



# **SELVA™ PRO**

**2K POLYURETHANE SYSTEMS**

**LAYERS OF  
CONFIDENCE  
IN EVERY COAT**

**ITALIAN INSPIRED**  
**AMERICAN MADE**

**AkzoNobel**



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01.

# WHY CHOOSE SELVA PRO



SCAN TO DISCOVER  
MORE ABOUT THE  
SELVA PRO RANGE

## ITALIAN-INSPIRED FORMULATIONS AND EXPERT AMERICAN MANUFACTURING

*The new standard in readily available,  
high-performance polyurethane  
and acrylic coatings systems*



DESIGNED WITH  
**PASSION**



CREATED TO  
**PERFORM**



READY TO  
**DELIVER**

*Selva™ Pro systems by Chemcraft® wood coatings are more than just coatings. They represent a harmonious blend of Italian artistry and American manufacturing precision, drawing inspiration from the rich heritage and craftsmanship of Italian formulations.*

Our collaborative team of experts has come together to invest considerable time in research, development, rigorous testing and refinement.

### THE RESULT?

A choice of proven, high-performance clear and pigmented 2K polyurethane and acrylic systems that outshine similar products and slot right into your existing processes.

Backed by decades of industry expertise, our Selva Pro coatings are designed with passion, created to perform and ready to deliver, giving you layers of confidence in every coat.

Made in North America, Selva Pro coatings are readily available via our wide distribution network, so you can enjoy fast and convenient access to the range. No delays, no hassle, our products integrate seamlessly with your existing processes.

The simplified selection of hardeners, designed to streamline inventory management, and consistent mix ratios, means Selva Pro coatings offer true benefits in an industry where complexity often reigns. Available in a full range of sheens, from high gloss to dead flat, and boundless color possibilities, Selva Pro coatings are the ultimate choice for performance, beauty and simplicity.

**No delay. Just apply. Let your customers admire.**



# DON'T SETTLE FOR LESS. EXPERIENCE LAYERS OF CONFIDENCE IN EVERY COAT.

*Trusted by professionals worldwide, with years of experience and expertise behind every product and every coat applied; you can rely on Chemcraft wood coatings to deliver consistent and reliable results, every time.*

*Explore the difference with Selva Pro coatings, the fresh, ultimate choice for high quality 2K polyurethane and acrylic coatings systems.*

*We have a long and proud history with Italian polyurethane and acrylic formulations.*

As part of AkzoNobel, our expert R&D team and our polyurethane and acrylic-based wood coatings systems have earned global trust from the professional and industrial woodworking community for decades. You can be confident that Selva Pro coatings are the right choice for you.



## DESIGNED WITH PASSION

- Designed by our team of experts, with diligence, collaboration, passion and fine craftsmanship
- Trusted Italian-inspired formulations use high-quality raw materials to inspire beautiful results
- Crafted to provide a complete spectrum of sheens— from high gloss to dead flat— it offers limitless color possibilities and imaginative design opportunities
- Manufactured by highly skilled experts, following stringent American standards for quality assurance



## CREATED TO PERFORM

- Comprehensive testing and meticulous development offer proven, well-rounded performance that outshines similar products on the market
- Compact selection of hardeners and simple, consistent mix ratios ensure streamlined inventory, easy training and accurate application
- Decades of trusted partnerships and dedication to the industrial wood coatings industry, including global track record with polyurethane and acrylic products
- Meets AWI system 6 specifications and KCMA standards



## READY TO DELIVER

- Made locally, in our modern manufacturing facilities in North America
- Readily available via our wide, experienced and supportive North American distributor network
- Team of passionate, dedicated experts equipped and ready to provide full unrivaled support
- No delay. Just apply. Let your customers admire



