

# Revivify Coatings vs. Traditional Ceramic Coatings

## Introduction

Discover the latest in paint protection technology with Revivify's self-healing silicone powder-based ceramic coatings. Designed for cars, trucks, RVs, airplanes, and marine craft, this cutting-edge solution goes beyond traditional quartz silica coatings. Revivify not only protects your vehicle's surface but also heals itself from swirls and light scratches. Plus, it absorbs and reflects impacts much like Paint Protection Film (PPF), providing a level of defense that quartz-based coatings simply can't match. Trust Revivify to keep your vehicle looking pristine and well-protected.



## History of paint protection technology

Let's explore the evolution of paint protection, a journey from waxes to innovative ceramic coatings like Revivify.

Timeline of Paint Protection:

- 1800: Wax made from animal fat is developed in Germany for horse carriages, marking the first paint protection technology.
- 1891: Frank Meguiar, Jr. creates automobile wax, leading to the renowned "Meguiar's" brand.
- 1901: George Simons introduces carnauba wax, giving birth to the Simonize brand.
- 1944: Plastone invents the first bottled car wash, which later becomes known as "Turtle Wax."
- 1970: Dupont launches the first polymer sealant, while Japan and Europe introduce the first clear coats.
- 2000: PPG Industries develops Ceramiclear to combat clear coat degradation.
- 2001: Ceramic coatings become commercially available, earning the nickname "liquid glass" due to their quartz-based technology that gives vehicles a reflective glass-like finish.
- 2014: Revivify releases its pioneering silicone powder-based coating using advanced nanotechnology.
- 2018: Revivify America introduces the Revivify coating line to the USA, revolutionizing paint protection.

Stay ahead with Revivify's state-of-the-art paint protection, ensuring your vehicle remains pristine and shielded against the elements.

## What is Nanotechnology?

Discover the fascinating world of nanotechnology, a cutting-edge field of science, engineering, and technology that involves manipulating matter at the nanoscale, or the level of atoms and molecules. The term "nano" signifies a nanometer, which is one billionth of a meter. At this incredibly small scale, materials exhibit unique properties that differ significantly from those observed at larger scales. This breakthrough in nanotechnology has revolutionized various industries, offering unprecedented advancements and applications.

Nanotechnology offers a wide range of applications across numerous fields, including medicine, electronics, energy, materials science, and environmental science. In medicine, for instance, nanoparticles can be engineered to deliver drugs precisely to specific cells or tissues. When it comes to automotive coatings, nanotechnology plays a crucial role

in developing advanced liquid coatings. These coatings incorporate innovative ingredients such as quartz, silicone powder, silica oxide, titanium oxide, graphene, and carbon, providing superior protection and performance for your vehicle.



### **Ceramic Coatings are Like Glass**

Ceramic coatings, often referred to as "liquid glass," are primarily composed of quartz, similar to the screen on your LED TV. Once applied, these coatings harden and are unable to absorb or reflect road debris like sand and rocks. If a ceramic coating gets scratched, it remains scratched because it lacks the self-healing properties found in Revivify's coatings. Therefore, it's not recommended to take a vehicle with a traditional ceramic coating through a car wash, as it can damage the coating and compromise its protective qualities.

### **Revivify's Coatings are Different**

#### **Silicone Powder vs. Quartz Base**

Look at the protective cover of your cell phone. It's silicone based. This allows it to absorb the impact if you drop it, thereby protecting the actual phone from breaking. That's the primary difference between Revivify and ceramic coatings – a silicone base vs. a quartz base. Nanotechnology makes this possible.

#### **Self-Healing**

The advanced technology behind Revivify products ensures they remain self-healing throughout their lifespan. This means light scratches will heal with heat. While some other ceramic coating companies claim self-healing properties,

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their effectiveness diminishes over time. However, Revivify's self-healing capability persists as long as the coating remains intact, providing consistent protection and maintaining your vehicle's pristine appearance.



### **Super Gloss**

Revivify stands out with its unique formulation of silica oxide, engineered to deliver more gloss than traditional ceramic coatings. This innovative approach ensures your vehicle not only remains protected but also boasts an exceptional shine, enhancing its overall appearance.

### **Superior Chemical Resistance**

With the addition of graphene Revivify's Graphene Pro is highly chemical resistant, which helps protect the paint from things like bird poop, overspray, cheap car wash soap, hard water deposits, and more.

