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## The Truth About Ceramic Coating

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Eric Williams (<https://avalonking.com/blog/author/eric/>) - April 13, 2018



Are ceramic coatings worth it? What is a ceramic coating in the first place?

It's certainly all over the internet these days with countless videos across social media showing mud being thrown over a hood and sheeting off instantly leaving barely a dirty mark.

For many viewers, this is the first time they've even heard of the terms "Ceramic Coating" or "Nano Coating". Others are skeptical – have the videos been staged in some way? Will the coating ruin my car? And why do they seem so expensive when the bottles are so tiny?

In today's post, we're going to look at the realities of ceramic coating, whether they do what they claim and help you decide whether it's for you or not. Although the protection these coatings offer is unrivaled, they do have some potential downsides depending on what you're after.

Let's spend some time clearing the facts from the fiction. This is what we'll be covering today:

- [Background](#)
- [What is a Ceramic Coating](#)
- [What Are The Options?](#)
- [What Does a Ceramic Coating Do](#)
- [What Does a Ceramic Coating NOT Do](#)
- [Ceramic Coating Myths](#)
- [Conclusion](#)

### 1. Background

You want your car to look as amazing as it did the day you drove it off the dealer's lot. But despite your efforts maintaining and washing, the scratches, chips, and stains start to spread across your car's exterior and the paint begins to dull & fade from the sun.

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Anything and everything is constantly attacking your car's surface. Mud, dust, dirty rain, water spots, unsightly brake dust, grime start sticking to your car almost immediately after cleaning it. And let's face it, having to wash your car is boring, monotonous and time-consuming. Snow, ice, salted roads, tree gum, bird shit doesn't help either.

Automatic car washes scratch and mars your paint, while the chemicals used are terrible for the surface. Not to mention daily life scratches from kids, shopping carts, bikes, and scooters.

Wax adds a good level of shine and gloss, and a small amount of protection, but lasts a few months at best.

Here's where Ceramic Coatings come in.

*A Ferrari is getting ceramically coated.*

Originally designed for the oil and space industry, the technology has now expanded quickly into the automotive industry. All because how effective it really is.

**More Reading:**

- [How it Works \(/how-it-works/\)](/how-it-works/)
- [FAQ \(/faq/\)](/faq/)



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## 2. What is a Ceramic Coating

The easiest way is to understand Ceramics Coatings are to think of them as a second layer of skin, or a sacrificial layer of protection over your car's clearcoat.

They utilize nanotechnology, which are essentially tiny particles that form a very fine, thin layer completely invisible to the eye. Because these particles are so small, when applied to a surface, they seal all the pores making the surface hydrophobic (water-repellent), but also resistant to UV, scratches, chemicals, extreme heat and even anti-graffiti. This layer is completely transparent.

*The difference between an uncoated surface vs. a coated.*

*This also explains why the bottles contain so little liquid [typically 30ml]. The particles are so small, that this is all that is required to coat a single car.*

The ceramic coating forms a semi-permanent bond with a vehicle's surface, resulting in a 'sacrificial' layer that will not wash away under cleaning or rain, or break down over a short period of time. In fact, usually, it lasts years.

They repel dirt and water like nothing else, which makes them easier to clean. Their hardness helps to prevent swirl marks and marring from washing.

### 3. What are the options?

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Although they're just now catching wings in the "mainstream" – ceramic coatings have been around the detailing industry for several years now.

However, because of their prohibitive costs through detailers, they've previously they've really only been accessible or cost-effective for enthusiasts or owners of high-end vehicles.

There are two options when deciding you want your surface covered:

- Professional Applications
- DIY Consumer Kits

### 3a. Professional Application

Cost: \$500 – \$2,000

These are coatings that must be applied by trained and certified professionals. The use of equipment and expertise makes the cost relatively high, depending on your budget. On the very low end, you can expect to pay at least \$500 for just the application. Pre-prep and professional preparation will add several hundred dollars more, at a bare minimum.

The process typically takes anywhere between 1-5 days depending on the condition of your paint, the size of the vehicle and the packages you select. For premium ceramic coating packages such as Ceramic Pro Gold, expect to pay upwards of \$2,000 from a licensed dealer.