**02.**

# ***CREATED TO PERFORM***

*Our well-rounded solution combines  
performance, beauty and simplicity.*





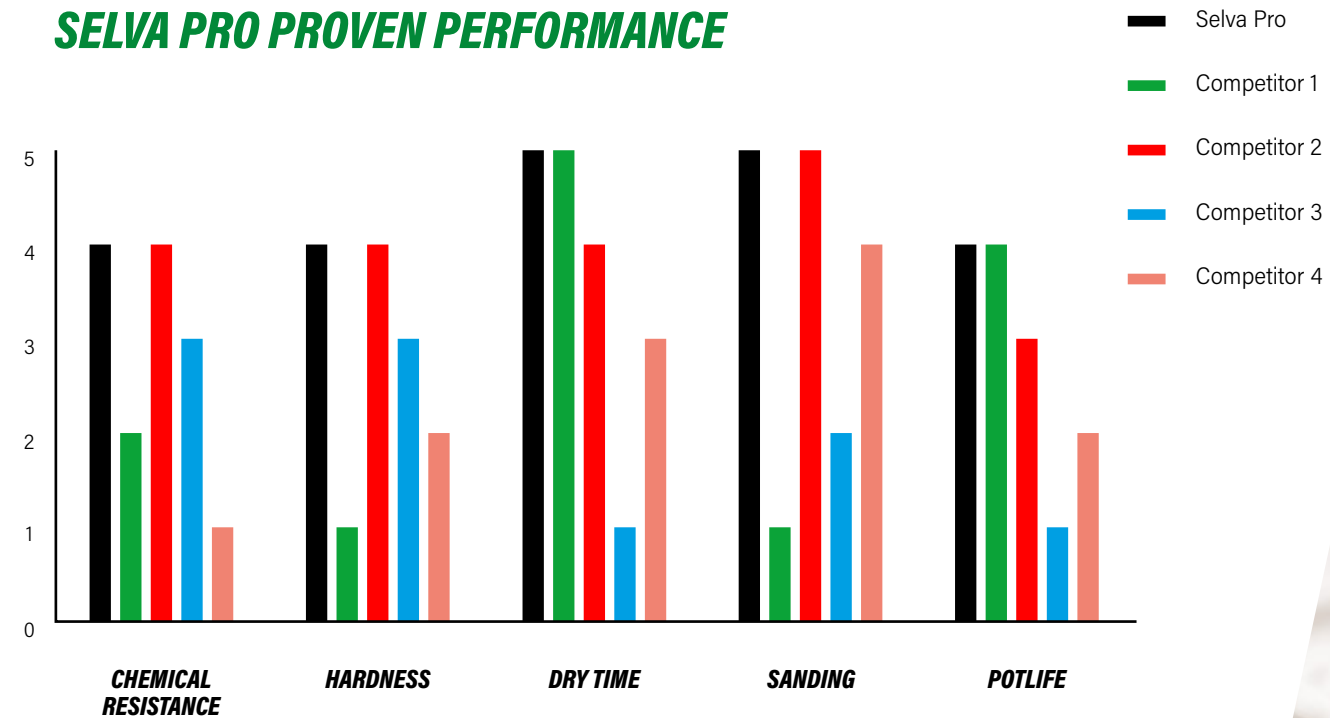
## 02. CREATED TO PERFORM

**Our well-rounded Selva Pro systems combine performance, beauty and simplicity.**

The diagram below shows the results of tests conducted by AkzoNobel. These tests evaluate various polyurethane coatings available in the industrial wood coatings market, using consistent performance criteria. Performance is graded on a scale from 0 to 5, where 5 represents the highest score, and 0 the lowest.

As shown, the Selva Pro range is clearly the top performer, showing exceptional, well-rounded performance across the categories, often surpassing similar products currently available.

### SELVA PRO PROVEN PERFORMANCE



### STREAMLINED HARDENERS

Across the entire Selva Pro range only three hardeners are required. One for Chiaro and Bianco, one for Lucido, and one for Acrilico. This innovative approach simplifies application and inventory management for customers and demonstrates our dedication to delivering ultimate performance without unnecessary complexity.

### OPTIMIZED RATIOS

Across the Selva Pro range, consistent mix ratios are required for both clear and pigmented topcoats. These optimized mix ratios can help simplify application and facilitate easy training for accurate results and an efficient inventory management.

### ENHANCED TINTING STABILITY

All Selva Pro pigmented topcoats exhibit excellent tinting stability, especially with lower sheen finishes. This facilitates the use of widely available tinting selections and simplifies the tinting process, eliminating the need for an additional line of hardeners. The result is enhanced ease of use, versatility and efficiency.

### EXTENDED SHELF LIFE

All Selva Pro products\* boast a shelf life of 24 months — twice as long as comparable products currently on the market. The extended shelf life ensures greater flexibility and improved stock management for customers.

\*Hardeners have a 12-month shelf life



03.

# PRODUCT SELECTION

## Solutions for complete systems

Our comprehensive products work together, delivering a total solution for your high-quality coatings system requirements.

Product images are for reference only. Real product packaging may differ.



DISCOVER THE  
SELVA PRO RANGE  
AT CHEMCRAFT.COM



# SELVA PRO CHIARO

## CLEAR 2K POLYURETHANE SYSTEM

High-build, high-solids clear system that offers robust protection for wood against wear and moisture. Ideal for areas such as kitchens and bathrooms, it's durable yet soft to touch. The formaldehyde-free formula has minimal odor and comes in various sheens. Both Chiaro and Bianco use the same hardener, with a consistent 2:1 mix ratio for minimal complexity.



