

Four Things That Can Make Car Paint Scratch Worse

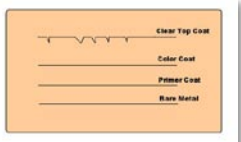
1. Using an old cotton rag (or worse-paper towel) to apply a polish.
2. Using “Rubbing Compound” or old unknown tin can of product on the shelf in the garage.
3. Using any product designed primarily for household cleaning, scrubbing or polishing.
4. Not correctly cleaning and prepping the area where the scratch is prior to scratch removal.

Spoof videos on YouTube:

Spoof videos on YouTube using super glue, wax, and tin foil. There are tons of “spoof” videos on YouTube regarding scratch removal all of them are just bad jokes.

Clear coat paint explained (cars made after 1990):

Nearly every car on the road since 1990 has a clear coat. A clear coat is simply an extra layer of paint...but it’s clear! Professionals refer to a car with a clear coat as a “two stage” paint job (first stage color second stage clear).



The clear coat provides extra protection for the color paint layer and in most instances is a harder formulation than the base color paint. What does this mean to you? ...95% of scratches that you will encounter are only in the top clear coat. In other words the scratch is not into the metal, primer or the base color and can be removed fast, safe & permanently with a well designed step by step system.

Scratches in the clear coat stand out because it is similar to a facet on a diamond, the sharp edges of the scratches reflect light making it stand out.

How to safely remove a dried bird dropping, tree sap or dried bug spat on paint.

Naturally, you want to remove them as soon as possible, the longer it dries on the paint the more damage it can cause. Mineral spirits, Rubbing alcohol or WD-40 are just three household items that will work. None of them will harm a car paint finish. Simply spray or dab it on let it set for a few minutes...DO NOT RUB OR SCRAPE IT...let the solvent do the work... Use only a microfiber towel and dab to pick up the debris. Discard the microfiber towel after, you will not be able to clean it effectively. When the job is done, always wash the car with a quality car wash shampoo, dry and finally use a paint sealant on the affected areas, since all wax protection is removed by the solvents.

Temporary Car Scratch Removal:

These cheap products reduce the reflectance of the scratch, filling it with silicone and wax, thus making it for a while until the fillers wear off and the scratch “reappears” after a few car washes or rain storms. Other temporary scratch remover products are clear liquid polymer solutions (pen style applicator or a plain bottle) that you draw on or wipe on ...and presto...scratch gone...well not quite, they simply make the white clear coat scratch “clear” and less visible (less reflective) to the eye however the scratch is still there...just a clever, temporary and many times expensive cover up...that will eventually wear off.

How To Prevent Scratches DON'TS

1. **DON'T** wipe your paint finish when dry with ANYTHING, this guarantees you will cause micro spider scratches.
2. **DON'T EVER** let a paper towel touch your paint finish, you may as well use sandpaper!
2. **DON'T** use a California duster. They cause micro spider scratches. Trust me, I don't care what the ad's say.
3. **DO NOT** use automatic car washes, even so called “touch less” ...they ALL can cause micro scratches.
4. **DO NOT** use a house hold dish washing soap to wash your car. The high pH of household soaps will attack paint and plastic, and strip wax from the paint.
5. **DO NOT** rub sap, bird splats, or dried bug splats to remove them. (See the tip box for this)

What Type Of Scratch Do You Have?

General rule: If you cannot catch a fingernail in the scratch, then it can be safely & permanently removed @ home with the correct technique and system.

Normal: Scratches around door locks from fingernails, dangling key chains, jewelry on fingers, setting or dragging boxes or packages on fenders or other painted areas. The scratch has not broken through the clear coat. (Can be removed at home permanently with a quality system)

Deep Scratch: Cat claw scratches, Dog claw scratches, shopping cart scratches, shrubbery scratches, leaning snow skis or snowboard up against the paint. The scratch has not broken through the clear coat. (Can be removed at home permanently with a quality system)

Extremely Deep Scratch: This scratch will require touch up paint since it broke through the clear coat and has exposed the base color. (Can be enhanced at home with a quality product after the touch up paint has dried)

Spider Scratches: While they don't look all that bad they require

Helpful Definitions:

Clear Coat: Top layer of paint which is clear. All vehicles since approx. 1990 have a clear coat. This technology was developed to make car finishes more durable and clear coats are a different formulation than the color or base coat. Clear coats “typically” are much harder than the base color coat. Commonly referred to in the industry as “two stage” paint finish.

