

**Exquisite Appearance**
- Exceptional gloss and DOI
- Excellent batch to batch consistency

**Fast Color Matching & Short Lead Times**
State-of-the-art colorant technology makes precision color matching easy. Our comprehensive color database, matches standard or specialty colors in no time.

**Best-in-Class Application**
Benchmarked against industry-leading technology to deliver the most forgiving and aesthetically pleasing finish, reducing rework and improving efficiencies.

**Superior Durability & Weathering**
Designed for optimal color and gloss retention and overall exterior durability.

**In a growing and complex industrial coatings market, Ura-Zen Choice solves key customer challenges.**
Hentzen has been committed to advancing coatings technology since 1923. Ura-Zen Choice is just the latest example of engineering a best-in-class coating, that streamlines your operations while improving end-product quality.

Ura-Zen Choice is a urethane topcoat available in all gloss ranges—from flat to semi to high-gloss and any specified gloss degree. Ura-Zen Choice colorants can be used universally across the Hentzen industrial platform.

**Enhance Your Product Appearance**
Strengthen your brand reputation by exceeding expectations with industry-leading aesthetics, durability and quality.

**Superior Application**
- Easy to build film
- Improved edge coverage and control
- Superior hang and leveling
- Eliminate fat edges

**Increased Durability**
- Improved weathering and UV resistance
- Superior corrosion resistance when used with Epox-Zen primer systems

**Color Matching & Integration EASE**
- Quick and easy color matching
- Ura-Zen AP Series compatible
- Universal catalysts

Ura-Zen Choice. The future of the industrial paint world.
Turnkey color matching and short lead times make Ura-Zen Choice the perfect all-in-one solution. Engineered to perfection, we took into account everything from application to appearance. Improved edge coverage, control and sprayability enhance application efficiency, and forgiving film build properties reduce rework. To top it off, exceptional DOI (Depth of Image) and leveling provides a beautiful finish, and optimized exterior durability ensures lasting coverage in the toughest situations.
You’ll find our coatings on the world’s leading brands.

The pursuit of perfection for more than 100 years. Market driven. Customer focused. Quality unsurpassed.

Headquartered in Milwaukee, Wisconsin since 1923, Hentzen Coatings, Inc. specializes in the development, engineering and manufacturing of liquid and powder coatings for aerospace, military and general industrial applications. Our coatings are custom engineered to perform in extreme conditions and are continually improved to meet exacting customer needs. Hentzen products exceed market-driven specifications and are manufactured in state-of-the-art facilities in Milwaukee, Wisconsin; Batavia, Illinois; Greenville, South Carolina; Clearwater, Florida; and through joint venture partners in China and India. Distribution facilities in Mexico service Central and South America.

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100 YEARS
ADVANCING COATINGS TECHNOLOGY SINCE 1923

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