Fast drying sealer for wood application

### SELVA PRO CHIARO SEALER 436-5700

#### PERFORMANCE QUALITIES/BENEFITS

- Easier faster sand
- High solids
- High clarity
- Great sag resistance

<b>Area of Use</b>	Furniture Cabinet Millwork		
<b>Application</b>	Spray		
<b>Hardener</b>	876-9700	<b>Mixing Ratio</b>	2:1
<b>Pot life</b>	Up to 3 hrs	<b>Reducer</b>	803-2000
<b>Color</b>	<b>Gloss Level</b>	<b>Pack Size</b>	<b>Shelf Life</b>
Clear	N/A	1 Gallon 5 Gallon	24 Months



2K polyurethane topcoat for wood application

### SELVA PRO CHIARO TOPCOAT 436-57XX

#### PERFORMANCE QUALITIES/BENEFITS

- Chemical resistance
- High solids
- Mar resistance
- System 6 ANSI/AWI
- Smooth and silky feel

<b>Area of Use</b>	Furniture Cabinet Millwork		
<b>Application</b>	Spray		
<b>Hardener</b>	876-9700	<b>Mixing Ratio</b>	2:1
<b>Pot life</b>	4 hr	<b>Reducer</b>	803-2000
<b>Color</b>	<b>Gloss Level</b>	<b>Pack Size</b>	<b>Shelf Life</b>
Clear	5, 15, 25, 35, 50, 80	1 Gallon 5 Gallon	24 Months



2K polyurethane high gloss topcoat for wood application

### SELVA PRO LUCIDO PU CLEAR TOPCOAT 436-4995

#### PERFORMANCE QUALITIES/BENEFITS

- High gloss retention
- High solids
- Can be cut and polished
- Mar resistance
- System 6 ANSI/AWI
- Superior clarity

<b>Area of Use</b>	Furniture Cabinet Millwork		
<b>Application</b>	Spray		
<b>Hardener</b>	876-9701	<b>Mixing Ratio</b>	1:1
<b>Pot life</b>	4 hr	<b>Reducer</b>	803-2000
<b>Color</b>	<b>Gloss Level</b>	<b>Pack Size</b>	<b>Shelf Life</b>
Clear	95+	1 Gallon 5 Gallon	24 Months



# SELVA PRO BIANCO

## PIGMENTED 2K POLYURETHANE SYSTEM

High-build, high-solids pigmented system that offers robust protection for wood against wear and moisture. Ideal for areas such as kitchens and bathrooms, it's durable yet soft to touch. The formaldehyde-free formula has minimal odor and comes in a wide variety of sheens. Offering unlimited color opportunities and excellent tinting\* stability (especially with lower sheen finishes), both Bianco and Chiaro use the same hardener, with a consistent 2:1 mix ratio for minimal complexity.

\*Tinting requires neutral base.



### SELVA PRO BIANCO WHITE PRIMER 536-1700

2K polyurethane fast drying primer for wood application

#### PERFORMANCE QUALITIES/BENEFITS

- Good opacity
- High solids
- Ease of sanding
- Flow and leveling
- Quick drying

<b>Area of Use</b>				Furniture Cabinet Millwork
<b>Application</b>				Spray
<b>Hardener</b>	876-9700	<b>Mixing Ratio</b>	2:1	
<b>Pot life</b>	Up to 3 hrs	<b>Reducer</b>	803-2000	
<b>Color</b>	<b>Gloss Level</b>	<b>Pack Size</b>	<b>Shelf Life</b>	
White	N/A	1 Gallon	24 Months	
		5 Gallon		



### SELVA PRO BIANCO HH WHITE PRIMER 536-1701

2K polyurethane fast drying primer for wood application

#### PERFORMANCE QUALITIES/BENEFITS

- Superior build
- Premium opacity
- High solids
- Flow and leveling
- Quick drying

<b>Area of Use</b>				Furniture Cabinet Millwork
<b>Application</b>				Spray
<b>Hardener</b>	876-9700	<b>Mixing Ratio</b>	2:1	
<b>Pot life</b>	Up to 3 hrs	<b>Reducer</b>	803-2000	
<b>Color</b>	<b>Gloss Level</b>	<b>Pack Size</b>	<b>Shelf Life</b>	
White	N/A	1 Gallon	24 Months	
		5 Gallon		



Fast drying primer for wood application

### SELVA PRO NEUTRAL PRIMER 536-1702

#### PERFORMANCE QUALITIES/BENEFITS

- To create deep colors
- High solids
- High tints acceptability (844)

