

Spray-on Truck Bedliner Industry Fastest Growing in Light Truck Accessory Market

As the costs for light trucks continue to rise, owners are increasingly looking for ways to protect their investments for the long-term. One way is to install a bedliner, which along with bed caps are the most popular accessory for light trucks. As this trend continues, savvy buyers are choosing the performance and aesthetic benefits of spray-on bedlining over traditional plastic drop-in liners.

At Creative Coatings, a spray-on bedliner and truck accessory company based in Monroe, Louisiana, that has sprayed over 6,000 trucks, a combination of market forces and recognition of a superior product led them to provide spray-on liners. After trying several different suppliers of chemicals, they turned to a urethane spray produced by SWD Urethane in Mesa, Ariz., a processing and manufacturing company specializing in polyurethane foam systems, specialty coatings and polyols.

"If you are going to get into this business and you want to be successful, or if you are just getting a lining for your truck, you have to be sure that chemicals are the best there is," said Paul Hansen, owner of Creative Coatings. "I used to use a different chemical but I found there were a lot of fillers and it didn't perform well. I tried almost every product out there and was completely blown away by the SWD product. There isn't any doubt in my mind that we use the most superior product on the market. It is a pure lining spray with no fillers, no graininess and the best performance." •

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