But what about the average person who doesn't drive a Ferrari or doesn't want to pay potentially \$1000s?

#### **Some References:**

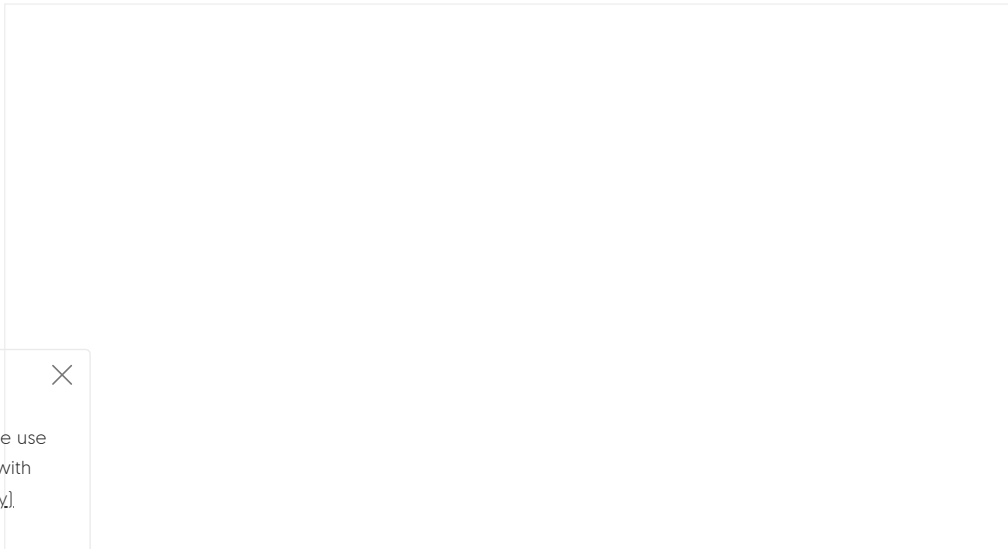
- [Ceramic Pro Packages \[http://www.padautodetailing.com/ceramic-packages.php\]](http://www.padautodetailing.com/ceramic-packages.php)
- [Opticoat Packages \[https://www.vindevers.com/opti-coat-ceramic-coating-packages/\]](https://www.vindevers.com/opti-coat-ceramic-coating-packages/)

### 3b. DIY Consumer Kits

Cost: \$20 – \$150

Recently, a range of exciting consumer level products has been entering the marketplace. This has opened up ceramic coatings to casual drivers who are less concerned about their cars being showroom quality and more about ease of cleaning and protection against the elements.

Specially formulated so that they are much less sensitive than professional-grade coatings, they are also designed to be applied with little to no experience. The quality & durability of these products can vary, but in comparison to the costs of professional applications, they are obviously a lot more accessible to the average driver.



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## Armor Shield IX DIY Kit

Armor Shield IX is a highly durable protective coat.

**\$69.99**

★★★★★

(<https://avalonking.com/shop/armor-shield-ix-diy-kit/>)

One of the observations we made when researching the most popular DIY Ceramic Coatings on the market, was that even if they were available to the average consumer, we wouldn't necessarily recommend everyone to get them, because some had little to no guidance, which is mainly the reason we've created [Armor Shield IX \(/shop/armor-shield-ix-diy-kit/\)](https://avalonking.com/shop/armor-shield-ix-diy-kit/) and made it a big priority to properly guide customers through the whole experience from ordering the right amount, preparing the surface, applying the coating and how to maintain, so it lasts for many years.

### **Advantages:**

- *Relatively easy to apply*
- *Extremely cost effective*
- *Very visible results*

### **Cons:**

- *Takes effort to properly prepare a car*
- *A lot of poor quality knockoffs out there. Research required*
- *Not proper guidance from every company*
- *Some companies exaggerating benefits*



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## 4. What Does a Ceramic Coating Do

There is a good reason why their popularity is growing a lot. A lot of the benefits are simply unheard of in the automotive industry, but that said, there are also some minor precautions you need to be aware of.

#### **4a. Hydrophobic**

Otherwise known as being very water repellent.