<b>Area of Use</b>				Furniture Cabinet Millwork
<b>Application</b>				Spray
<b>Hardener</b>	876-9700	<b>Mixing Ratio</b>	2:1	
<b>Pot life</b>	Up to 3 hrs	<b>Reducer</b>	803-2000	
<b>Color</b>	<b>Gloss Level</b>	<b>Pack Size</b>	<b>Shelf Life</b>	
Neutral base	N/A	1 Gallon	24 Months	
		5 Gallon		



2K polyurethane fast drying primer for wood application

### SELVA PRO BIANCO TOPCOAT 109-17XX

#### PERFORMANCE QUALITIES/BENEFITS

- Chemical resistance
- High solids
- Smooth and silky feel
- Mar resistance
- Fully tintable
- System 6 ANSI/AWI

<b>Area of Use</b>				Furniture Cabinet Millwork
<b>Application</b>				Spray
<b>Hardener</b>	876-9700	<b>Mixing Ratio</b>	2:1	
<b>Pot life</b>	4 hr	<b>Reducer</b>	803-2000	
<b>Color</b>	<b>Gloss Level</b>	<b>Pack Size</b>	<b>Shelf Life</b>	
White	5, 15, 25, 35, 50, 80	1 Gallon	24 Months	
		5 Gallon		



2K polyurethane topcoat for wood application

### SELVA PRO NEUTRAL TOPCOAT 109-19XX

#### PERFORMANCE QUALITIES/BENEFITS

- Chemical resistance
- High solids
- Smooth and silky feel
- Mar resistance
- Fully tintable
- System 6 ANSI/AWI

<b>Area of Use</b>				Furniture Cabinet Millwork
<b>Application</b>				Spray
<b>Hardener</b>	876-9700	<b>Mixing Ratio</b>	2:1	
<b>Pot life</b>	4 hr	<b>Reducer</b>	803-2000	
<b>Color</b>	<b>Gloss Level</b>	<b>Pack Size</b>	<b>Shelf Life</b>	
Neutral base	5, 15, 25, 35, 50, 80	1 Gallon	24 Months	
		5 Gallon		



2K polyurethane high gloss topcoat for wood application

### SELVA PRO LUCIDO PU WHITE TOPCOAT 109-4995

#### PERFORMANCE QUALITIES/BENEFITS

- High gloss retention
- High solids
- Can be cut and polished
- Mar resistance
- System 6 ANSI/AWI

<b>Area of Use</b>				Furniture
<b>Application</b>				Spray
<b>Hardener</b>	876-9701	<b>Mixing Ratio</b>	1:1	
<b>Pot life</b>	4 hr	<b>Reducer</b>	803-2000	
<b>Color</b>	<b>Gloss Level</b>	<b>Pack Size</b>	<b>Shelf Life</b>	
White	95+	1 Gallon	24 Months	
		5 Gallon		



# SELVA PRO ACRILICO

## 2K ACRYLIC SYSTEM

Smooth formulation enhances wood grain, particularly on expressive and/or high-quality wood-types. Includes 'Naturale', a modern dead flat finish to provide a contemporary touch of luxury. It's durable, chemical-resistant, and preserves wood color and clarity. Offering unlimited color opportunities and excellent tinting\* stability (especially with lower sheen finishes), only one hardener is needed, with a consistent 10:1 mix ratio for minimal complexity.

\*Tinting requires neutral base. Naturale can not be tinted.



2K acrylic sealer for wood application

### SELVA PRO ACRILICO SEALER 436-4700

#### PERFORMANCE QUALITIES/BENEFITS

- Flexibility
- Clarity and transparency
- Color retention
- Great adhesion
- Ease of sanding

<b>Area of Use</b>				Furniture Cabinet Millwork
<b>Application</b>				Spray
<b>Hardener</b>	876-9102	<b>Mixing Ratio</b>	10:1	
<b>Pot life</b>	6 hr	<b>Reducer</b>	803-2000	
<b>Color</b>	Clear	<b>Gloss Level</b>	N/A	<b>Shelf Life</b>
		<b>Pack Size</b>	1 Gallon	24 Months
		<b>Pack Size</b>	5 Gallon	



2K acrylic topcoat for wood application

### SELVA PRO ACRILICO CLEAR TOPCOAT 436-47XX

#### PERFORMANCE QUALITIES/BENEFITS

- Ultimate performance
- Low discoloration
- Excellent clarity
- Mar resistance
- System 6 ANSI/AWI

<b>Area of Use</b>				Furniture Cabinet Millwork
<b>Application</b>				Spray
<b>Hardener</b>	876-9102	<b>Mixing Ratio</b>	10:1	
<b>Pot life</b>	6 hr	<b>Reducer</b>	803-2000	
<b>Color</b>	Clear	<b>Gloss Level</b>	5, 10, 25, 35, 50, 90	<b>Shelf Life</b>
		<b>Pack Size</b>	1 Gallon	24 Months
		<b>Pack Size</b>	5 Gallon	



