



*Paul Dalton's*  
**PRIVATE LABEL**

**Modesta**   
 PLUS CREATION TECHNOLOGY

## PD Paul Dalton's Private Label

The very best Modesta has to offer. PD Private Label combines the advantages of both organic and inorganic technologies, thus delivering unprecedented shine, protection, resistance and self-cleaning effect.

The PD Private Label consists of two separate parts - an extremely thick and hard inorganic base coat and a super hydrophobic organic top coat. Both of them combine together during the application to form one durable protective layer, resistant to tar and asphalt from the roads, corrosion, oxidation, chemicals and mechanical damage.

Modesta PD is the result of unique development cooperation between Mr. Paul Dalton, the world's leading detailing expert based in the UK and our chemical engineers in Japan.

Properties of PD Private Label at a glance:  
 (compared to other products of the Modesta line)

Heat resistance	● ● ● ● ●
Layer thickness	● ● ● ● ●
Durability	● ● ● ● ●
Water repellency	● ● ● ● ●
Shine	● ● ● ● ●
Scratch protection	● ● ● ● ●
Self-cleaning	● ● ● ● ●
Maintenance	● ● ● ● ●

Modesta PD Private Label requires regular maintenance and yearly renewal. It delivers protection for up to 10 years and is especially suitable for the most exclusive vehicles that can take advantage of professional care.

Maintenance should always be performed by a professional with the required skills and equipment. Modesta maintenance products should always be used for maintaining the state-of-the-art performance of the PD Private Label coating.

For further information about this Modesta product please scan and open the link in the following QR code in your browser or visit [www.modesta.co](http://www.modesta.co).



Paul's personal 2014 Audi RS 6 wearing the Modesta PD Private Label coating



## Development of the PD Private Label

Paul's unprecedented strive for perfection and the finest chemical arts performed by the engineers at Modesta's headquarters in Japan have combined in 2013 to start the development of a new paint protection system. One that would become the new flagship of Modesta's product line and outperform all products available. Over the course of the coming months Paul has performed dozens of tests with products across the industry and compared their performance with pre-production versions of the PD, until 18 months later the research produced a result that can not be described, only experienced!

## The PD Technology

The core of the PD Private Label coating's exceptional properties lies in the unique combination of the advantages of organic and inorganic components. During the installation, both of the molecules are molten together into one inseparable layer. This way, the otherwise sensitive super hydrophobic molecules of the top layer, take advantage of being combined with the hardness and resistance of the base layer, creating a super smooth and slick surface. The difference in light refraction index of both of the layers creates breathtaking reflections while at the same time adding unseen saturation to the color tone of the vehicle.

## Paul Dalton & Miracle Detail

Paul is a master car detailer recognized the world over for his unrivaled art and skill in preparing and protecting the paintwork of the world's most cherished motor cars. The results of his work are truly awe-inspiring. Paul's Miracle Detail has been a source of inspiration for everyone in the detailing industry and recognized as the best address worldwide since it has been established in 2003.

## Sustainable & safe

The PD Private Label does not contain any ingredients hazardous to the environment. As the only product of its kind on the market it has from the beginning been designed to be sustainable and non-hazardous. It does not contain any Volatile Organic Compounds (VOCs) nor harsh industrial solvents and is not flammable.

## Maintenance requirements

The top layer of the PD Private Label coating requires regular yearly maintenance and renewal to ensure its best performance over the course of many years. The renewal may only be performed by a professional Modesta Installer.