

# Revivify America Says Thin Factory Paint Is Driving Early Clear Coat Failure

*Modern clear coat can be thinner than a sheet of paper. Revivify's self-healing protective coating is designed to absorb damage the paint can no longer take.*

HUNTINGTON BEACH, CA, UNITED STATES, September 10, 2026 /EINPresswire.com/ -- Factory paint on today's vehicles is thinner than it has ever been, and owners are paying for it in chips, swirl marks, wash scratches, etching, and clear coat failure that can start within months of driving a new car off the lot.

Revivify Coatings of America says the fix is not another hard ceramic, but a flexible, sacrificial layer that takes the damage in the paint's place — and heals itself in the sun.

How Thin Is It, Really?

"When I explain thin paint to customers, I use a sheet of paper," said Mel Craig, president of Revivify America and a global trainer in paint correction and paint protection. "Paper is about three and a half mils thick. The entire paint system on a modern car can be as little as two and a half mils, and averages four to five. And that's everything — rust inhibitor, primer, base color, and the clear coat on top. So picture how thin that clear coat actually is."

That clear coat is the only layer standing between the color and the outside world: UV, chemicals, road debris, corrosion, and every trip through a car wash.

Modern high-efficiency factory paint systems apply far less material than processes from decades past. Better for cost and emissions — worse for the owner, who is left with almost



Mel Craig, President of Revivify Coatings of America and global trainer in paint correction and paint protection.

nothing to absorb damage.

And the usual remedy makes it worse. "Every polish and every paint correction takes away a little more clear coat," Craig said. "Do that enough times and there's essentially nothing left. The car ends up more vulnerable than when you started."

### A Layer Designed to Be Sacrificed

Revivify is a professionally applied, urethane-based [self-healing protective coating](#) for automotive, marine, aviation, and industrial surfaces. Where a rigid silica (SiO<sub>2</sub>) ceramic cures hard and chips or scratches under impact, Revivify's urethane chemistry stays flexible — and self-heals under the heat of the sun, closing light swirls and wash marks in the coating instead of in the paint underneath.

According to Craig, it applies roughly 8 to 10 times thicker than a traditional ceramic, and once cured it takes a heavy cutting compound and pad to remove, where most ceramics come off with a light polish.

"Revivify sits between a ceramic and [paint protection film](#)," Craig said. "Film is still the best money can buy for rock chips, but it isn't in everyone's budget, and when film wears or fails it can't be repaired — only replaced, at real expense. Revivify is the crossover: the thickness and the self-healing, at a price that fits most budgets."

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*Mel Craig*

Craig is blunt about the limits. "We drive at 80 miles an hour. Nothing — not Revivify, not ceramic, not film — is 100 percent protection. The goal is prevention. Damage will happen eventually. The difference is whether it's a quick fix or a full repaint."



Mel Craig hand-applies the Revivify self-healing protective coating at the Revivify Training Center.



Revivify's self-healing protective coating: UV protection, self-healing, chemical and corrosion resistance, rock chip protection.

Revivify has been independently tested by SGS (Report No. HV-17-04652A-1) and is applied only by trained, certified applicators. Coverage is registered with CARFAX and carries a multi-year warranty.

## Availability

Revivify is applied through a network of certified applicators across the United States. Vehicle owners can [find a certified applicator](#), and shops can apply to become one, at <https://www.teamrevivifyusa.com>.

## About Revivify Coatings of America

Revivify Coatings of America distributes and trains applicators on the Revivify self-healing protective coating for automotive, marine, aviation, and industrial use. The company is led by Mel Craig, a global trainer in paint correction and paint protection. Learn more at <https://www.teamrevivifyusa.com>.

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