Primer: This is the first layer of paint applied directly to the metal.

Spider Scratch (cobwebs): Micro scratches most noticeable on hoods and trunks on sunny days. They are a sign of paint neglect, improper carwash technique, automatic car washing, wiping the paint surface when dry with a towel to “clean” it.

Swirls: Sometimes referencing “spider scratches” , but technically “swirl” references improper polishing machine technique and swirls are very different than spiders. Sometimes the swirls can look “halographic”.

Rubbing Compound: Very aggressive formula usually not clear coat safe. Used incorrectly can cause damage to the clear coat. Pros refer to it as a “cutting compound” ,used in conjunction with wet sanding and rotary polisher.

Polish: Polishes are designed to remove clear coat scratches and defects.

Diminishing Polish (Nano formula): This is a new category of polish usually very expensive and typically only Pro's have access to. The polish starts out as a certain abrasive grit and then as it is applied it breaks down into finer particles. Nano formulas are so superior that great results can be had by hand or with a professional machine.

Paint Sealant: Advanced synthetic polymer formula designed for extended protection on paint finishes. Usually protects for 6-12 months and is superior to ordinary carnauba wax. Typically applied by a Pro, however it can be done by consumers at home very easily.

Wax: Typically, a true wax is designed to protect the paint finish not remove scratches. Read the directions to see if it has a cleaner (mild polish) that can remove very minor imperfections. Most ordinary auto wax lasts 4-6wks.

Cleaner: Sometimes found as a one step wax and paint oxidation remover. This type of product will usually fall short on removing scratches. It mainly intended to restore lightly oxidized dull paint.

Oxidation: This refers to a dull looking finish that has been neglected. Oxidation in many cases can be corrected if the clear coat is still intact.

How To Prevent Scratches DO'S

1. **DO** use ONLY professional car care microfiber towels on your paint finish (anything else is almost certain to cause micro scratches or spider scratches). Not all microfiber towels are created equal.
2. **DO** use a high quality pH balanced car wash specific shampoo. (see tip box about this)
3. **DO** use only pro XL microfiber towels to dry after washing your car. (Real Chamois are OK if you clean and use them properly ...otherwise you can cause micro scratches!)
3. **DO** use a Pro style Waterless Car Wash in between regular water and shampoo washes.
4. **DO** apply a high quality Paint Sealant 2x per year, Spring and Fall. (see definitions below)

5 Steps To Remove Scratches Fast, Safe and Permanent, With Professional Results.

1. Wash the entire car, or use a professional scratch prep liquid cleaner that allows you to only clean the isolated scratch area, which is much faster.
 2. Prep of the scratch area for 10 sec with detail clay or a modern synthetic version.
 3. Remove the scratch with a modern “nano” or diminishing polish formula using ONLY a high quality microfiber towel – dedicated to removing scratches.
 4. Follow with a professional glaze to bring out the deep natural luster of the paint.
 5. Seal the restored area with a high quality sealant. Do not use ordinary auto wax as it will not give long lasting protection to the restored area.
- This may seem like a lot of steps however they are “micro” steps and the entire process can be done in less than 15 minutes with a well designed step-by-step system.**

Car Washing and Waterless Car Wash Tips:

Driveway Water Carwash:
Use a shut off nozzle to conserve precious water resources! (Washing a car correctly in the driveway without causing micro scratches is harder than you think!)
 Use only a car specific shampoo that is pH balanced. Never use household dish soap, it will attack and remove the natural moisturizers in paint and plastic parts, causing the paint and plastic to become more susceptible to scratches and UV deterioration.
ALWAYS USE high quality automotive microfiber towels to dry with, there is a difference! Natural chamois are OK if you know how to properly use and maintain them otherwise they can cause micro scratches (spider webbing).
Use two wash mitts—I recommend microfiber wash mitts, one dedicated to the lower parts of the car that are the dirtiest, the other dedicated mitt is for the more visible parts of the car--- this prevents accidentally rubbing grit into more visible parts of the car finish. **Use two buckets**—one for rinsing and the other for suds.

Modern Waterless Car Wash:
They don't need a drop of water from the garden hose!
 Premium waterless car wash formulas not only safely remove road grit and grime without scratching the paint and without hose water, the best ones even leave the paint protected with an acrylic polymer sealant...ALL IN ONE STEP!
 Premium Waterless Car Wash formulas are cost effective usually less than a fancy Star Bucks and for that you get a clean car and protected in less than 15 minutes and you can do it in your nice clothes without getting wet or dirty!!