

# A CLOSER LOOK AT The **CLAUSEN** Company

Since 1957, The Clausen Company, situated in the heart of central Jersey's secondary petrochemical processing industries, has been a driving force in innovation. A spacious and well-equipped plant manufactures a full line of top quality professional autobody fillers and unique functional and problem-solving products, designed for simplifying professional autobody repair work. A professionally staffed laboratory functions to improve existing products as well as to develop new products, which will be both time and labor savers. Sales are made through manufacturers' representatives to wholesale distributors in North America and overseas.

A pioneer in the autobody filler industry nearly 50 years ago, The Clausen Company is currently celebrating the 31st anniversary of the first commercially-produced completely lightweight, professional autobody filler. "Classic Plastic" was introduced to the U.S. market in 1975.

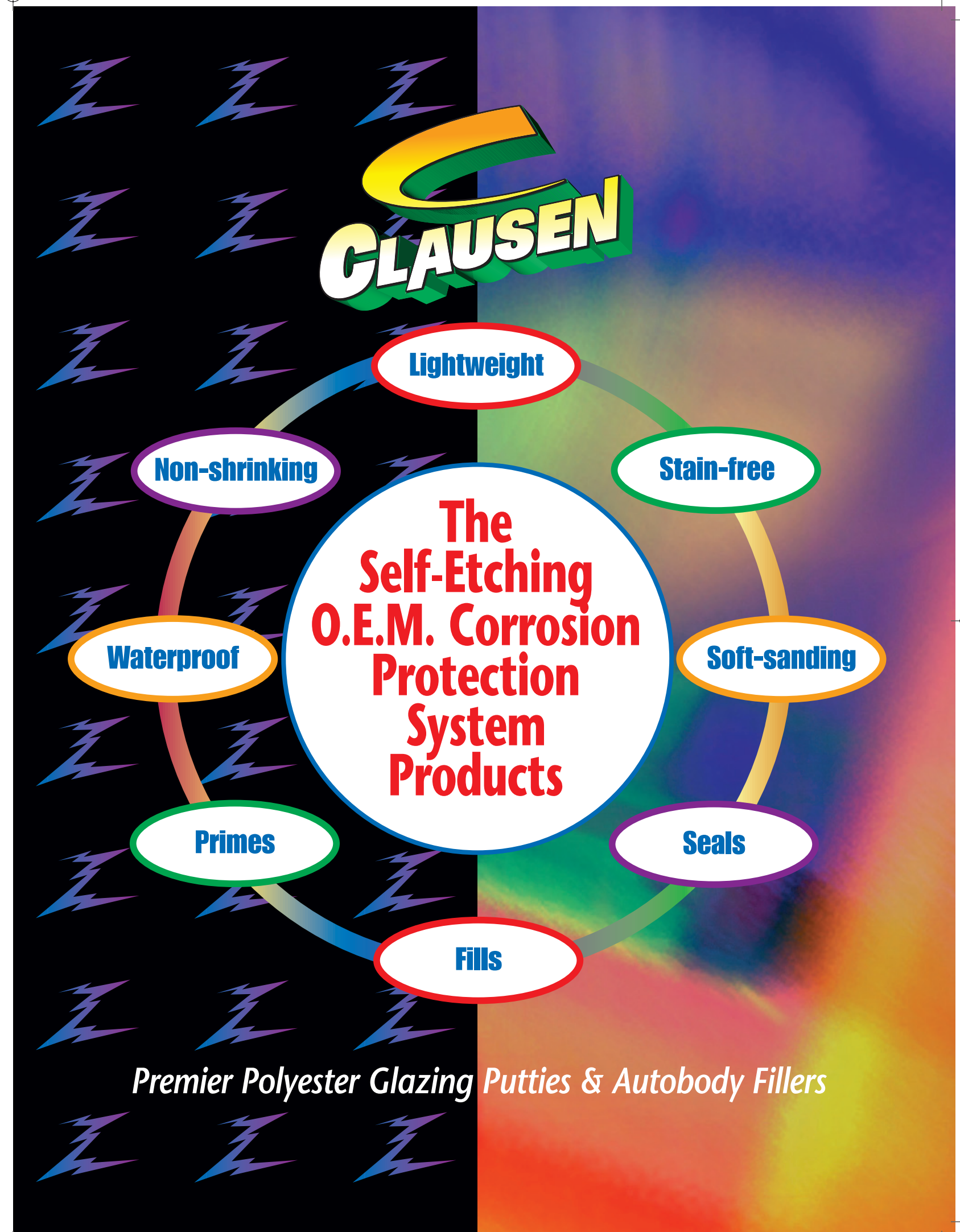
The Clausen Company is well-known for a broad choice of other unique products, including "Claw Glaze", a red lacquer glazing putty that will not shrink or crack. In 1985, The Clausen Company realized the need for self-etching products because the auto industry was using zinc-dipped or galvanized sheet metal. The Clausen Company's currently top selling products were introduced to become **the first self-etching products produced by any company in the United States**. These products are "Z-Chrome" autobody filler and "Z-Glas", reinforced fiberglass filler that can be finished. Both are guaranteed to adhere to zinc-dipped or galvanized sheet metal to renew the "corrosion protection system" offered by O.E. Manufacturers.

