

# TruIllusion

TCI Illusion Powder Coatings

Illusion is the distortion of the senses, revealing how the brain normally organizes and interprets sensory stimulation. This is the basis for TCI Powder Coatings' TruIllusion product line. These unique special effect products were developed to allow you to interpret or imagine almost anything. As the light reflects the different angles created in the coating, the reflection changes, and therefore the illusion is created offering a special effect appearance.

The primary reason powder coatings are applied is to protect, making it last longer, and improve its aesthetic, giving it a more appealing appearance. You have always had the opportunity to select a white color, a black color, and virtually anything in between, but now for the first time, you have the chance to select an illusion of color never before seen. TCI TruIllusion product line was launched in 2013 and has taken the market by surprise, offering extremely high DOI, high reflective metallic look, and a formulation backbone and pigment package that can be used outdoors.

If you want to see your part be transformed before your very eyes, coat them with TruIllusion and watch the magic!

Contact TCI Powder Coatings Customer Service at 800.533.9067 for more information.

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## IDEAL APPLICATIONS:

- Motorcycle parts
- Recreational equipment (bicycles, jet skis, toys)
- Wheels
- Displays/signage
- Lawn and garden accessories

| STOCK TRUILLUSION COLORS |              |
|--------------------------|--------------|
| PRODUCT NAME             | PRODUCT CODE |
| TruIllusion Purple       | 9911-01864R  |
| TruIllusion Red          | 9911-01865R  |
| TruIllusion Blue         | 9911-01866R  |
| TruIllusion Green        | 9911-01867R  |
| TruIllusion Silver       | 9911-01869R  |
| TruIllusion Orange       | 9911-01870R  |
| TruIllusion Black        | 9911-01871R  |