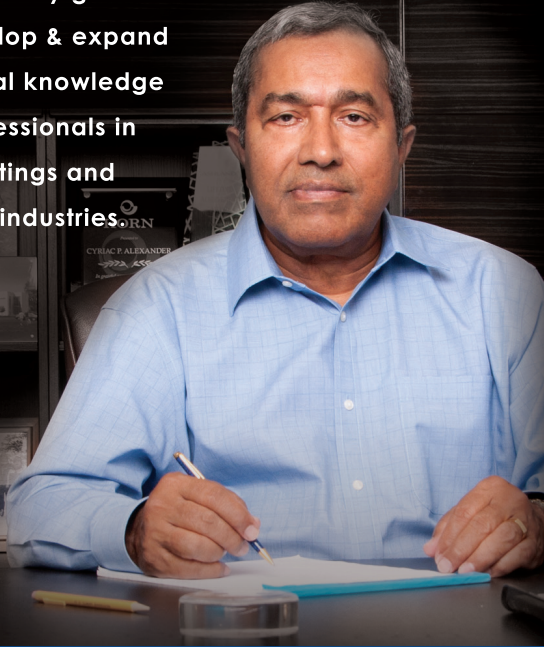


ABOUT ATi

CYRIAC P. ALEXANDER

ATI's primary goals are to develop & expand industrial knowledge for professionals in the coatings and related industries.



Cyriac Alexander is a seasoned executive with decades of experience in the coating industry. He has over 30 years of experience in senior management, 8 years as Senior VP of Operations at Frazee Industries and 23 years as Senior VP of Technology & Purchasing at Behr Process Corp.

Cyriac has an uncanny ability to take a practical approach to new product innovation and development. He has worked closely with his suppliers to improve raw materials and how they are manufactured, tested and supplied. His experience domestically and internationally, coupled with his ability to coach and mentor his teams, has delivered best in class products that have resulted in billions of dollars in revenue.



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TRAINING
TESTING
TECHNICAL INNOVATION

**ATI 109 Coatings Technology
Training Course**

alexanderti.com

ATI 109 Coatings Technology training course is a one-day basic introduction to architectural coatings technology designed for coatings professionals that are new to the field or need a “refresher” on paint basics. It will also benefit individuals in the coatings field with non-science backgrounds such as marketing personnel and sales & customer support staff. ATI 109 will teach the very basics of paint composition, types of paints and key physical properties of paints. A combination of lectures and “hands on” laboratory activities will allow attendees to walk away with a practical understanding of architectural paint.

ATI Staff:

ATI Coatings Technology training courses are instructed by individuals who have extensive architectural R&D and manufacturing experience. The current ATI staff has over 300 years of combined experience in product development, manufacturing, marketing, sales, operations and general management.

Cyriac Alexander – President/CEO
D.J. Christensen – Technical Vice President
Sudha Katariya – Laboratory Manager
Lorna Scerri – Technical Manager
Carmen Hayashida – Senior Scientist
Fernando Pedroza – Color Specialist
Guest Professors/Specialists

ATI 109 Coatings Technology Training Course (1 Day)

ATI utilizes their T3 methodology to help your company commercialize innovative products. Decades of experience have allowed ATI to provide a practical approach to help guide your management and development teams.

ATI 109 Outline:

Lecture 1:

- **Water-based Paint Formulation**
 - » Types of Paint
 - » Paint Calculations (PVC, Pigment/Binder Ratio, VOC, Volume Solids , Weight Solids)

Lecture 2:

- **Paint Testing Methods**
 - » Test Method Authorities
 - » QC/Characterization Test Methods
 - » Interior/Exterior Paint Test Methods

Laboratory Time (2 hours):

- Viscosity
- Tint Strength & Color Rub-up
- pH
- Contrast Ratio/Hiding
- ICI
- Low Temperature Coalescence
- Gloss
- Blister Resistance
- Mesmerism

Lecture 3:

- **Paint Formulation: Common Problems & Solutions**
- **Overview of Application, Film Formation/LTC, Color & Stability Issues Associated with Paint Formulation**

Lecture 4:

- **Specialty Paints: Primers, Concrete Coatings, Wood Stains & Finishes**

Laboratory Time (2 hours):

- Adhesion
- Stain Blocking
- Block Resistance
- Sag, Flow and Levelling
- Scrub Resistance
- Open Time, Dry to Touch
- Stain Removal
- Dirt Pick-up Resistance

COMMERCIALIZED PRODUCTS



COATINGS



COSMETICS



CONSTRUCTION