THE **Clausen** COMPANY

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# CLAUSEN

## CLAUSEN'S O.E.M. CORROSION PROTECTION WARRANTY

renews the lifetime corrosion protection offered by O.E. Manufacturers against outerbody rust on rust-treated and galvanized sheet metals. Its stain-free products are warranted to totally eliminate bleed-through when used in accordance with its specific directions.



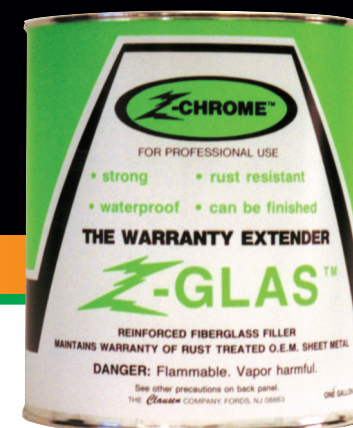
## Gold Rush

**GOLD RUSH** is a premium lightweight gold polyester glazing putty, self-etching, stain-free, pin hole-free, thus eliminating the need to intermix both filler and putty to create a more user friendly product. Guaranteed to eliminate bleed-through.



## LIGHTEN-UP™

**LIGHTEN-UP** is an ultra-white, ultra-smooth, tack-free, premier autobody filler which is self-etching, pin-hole-free and guaranteed to eliminate bleed-through.



## Z-Glas™

**Z-GLAS** is a reinforced microscopic fiberglass filler that is self-etching and waterproof. Designed to bridge holes in metal and fiberglass parts, it is unequalled in smoothness. It can be finished! No need to use both reinforced fiberglass filler and then body filler.



## Z-Glaze LITE

**Z-GLAZE LITE** is a soft sanding, self-etching, stain-free, tack-free, pinhole-free, wet sandable lightweight polyester glazing putty.



## Z-Chrome™

**Z-CHROME** is a self-etching, stain resistant, lightweight autobody filler which renews the lifetime corrosion protection system offered by O.E. Manufacturers against outer-body rust on zinc dipped and galvanized sheet metal.



## All-U-Need™

**ALL-U-NEED** is a self-etching, one-step high build polyester primer – surfacer – sealer finishing system for bare metal, body filler, plastic, wood, aluminum or fiberglass to a surface ready to accept any type of paint without concern for penetration of solvents or moisture. It has low V.O.C. and is non-shrinking, easy sanding, resistant to heat, water and salt and is isocyanate-free. Clear Coat/Color Coat paint systems are protected from staining or bleed-through and in written guarantee. Available in light gray, dark gray, tan, white and red.



## Claw-Glas™

**CLAW GLAS** reinforced fiberglass body filler possesses the necessary properties to cover holes in metal and fiberglass parts. This outstanding Clausen product is of course waterproof, providing a barrier on which build up finishing layers of body fillers. When used in conjunction with reinforcing materials (fiberglass cloth or mat), large, open areas can be covered without welding or riveting in metal sections.



## GORILLA HAIR

**GORILLA HAIR** is a water proof, fiberglass reinforcement compound. Extraordinary, highest strength long strand chopped fiberglass product, designed for professional use to rebuild shattered fiberglass panels, rotted-out sheet metal or any fiberglass body. It can be forced into cracks and crevices or behind, and around the edge or lips of any surface to make a superior bond.

In 1990 **THE CLAUSEN COMPANY** introduced two additional **self-etching** products, which included "Lighten-Up", autobody filler guaranteed to eliminate bleed-through and "Z-Glaze Lite", soft sanding, stain-free and tack-free polyester glazing putty. By this time, **THE CLAUSEN COMPANY** was now providing five **self-etching** products for the autobody industry.

After 15 years of production of **self-etching** body fillers, **THE CLAUSEN COMPANY** introduced "ALL-U-Need", a one-step, high build polyester primer/surfacer/sealer finishing system available in light gray, dark gray, tan, white and red, which is also a **self-etching** product.

In the year 2001, **THE CLAUSEN COMPANY** introduced another "First" in the industry. "Gold Rush" a premium lightweight polyester glazing and is stain-free and is also **self-etching**.