

## Armor Coat Ceramic Header Coating to Add Trackside Service

In a constant effort to continually provide exceptional customer service for the individual racer, Aesthetic Finishers, parent company of Armor Coat Ceramic Header Coating, will offer trackside service at all NHRA Division 3 events as well as select NHRA National Events and IHRA events throughout 2015.

This special offering will be provided in conjunction

with Armor Coat's partnership with Kathy and Kevin Fisher and Performance by Fisher Racing.



Racers, and hot rod enthusiasts alike, can now drop off their parts to be Armor Coat™ coated with Performance by Fisher Racing and save on shipping.

“As racers ourselves, we understand the importance of receiving individual service,” explained Aesthetic Finishers Inc. President, Bill Coomer. “Many parts are custom or one offs, but whether they are or an off the shelf piece, we treat them and our customers all the same. From our large accounts to our engine builders, hot rodders and racers, we want folks to be aware that we are always looking for ways to make things more convenient for them. By offering this new program, we feel that it is just one more way to do that. Drop them off to the Fisher’s or ship direct to us, whichever is more convenient. The bottom line is that we take pride in making sure our customer service is as personal as possible.”



Armor Coat™ is an aluminum ceramic formulation that was developed by NASA to protect parts from thermal destruction and we've taken that same technology and brought it into the motorsports world,” he continued. “So with Armor Coat™, you're not only getting a very aesthetic looking part, but also a part that is not going to break down from the inside out due to the corrosive characteristics of the exhaust gases. You will also benefit from the thermal properties of the ceramic coating.”

The chrome finish Armor Coat™ will withstand up to 1,350 degrees, while the black finish boasts a tolerance all the way up to 2,000 degrees.

Armor Coat™ is not a new offering from Aesthetic Finishers and the company has a proven track record with their product dating back nearly twenty years. “We are proud to have thousands upon thousands of happy customers from tractor pullers to sprint cars to NASCAR, hot rodders and drag racers that continue to be return customers when they have a part that needs coated,” noted Coomer. “We have a tightly controlled process that has been refined over years. It comes down to how we apply the coating. It's repeatable and it's consistent.”

“We are also putting the finishing touches on a special Armor Coat™ contingency program that all drag racers can take advantage of. Whether you run at your local track, a big money race or a national event,” said Coomer. “The full details of the program will be announced very soon.”

For more information on Armor Coat™ Ceramic Header Coating and Aesthetic Finishers, visit their website [www.afipowder.com](http://www.afipowder.com), as well as their page on Facebook. Full details on the Drop-off program can be found [www.performancebyfisher.com](http://www.performancebyfisher.com)