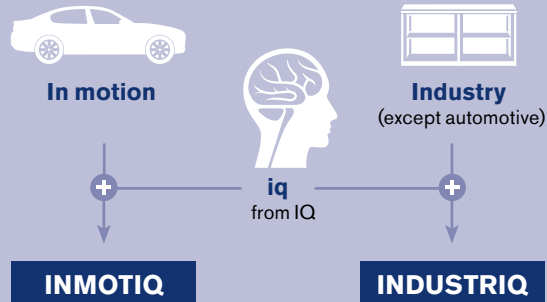


# Coating in motion – or: decoding our product names

Wörwag sells coatings for the automotive industry under the umbrella brand name of “Inmotiq.” All its other industrial coatings are sold under the “Industriq” brand name.

## 1 The brand name is based on the application



## 2 Product

Primer    Base coat    Clear coat    Powder Coat  
more

## 3 Basis

WB  
(water)



SB  
(organic  
solvent)

## 4 Curing

1C

2C

UV

## 5 Type number

Type ID at Wörwag

## 6 Color code

Standard or user-specified

Example:

**Wörwag Pearl White Hydro Primer 2C**

has been relabeled since December 2017 as:

**INMOTIQ Primer WB 2C R1472 Pearl White**

1

2

3

4

5

6