An important feature of a Ceramic Coating is that it is hydrophobic. This basically means that water will be repelled instantaneously. When your car is ceramic coated, the incredible hydrophobic effect of the coating will cause water to bead up and roll off the surface along with most dirt, grime, or mud [as it has all been unable to bond to your vehicles paint].



*Watch the hydrophobic features on the left side of the car, which is coated vs. right side that's not coated*

Any remaining dirt on the car can be removed with less effort. A lot less effort.

#### **4b. Mud & Dirt Repellent**

Ceramic paint coating works much harder at protecting the surface of your vehicle than an ordinary paint job.

Rain and water bead as opposed to accumulating on the surface. Snow and ice does not stick to the surface. And mud as demonstrated above just slides off.



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#### 4c. Protection from UV Damage / Oxidization / Rust

Vehicles often exposed to the sun will start seeing the paint fade and look dull. This is caused by the sun's ultraviolet sunrays, which causes oxidation to the car's paint. By adding a layer of Ceramic Coating, you can dramatically reduce the oxidation.

#### 4d. Improved Durability

Ceramic coatings or nano coatings if you will, works much harder at protecting the surface of your vehicle than an ordinary paint job. The new coating bonds with the molecular structure of your car's paint and can't be dislodged by vibrations or external force, meaning it lasts years not months. As mentioned earlier in the article, think of it as an added layer of skin on top of your paint.

### 5. What Does a Ceramic Coating NOT Do?

A lot of misconceptions about what the protection does not cover. Some of it might be logical, but never the less, let's start off by saying this. **It does not make your car bulletproof.** And they're not some magic all-encompassing product that will solve all potential hazards your surface is exposed to. The truth is not every vehicle will benefit from it.



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*The ceramic coating doesn't make your car bulletproof.*

They do not stop rock chips, they do not prevent water spots, they do not replace proper care or maintenance, they do not prevent dings or dents, and they do not last forever.

Just because your vehicle has undergone the process or treatment it doesn't mean you no longer need to dust, wash or remove bird droppings. You still do. The difference is that maintaining your paint will require less elbow grease and less time.

## 6. Ceramic Coating Myths

We thought we'd round up a few of the myth we most often hear about, so you can get your facts from a reliable source in case you're wondering.

### Myth 1: Coatings Are Scratch Proof

A lot of detailers and suppliers exaggerate the scratch resistance of Ceramic Coatings, even going so far as to call them scratch-proof or resistant to rock chips which is completely false.

Small scratches can definitely be resisted by a Ceramic Coating and the sacrificial layer the coating forms will certainly help against minor incidents that would otherwise mar your surface. For examples, driving through brush, small little knocks from bikes, kids playing, or animals jumping excitedly against the car

Most newer Coatings are typically rated 9H on the pencil scale. This is the highest possible scratch resistance, however... Ceramic coatings are not thick or flexible enough to absorb the impact of a rock hitting your paint at highway speed or to resist against someone purposely trying to scratch your car.

### Myth 2: Coatings Doesn't Require Maintenance

Another myth is that ceramically coated cars do not require washing or maintenance. A coating will heavily cut down on the amount of washing and maintenance but not completely eliminate the need for it.

The fact is if you are going to drive your car, even if its infrequently, the road is a dirty and the surface is going to gradually get dirtier even with a ceramic coat.

It will still require washing, just with a lot less effort and less frequency. Overall with a coating, it's going to be much easier. Additionally, it eliminates the need for waxing every few weeks, saving a lot of money over the course of the ceramic coatings lifetime.

### Myth 3: Coatings Are Permanent

Partly, this is true. The ceramic coating is actually semi-permanent, as to it bonds with the surface and cures into a hard and shiny sacrificial layer. That means that you don't have to re-apply every other month to maintain that glossy surface.

With a good product and proper application, it should last at least 2-3 years, however, it is definitely not permanent.

### Myth 4: They Are Really Easy to Apply

This is actually relatively true. With the new DIY kits becoming available to consumers, the actual application process is relatively easy.