2K acrylic topcoat for wood application

### SELVA PRO ACRILICO PIGMENTED TOPCOAT 109-47XX

#### PERFORMANCE QUALITIES/BENEFITS

- Ultimate performance
- Low discoloration
- Fully tintable
- Mar resistance
- System 6 ANSI/AWI
- Superior moisture resistance

<b>Area of Use</b>				Furniture Cabinet Millwork
<b>Application</b>				Spray
<b>Hardener</b>	876-9102	<b>Mixing Ratio</b>	10:1	
<b>Pot life</b>	6 hr	<b>Reducer</b>	803-2000	
<b>Color</b>	White	<b>Gloss Level</b>	5, 10, 25, 35, 50, 90	<b>Shelf Life</b>
		<b>Pack Size</b>	1 Gallon	24 Months
		<b>Pack Size</b>	5 Gallon	



2K acrylic topcoat for wood application

### SELVA PRO ACRILICO NEUTRAL TOPCOAT 109-46XX

#### PERFORMANCE QUALITIES/BENEFITS

- Ultimate performance
- Low discoloration
- Fully tintable
- Mar resistance
- System 6 ANSI/AWI
- Superior moisture resistance

<b>Area of Use</b>				Furniture Cabinet Millwork
<b>Application</b>				Spray
<b>Hardener</b>	876-9102	<b>Mixing Ratio</b>	10:1	
<b>Pot life</b>	6 hr	<b>Reducer</b>	803-2000	
<b>Color</b>	Neutral base	<b>Gloss Level</b>	5, 10, 25, 35, 50, 90	<b>Shelf Life</b>
		<b>Pack Size</b>	1 Gallon	24 Months
		<b>Pack Size</b>	5 Gallon	



2K urethane for wood application

### SELVA PRO ACRILICO CLEAR TOPCOAT NATURALE 436-4703

#### PERFORMANCE QUALITIES/BENEFITS

- Soft feel
- Natural appearance
- Great clarity
- Low sheen uniformity

<b>Area of Use</b>				Furniture Cabinet Millwork
<b>Application</b>				Spray
<b>Hardener</b>	876-9102	<b>Mixing Ratio</b>	10:1	
<b>Pot life</b>	6 hr	<b>Reducer</b>	803-2000	
<b>Color</b>	Clear	<b>Gloss Level</b>	Natural	<b>Shelf Life</b>
		<b>Pack Size</b>	1 Gallon	24 Months
		<b>Pack Size</b>	5 Gallon	



Looking for an on-trend dead flat finish? Look no further...

Selva Pro Acrilico Clear Topcoat Naturale is our modern dead flat finish inspired by the latest trends, and highly sought-after by customers. Suitable for multiple uses including kitchens, paneling, and furniture, this finish offers a natural, organic yet contemporary look in keeping with the very latest design schemes for a serene and unobtrusive touch of luxury.



# SUPPORTING PRODUCTS

COMPATIBLE WITH CHIARO, BIANCO AND ACRILICO RANGES

## SELVA PRO PU REDUCER 803-2000

Pack Size	Shelf Life
1 Gallon	12 Months
5 Gallon	

COMPATIBLE WITH CHIARO, BIANCO AND ACRILICO RANGES

## SELVA PRO PU RETARDER 800-2001

Pack Size	Shelf Life
1 Gallon	24 Months
5 Gallon	

COMPATIBLE WITH CHIARO AND BIANCO RANGES  
(EXCLUDING LUCIDO PRODUCTS)



## SELVA PRO PU HARDENER 876-9700

Pack Size	Shelf Life
1 Gallon	12 Months
5 Gallon	

COMPATIBLE WITH CHIARO AND BIANCO RANGES  
(LUCIDO PRODUCTS ONLY)



## SELVA PRO LUCIDO PU HARDENER 876-9701

Pack Size	Shelf Life
1 Gallon	12 Months
5 Gallon	

COMPATIBLE WITH ACRILICO RANGE



## SELVA PRO ACRILICO PU HARDENER 876-9102

Pack Size	Shelf Life
1 Gallon	12 Months
5 Gallon	

# COMPLEMENTARY PRODUCTS

The following products are recommended for use and complement the Selva Pro product range:

### GLAZES

825-3680	Promatch® Proglaze Wet Glaze
825-3678	Promatch Proglaze Dry

### PRIMERS

550-1600	Aquaprime®
550-2200	Stain Blocking Primer
550-1760	Acquaduro™ Primer

### WIPE STAINS

824-50XX	Wipe Stain
825-91XX	Promatch C-Mix Wipe Stain
825-5600	Promatch Vivid Color Wipe Stain

### SPRAY STAINS

824-50XX	Promatch Aqua Waterborne Spray Stain
890-1600	Promatch Vivid Color Spray Stain
890-4041	Promatch S/S
890-85XX	Approved for use over Promatch Dye

### ISOLANTE

876-9084	Isolante Hardener
420-1205	Isolante Sealer

### SOLVENTS

803-1462	Reducer
800-5328	Retarder

Please contact your Chemcraft representative for specific product advice.