### **Superior Strength**

Revivify's latest innovation, CarbonX, incorporates carbon—one of the strongest chemical elements known for its ability to form strong covalent bonds with other carbon atoms. This thicker coating provides unparalleled paint protection against rock chips, outperforming any other liquid coating available today. CarbonX shares the same base formula as the entire Revivify product line and includes graphene, making it a true game-changer in automotive coating technology.

### **Car Washes**

Automatic car washes that use brushes or other material that actually touch the vehicle actually harm your vehicles clear coat by making micro scratches in it. Over time this will result in a dull looking appearance. We do not recommend using these types of car washes, even if you have a Revivify coating because over time it will cause deterioration of the coating. A touch-free car wash may be used; however, the cheap soap they use can damage the coating over time. If you do use a touch-free car wash, wipe it down with a rinseless wash product to ensure you remove residue and hard water deposits.

## Maintenance

To maximize the longevity of any coating, including Revivify, regular cleaning is essential. At Dripping Auto Pros, we provide a complimentary wash kit with every vehicle we coat. This kit includes our recommended rinseless cleaner, a microfiber drying towel, and a wash mitt. By following this simple weekly routine, your coating will maintain its protective qualities for years.



### Here's a quick comparison between Revivify and ceramic coatings:

Feature	REVIVFY Ceramic Coatings	Traditional Ceramic Coatings
Basis	Silicone Powder	Quartz
Self-Healing	Yes	No
Gloss	10/10	8/10
UV protection	100% UV rejection	Varies by manufacturer
Warranty	5 years by an insurance company	Varies. Usually a marketing "warranty" that doesn't really provide true protection.
Hydrophobic	10/10	10/10
Chip Protection	Yes	No
Scratch resistant	Yes	Yes
Maintenance	Easy	Easy
Price	★★★★	★★★☆☆





## Warranty

Warranties for ceramic coatings are often more about marketing, with numerous exclusions, limitations, and conditions designed to protect the manufacturer rather than the consumer. Typically, even if a warranty claim is accepted, the compensation is usually limited to a new bottle of coating.

Revivify offers a different approach. Their warranty is backed by an insurance company, not the manufacturer. You get a 5-year warranty against water spots, bird droppings, tree sap, saltwater, acid rain, and UV damage/oxidation. This warranty covers both labor and products if the coating fails, ensuring comprehensive protection and peace of mind.

## Why is Revivify More Expensive Than Traditional Ceramic Coatings?

The saying "You get what you pay for" holds true when it comes to automotive coatings, much like the cost variation in tire brands and their specific tread designs for different road conditions and purposes. Tires come with all-season treads, mud, ice, snow, rain treads, performance, and off-roading options.

Revivify's coating strategy mirrors this approach, offering products tailored to the owner's needs:

- **Ultra Pro:** Ideal for daily drivers who typically hand wash their vehicles, providing excellent protection and shine.
- **Graphene Pro:** Enhanced with graphene for greater chemical protection, this coating is perfect for those who use car washes or do not garage their vehicles.
- **CarbonX:** With each layer at 10 microns, this coating is 5-10 times thicker than traditional ceramic coatings. CarbonX offers superior chip protection due to the addition of carbon, making it ideal for highway/interstate driving and off-road use.

Choose the Revivify coating that best suits your vehicle's usage and enjoy unparalleled protection and performance.

## Material and Labor Costs

The cost of high-quality coatings is approximately \$11.00 per milliliter, and it takes approximately 100 ml to coat an average car. Additional material costs include washing, decontamination, claying, paint correction, polishing, decontaminating again, and applying the coating, resulting in material costs exceeding \$1,000. Then you have to 15 hours of labor and overhead, and that comes out to a big number.

## Compare to Wax

Compare the cost of a coating to waxing over a five-year period, and it's more economical to coat your vehicle than wax it. This assumes a \$300 cost to wax a car, 3 times a year for 5 years.

## Decision Time

Now that you know the difference between Revivify's silicone based, self-healing ceramic coatings and traditional ceramic coatings, you have a decision to make. Hopefully this Guide has helped you in making the best decision for your specific needs. You can always contact us for questions.



## About Dripping Auto Pros

Dripping Auto Pros, a veteran-owned small business established in August 2021, is proud to be a Revivify Premier Installer and a GTECHNIQ accredited installer. With a 5-star rating on Google and over 200 reviews, we have earned the trust of more than 1,000 local residents for their vehicle care needs.

***Editor's Note:*** All pictured vehicles have a Revivify Ceramic Coating on them. The work was done by Dripping Auto Pros.