That said, it's not necessarily simple. Before you can even apply the coating, the surface has to be free of surface blemishes, which applies to even brand new vehicles. The process really depends on the condition of the surface. As the ceramic coating will semi-permanently add a layer over your vehicle's paint, it's crucial to do any paint restoration before applying the coating. It's up to you to decide, but we do recommend washing the car, claying, buffing, and keeping it pristine while applying the coating.



### Myth 5: Coatings Provide More Gloss Than Sealants And Waxes

Not necessarily. The truth is the coating doesn't provide the gloss alone – the prep work done underneath is also crucial. If you have a very faded paint and apply a coating, it will still be faded, with a little bit of shine on top. The same applies for haze or swirl marks, they'll also be "locked" under the coating if they're not removed first.

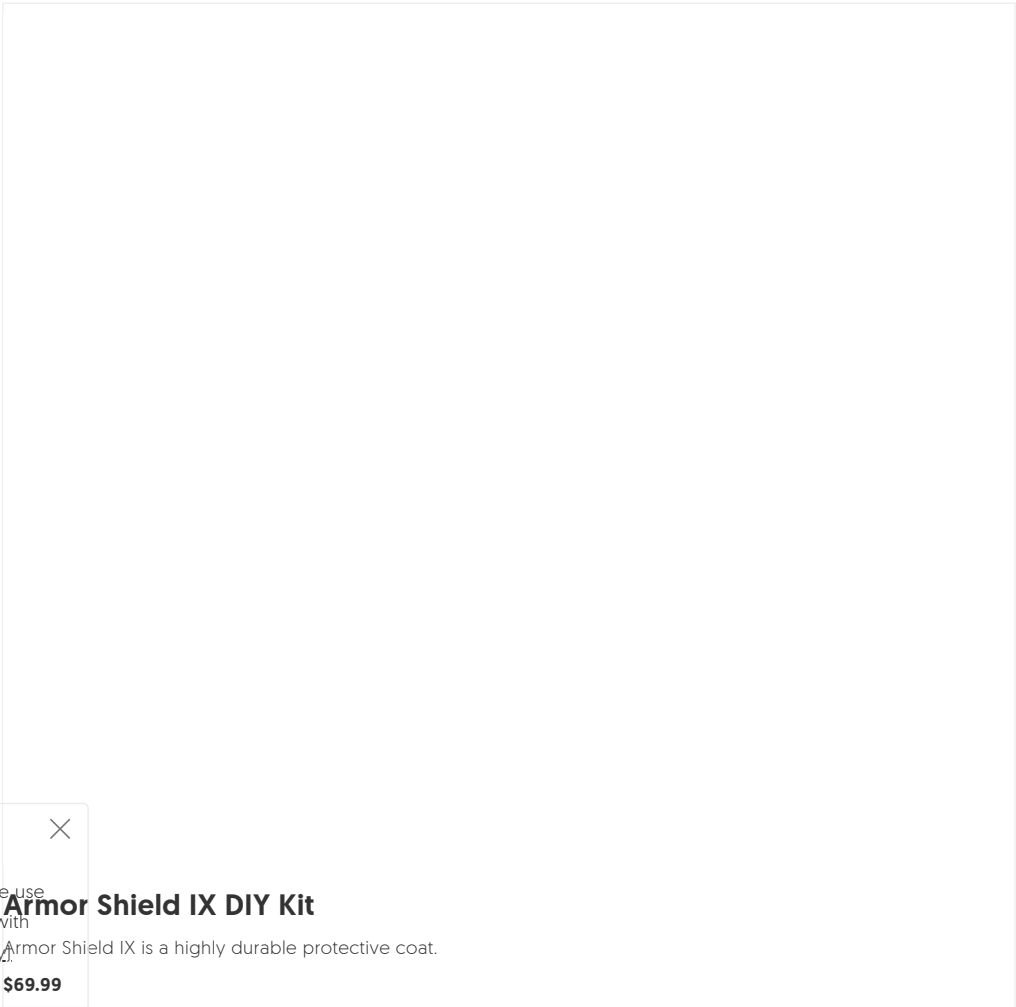
### Conclusion

So, is it worth it to ceramically coat your car?