**04.**

# ***SPECIFICATION***

*The Selva Pro range has been developed to meet or exceed industry standards and specifications.*



**DISCOVER THE  
SELVA PRO RANGE  
AT CHEMCRAFT.COM**



04. SPECIFICATION

**AWI** The Selva Pro range either meets or exceeds the Architectural Woodwork Institute (AWI) system 6 specifications for interior architectural woodwork.

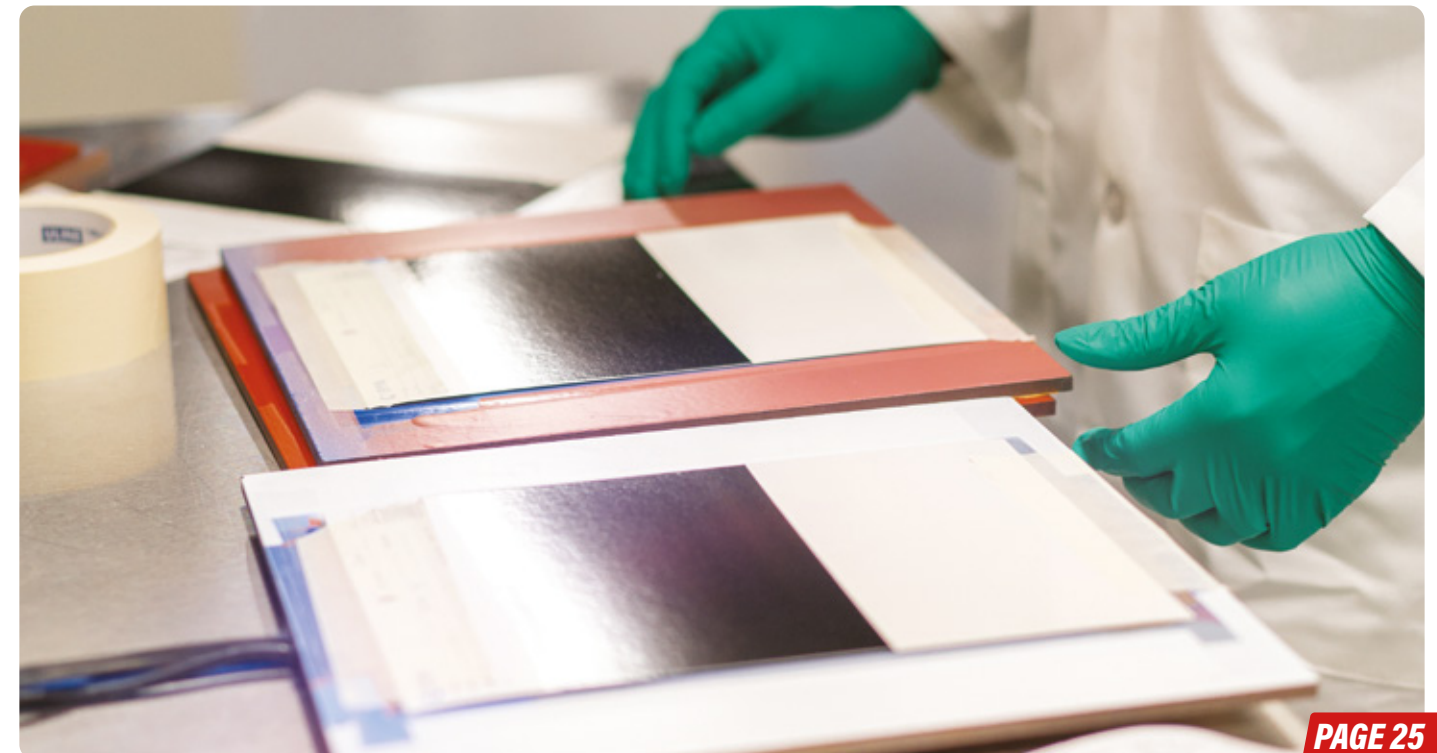


	Selva Pro Pigmented PU	Selva Pro Pigmented Acrylic	AWI System #6	Selva Pro Clear PU	Selva Pro Clear Acrylic
Vinegar	5	5	5	5	5
Lemon Juice	5	5	5	5	5
Orange Juice	5	5	5	5	5
Catsup	5	5	5	5	5
Coffee	4	4	5	5	5
Olive Oil	5	5	5	5	5
Boiling Water	5	5	5	5	5
Cold Water	5	5	5	5	5
Nail Polish Remover	5	5	4	4	4
Household Amonia	5	5	5	5	5
VM&P Naphtha	5	5	5	5	5
IPA	4	4	5	4	5
Wine	5	5	5	5	5
Windex	5	5	5	5	5
409 Cleaner	5	4	5	5	5
Lysol	5	5	5	5	5
33% Sulfuric Acid	5	5	5	5	5
77% Sulfuric Acid	5	5	4	5	4
28% Ammonium Hydroxide	5	5	5	5	5
Gasoline	5	5	5	5	5
Murphy's Oil	5	5	5	5	5
Vodka	5	5	5	5	5
1% Detergent	5	5	5	5	5
10% TSP	5	5	5	5	5
<b>SUBTOTAL</b>	<b>118</b>	<b>118</b>	<b>118</b>	<b>118</b>	<b>118</b>
Wear	5	5	5	5	5
Cold Check	5	5	5	5	5
Adhesion	5	5	5	5	5
<b>TOTAL SCORE</b>	<b>133</b>	<b>133</b>	<b>133</b>	<b>133</b>	<b>133</b>

**KCMA** The Selva Pro range meets the Kitchen Cabinets Manufacturers Association (KCMA) standards.



	Selva Pro Pigmented PU	Selva Pro Pigmented Acrylic	Selva Pro Clear PU	Selva Pro Clear Acrylic	Selva Pro Naturale
Vinegar	5	5	5	5	5
Lemon Juice	5	5	5	5	5
Orange Juice	5	5	5	5	5
Catsup	5	5	5	5	5
Coffee	5	5	5	5	5
Olive Oil	5	5	5	5	5
Gasoline	5	5	5	5	5
Grape Juice	5	5	5	5	5
1% Detergent	5	5	5	5	5
<b>TOTAL SCORE</b>	<b>45</b>	<b>45</b>	<b>45</b>	<b>45</b>	<b>45</b>





# 05. AREAS OF USE

*Selva Pro systems are ideal for multiple uses: from commercial applications to residential projects to musical instruments, to name but a few.*

Our systems provide substantial protection, longevity, beauty, and design freedom, helping your customers to feel connected with the spaces (or objects) around them. Choosing a Selva Pro coating system means you can be guaranteed of reliability and choice, value and quality, and the freedom to enjoy endless design possibilities.



