

STEEL-IT® // WHAT IT IS & HOW IT WORKS

TESTIMONIALS

STEEL-IT® brand coatings, which are applied just like paint, have a greater than forty-year history protecting industrial machinery from corrosion, abrasion and harsh chemicals. STEEL-IT is now finding new fans among race car drivers and others who want to protect their vehicles from severe driving conditions whether they be the sands of Baja, punishing off-road courses, or the wintertime de-icing salts and brine solutions found on local roads and highways.

STEEL-IT coatings are used to paint vehicle chassis, rotors, brake calipers, hubcaps, and any vehicle part that may benefit from **protection against corrosion and wear**. Unlike other coatings, it is possible to weld through STEEL-IT and then recoat the weld using STEEL-IT's easy-to-use aerosol to maintain a tough, corrosion-resistant surface.

STEEL-IT achieves its superior level of performance by embedding custom-engineered 316L stainless steel micro flakes in blends of polyurethane, epoxy, or silicone resins. Although the individual flakes are indiscernible to the naked eye, under a microscope, STEEL-IT coatings show a neat horizontal layered alignment of tightly overlapping, pure 316L flakes that form a metallic barrier film near the coating's surface. This stainless steel film makes car parts nearly impervious to corrosion and corrosive elements while providing a durable finish that resists scratching and flaking even under the most challenging conditions.



"In off-road races, prep time is of the essence. After each race, our trophy trucks are brought back to the shop, and completely stripped, inspected, rebuilt, and turned back into the showpieces the fans like to see at the start of every race. We need something to protect all of the parts that we disassemble and reassemble after each race to keep them looking great, and it's critical that we achieve this quickly. Not only does STEEL-IT allow us to take a clean, inspected chromoly component and give it a stainless steel coating to prevent rust and corrosion, but we're also able to weld through STEEL-IT in the field during an emergency repair. Depending upon the terrain and the amount of abuse the parts see during each race, we can easily repaint or touch up as necessary during prep. By coating parts with STEEL-IT, we save countless hours of having to scrub off rust and dirt. Also between races, STEEL-IT makes cleanup very easy since it withstands pressure washing and degreasing without chipping or flaking.

We used to powder coat parts and chassis. Without a doubt they look great initially, but once out in the desert, they soon look abused and are very hard to maintain when repairs are needed. Coating parts with STEEL-IT, however, makes it easy to see cracks so we can quickly identify where repairs are needed and then use STEEL-IT's handy aerosol for fast touchup. On top of that, STEEL-IT is less expensive than powder coating.

We therefore strongly recommend using STEEL-IT instead of powder coating parts. STEEL-IT easily handles the abuse we put these trucks through each time we're out on the race course."

CHASE LAVEN

"Racing the Baja 1000 can take its toll on our race equipment. That's why Team Honda chooses to coat and protect all bare steel parts with STEEL-IT: The chassis, front arms, rear arms, tie rods, four links, etc. Any part of the truck that may rust is coated with STEEL-IT. Put simply, STEEL-IT saves us money in labor to clean and scrub off the chassis after every race as well as saving us time to clean up and begin preparing for our next race. We wouldn't race in Mexico without all bare steel parts coated with STEEL-IT. It is common for teams to powder coat their chassis, however powder coating can hide micro cracks at key points in the chassis, stress fractures may go undiscovered and cause a failure or serious injury.

Additionally, if we have to make a field repair, our team would have to remove the powder coating first. With STEEL-IT, our team can make field repairs easily since we can see the cracks through the STEEL-IT coating and then weld directly over the coating. STEEL-IT also makes it easy to touch up the front arms and areas of the chassis that might get sandblasted or rock-chipped during a race. STEEL-IT ensures that we fulfill our responsibility to properly represent American Honda."

JEFF PROCTOR

GEISEBROS
design & development

"When you want to WIN, you have to have the best truck, mechanic and parts. That's why we use STEEL-IT coatings."



Caliper, after three years on the road, installed as purchased without any treatment



The same brand and part number of caliper as on the left, after the same three years, but sprayed with STEEL-IT when installed

EASY TO APPLY, EXTENDS THE LIFE OF AUTOMOTIVE STEEL PARTS