

# FMJ **ULTRA**<sup>TM</sup>

THE TOUGHEST SPRAY-ON  
BEDLINER **GUARANTEED**



**SPI**  
*Leading the Polyurea Evolution*

Increase Profits, Decrease Prep-Time,  
& Reduce Material Usage.

# WELCOME TO THE FUTURE OF THE SPRAY-ON BEDLINER INDUSTRY!

## Increase Profits, Decrease Prep-Time, Reduce Material Usage

Specialty Products, Inc. (SPI), a protective coating industry leader since 1974, introduces the first major advancement in the spray-on bedliner industry since the introduction of the Full Metal Jacket (FMJ™) bedliner nearly two decades ago. The new FMJ Ultra™ elastomeric coating delivers the toughest protection available on the market today, guaranteed. FMJ Ultra™ provides unmatched abrasion, impact and corrosion resistance. Other companies make this claim, SPI stands behind it with a transferable, limited-lifetime wear-through warranty.

The FMJ Ultra protective spray-on bedliner is formulated with SPI's cutting-edge Ultra Bond™ technology. This advanced chemistry is coined "the duct tape molecule". Like duct tape, FMJ Ultra continues to gain adhesion strength over time. This significant chemistry break-through provides a unique advantage by creating superior adhesion to many organic and inorganic surfaces (new or aged\*) without primer or extensive surface preparation. Save labor by eliminating the costly steps of sanding and cleanup.\*

### THE SPI FMJ ULTRA SPRAY-ON BEDLINER DIFFERENCE:

#### TRANSFERABLE, WEAR-THROUGH WARRANTY

A SPI consumer survey indicated warranty coverage as the primary consideration when purchasing a pickup bedliner. For nearly twenty years, SPI has been the only major bedliner material manufacturer to provide a transferable, limited-lifetime wear-through warranty. This warranty is provided to the dealer at no charge.

#### COST SAVINGS FOR YOUR BUSINESS

The SPI consumer survey respondents listed price as the second most important factor when choosing a bedliner. FMJ Ultra's superior physical-properties allow for thinner coating applications. The benefit of using a stronger coating saves your business approximately one gallon of material per bedliner! This key advantage helps your business to be more competitive and profitable.

#### LABOR SAVINGS

The advanced FMJ Ultra formula contains the Ultra Bond molecule, which provides tenacious adhesion to clean, dry, non-oxidized surfaces.\* Eliminate time consuming sanding and cleanup, thereby cutting bedliner surface prep-time by approximately 50%. Also, FMJ Ultra's rapid gel time reduces material used and labor during the texture application process.

#### NO FRANCHISE FEES

There are no franchise fees involved with the FMJ Ultra bedliner program. SPI does provide protected dealer territories and extensive marketing support.

\* Surface must be clean and dry. If oxidation is present, the surface must be abraded to ensure proper coating adhesion.

#### TECHNICAL DATA SHEET



#### WARRANTY



#### MSDS SHEETS



#### APPLICATION DEMONSTRATION





# ULTRA

## SPRAY-ON BEDLINER COMPARISON CHART

	FMJ ULTRA™	RHINO® EXTREME 11-50™	LINE-X® XS-100™
LIMITED LIFETIME WEAR WARRANTY	Yes	No	No
TRANSFERABLE WARRANTY	Yes	No	No
MINIMUM THICKNESS <i>For Limited Lifetime Warranty</i>	90 mils	125 mils	120 mils
COST/BEDLINER <i>Estimated</i>	\$100 - \$125	\$150 - \$160	\$150 - \$160
PRICE/GALLON	\$25 - \$29	\$31 - \$33	\$30 - \$32
GALLONS/BEDLINER	4.2 approx.	5.0 approx.	5.0 approx.
ABRASION RESISTANCE <i>ASTM D 4060</i>	1 mg lost <i>CS-17 Wheel</i>	11 mg lost <i>CS-17 Wheel</i>	N/A
TENSILE STRENGTH (psi) <i>ASTM D 412</i>	> 4,000	2,800 - 3,200	2,147
ELONGATION <i>ASTM D 638</i>	> 300%	400 - 500%	91%
TEAR STRENGTH (pli) <i>ASTM D 624</i>	> 400	500 - 600	295 lbs/in
SHORE HARDNESS <i>ASTM D 2240</i>	+55 D	50 ±5 D	50 ±1 D
FULL RETURN TO SERVICE	12 hrs	95-99% Cure/24 hrs	24 hrs
BEDLINER COATING TYPE	Pure Polyurea	Pure Polyurea	Hybrid <i>Polyurea / Polyurethane</i>
APPLICATION METHOD <i>Heated Plural, High Pressure</i>	Yes	Yes	Yes
FRANCHISE COST	No	Yes	Yes
PROTECTED TERRITORY	Yes	Yes	Yes
BUSINESS ESTABLISHED	1974	1988	1982

The above information is based on technical data sheets of Rhino and LINE-X, and input from their dealers.



SPECIALTY PRODUCTS, INC.

2410 104th St. Ct. S. Suite D

Lakewood, WA 98499

1.800.627.0773 | 253.588.7101

[www.specialty-products.com](http://www.specialty-products.com)