## KITCHENS & BATHROOMS

### KITCHENS

*For many people, kitchens are the heart of the home, where people gather, cook, and enjoy time together.*

We understand your customers want their kitchens to reflect their style, taste, and needs. Whether they prefer a classic, timeless look or a modern, innovative design, our products offer style, quality, durability, and beauty.

Selva Pro systems are formulated to offer ideal protection to kitchen wooden surfaces, from moisture, heat, and wear. The range of colors and finishes can help enhance the beauty of natural wood and enable different creative styles.

### BATHROOMS

*A place to relax, refresh, and rejuvenate.*

Wood elements in bathrooms add warmth, elegance, and personality. They bring a touch of luxury that many customers are increasingly demanding in restroom spaces.

Selva Pro systems protect bathroom wood surfaces from moisture and humidity, while offering a wide range of design options to suit any style.

## SPECIALITY

*Wood coatings are essential for enhancing the durability, aesthetics, and functionality of diverse products, including musical instruments, pool cues, hockey sticks, and yacht interiors.*

### POOL CUES

Helps to prevent wear and tear and increase visual appeal.

### HOCKEY STICKS

Can shield from impact and enhance performance.

### MUSICAL INSTRUMENTS

Helps to protect the instrument and improve its sound quality. Suitable for different kinds of instruments, including guitars, violins, and pianos, our coatings not only prevent the instrument from damage but also highlight the natural beauty of the wood.

### YACHT INTERIORS

Not only helps to protect the wood from damage but also highlights the natural beauty for a luxe feel and experience.





## ARCHITECTURAL MILLWORK & STORE FIXTURES

*Our coatings enhance the durability, appearance, and performance of various architectural millwork and store fixtures.*

Selva Pro coatings provide a winning combination of protection and aesthetic appeal. Whether you're working on a residential project or retail store fixtures or fit outs, the remarkable durability and robustness of the system ensures that installations will endure over time while maintaining their visual appeal.

### STORE FIXTURES MILLWORK

**DISPLAY, SHELVING UNITS, AND COUNTERS:**

Maintains a clean and new appearance, so customers can be impressed with the products on display.

**CASH WRAPS AND WALL PANELS:**

Offers a sleek, elegant look that enhances the quality of service.

**FLOOR FIXTURES, FITTINGS AND GONDOLAS:**

Protects from high traffic and frequent changes without losing appeal.

**CABINETS AND FITTING ROOMS:**

Creates a cozy, inviting atmosphere for a comfortable customer experience.

**TABLES AND BENCHES:**

Helps to last longer and look better, and avoids significant damage from spills and knocks.

### ARCHITECTURAL MILLWORK

**CASEWORK AND COUNTERTOPS:**

Can help resist wear and tear on high-touch surfaces, while highlighting their beauty

**WALL PANELING AND TRIMS (WITH EXPOSED GRAIN):**

Adds depth and character to detailed, decorative elements

**DECORATIVE MOULDINGS AND PILLARS:**

Can help protect from damage and decay, while emphasizing fine craftsmanship





# 06. WORLD OF COLOR

## Providing color confidence to our customers

*Our expert in-house design team delivers creative color solutions to meet the needs of today's constantly evolving market. Our palettes inspire our customers to find the perfect product for their projects.*

As a part of AkzoNobel, a world leader in color, we're also able to draw on the research, expertise and inspiration of the company's Global Aesthetic Centre, which has been carrying out color research for over 30 years. Its ColourFutures initiative lays the foundation for AkzoNobel's annual color of the year selection and supporting palettes.

**M**  
**MaestroHue**

**HELPING OUR DISTRIBUTORS  
MASTER THE WORLD OF COLOR**

*We offer practical support to our distributor partner network through leading-edge color technology tools.*

Our MaestroHue proprietary color software and compatible equipment provides a comprehensive solution to color accuracy with a quick turnaround.

With a large database of formulas, almost any color imaginable is possible with our Selva Pro systems. Our spectrophotometer color measurement device also enables color matching with ease and confidence.



*Selva Pro cans are designed to be fully compatible with standard paint shakers. Unlike many other polyurethane products currently available, they can be conveniently mixed using standard paint shakers without any issues.*



Connected  
by coatings



# 07. **OUR VALUES**

*Since 1976, Chemcraft wood coatings has connected support, quality and creativity to be the best wood coatings partner to our customers.*

We believe in enduring partnerships. That's why our high-performance coatings are backed by industry leading systems and services that support your business. Our dedication to quality, collaboration and creative innovation means that you can trust us to provide the best solutions for your needs now, and in the future.

At Chemcraft wood coatings, we believe a great finish is only the beginning.



**CONNECTED BY SUPPORT**



**CONNECTED BY QUALITY**



**CONNECTED BY CREATIVITY**



**CONNECTED BY INNOVATION**



A great finish is  
only the beginning

**SCAN TO LEARN MORE**



**08.**

# **AKZONOBEL**

*We're part of the AkzoNobel family*



**AkzoNobel**

***We're part of AkzoNobel and its global wood finishes business, with over 200 years of wood coatings expertise.***

*Active in over 150 countries, AkzoNobel is a global leader in paints and coatings, with a commitment to sustainability and innovation. Pioneering a world of possibilities to bring surfaces to life for centuries, across a huge variety of products and applications.*

Polyurethane and acrylic systems are sold worldwide from the AkzoNobel brand portfolio and trusted by customers and partners for their quality, consistency, and durability. Our extensive portfolio of private and public projects serves as a testament to our excellence and track-record with this technology.

[www.akzonobel.com](http://www.akzonobel.com)





*It's here, it's ready to  
go.... it's Selva Pro*



**DISCOVER THE  
SELVA PRO RANGE  
AT CHEMCRAFT.COM**

**ITALIAN INSPIRED**  
**AMERICAN MADE**



**CHEMCRAFT.COM**

# AkzoNobel

## About AkzoNobel

Since 1792, we've been supplying the innovative paints and coatings that help to color people's lives and protect what matters most. Our world class portfolio of brands – including Dulux, International, Sikkens and Interpon – is trusted by customers around the globe. We're active in more than 150 countries and use our expertise to sustain and enhance everyday life. Because we believe every surface is an opportunity. It's what you'd expect from a pioneering and long-established paints company that's dedicated to providing sustainable solutions and preserving the best of what we have today – while creating an even better tomorrow. Let's paint the future together.

For more information please visit [www.akzonobel.com](http://www.akzonobel.com).  
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