Yes, absolutely, for most cars. The marginal investment, particularly from a DIY standpoint makes a ceramic coating well worth purchasing. The upfront cost will pay for itself in savings in less than a couple of months. A professional application is also worth exploring if you have a high end or show vehicle. We've actually calculated a bit on it, and if you spread the upfront cost out on the duration of the entire protected period, you're looking at **a whopping \$0.05 per day** or converted to Euro, approx. €0.04.

The important thing is to not expect a magic product that forms a bulletproof force field of protection around your car. What it does do is keep your car looking like its been recently waxed for years, makes dirt fall of super easy, and does a better job of protecting your paint then any wax or sealant.

Its also phenomenal on your rims, plastic and especially headlights. In fact, it's so good that we've had many people try out our very own [Armor Shield IX \(/shop/armor-shield-ix-diy-kit/\)](/shop/armor-shield-ix-diy-kit/) and offer their honest reviews in the process. Some of these how-to videos even have hundreds of thousands of people watching them, so we do recommend watching some of these videos before you go ahead and make up your mind about going forward with a ceramic coating. We'll link a few of them down in the references below.



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**Armor Shield IX DIY Kit**

Armor Shield IX is a highly durable protective coat.

**\$69.99**

★★★★★

(<https://avalonking.com/shop/armor-shield-ix-diy-kit/>)

Lastly, it's important to know that we guide you through the whole process, so you can get similar results as if you had it professionally done.

**So ask yourself this:** Do you want your car to look like it's just been washed and waxed every day for years, with a deep glossy finish, easy cleaning, dramatically increased level of environmental protection? **If you can say yes to that, we encourage you to try out a Ceramic Coating DIY Kit today.**

*"Look at this thing, it's like black glass" – Moe, Happy Armor Shield IX Customer*

We, at AvalonKing, stand by our product so much, that we're actually offering you to ceramically coat your vehicle with a **3-Year Warranty for only \$69.99**. That means you basically have zero risk, as we'll just pay you back the money if you're not happy with the product.

**GET STARTED TODAY** (</shop/armor-shield-ix-diy-kit/>)

100% Money-Back Guarantee

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### How to Restore **Headlights** With Ceramic Coating

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**Eric Williams (https://AvalonKing.Com/Blog/Author/Eric/)**

Eric is the Product Specialist at AvalonKing. He's also known as the Ceramic Coating whisperer in our office hallways. When he's not buffing away on his ol' Shelby Cobra, he enjoys watching Sunday sports and spending time with his family.

> **THIS POST HAS 98 COMMENTS**

**Brent White** [REPLY \(HTTPS://AVALONKING.COM/BLOG/THE-TRUTH-ABOUT-CERAMIC-COATINGS/?REPLYTOCOM=22192#RESPOND\)](#)

Can this product be used on a fiberglass sided RV to bring back the shine like it was new? Will the product yellow as I have seen other products do over time?

**Henry** [2018 REPLY \(HTTPS://AVALONKING.COM/BLOG/THE-TRUTH-ABOUT-CERAMIC-COATINGS/?REPLYTOCOM=21790#RESPOND\)](#)

got two kits as a gift several month ago, used it but not impressed. just Ok in my opinion time will tell if it lasts

**Mark** [2018 REPLY \(HTTPS://AVALONKING.COM/BLOG/THE-TRUTH-ABOUT-CERAMIC-COATINGS/?REPLYTOCOM=21749#RESPOND\)](#)

How many bottles would I need for a 2107 Ford Mustang convertible

**David Hall (https://avalonking.com/)** [REPLY \(HTTPS://AVALONKING.COM/BLOG/THE-TRUTH-ABOUT-CERAMIC-COATINGS/?REPLYTOCOM=21750#RESPOND\)](#)

Hi Mark, would recommend 2 kits.

**Bruce Griffin** [REPLY \(HTTPS://AVALONKING.COM/BLOG/THE-TRUTH-ABOUT-CERAMIC-COATINGS/?REPLYTOCOM=21685#RESPOND\)](#)

Do I have to remove all the wax before application of the ceramic coating?

**David Hall (https://avalonking.com/)** [REPLY \(HTTPS://AVALONKING.COM/BLOG/THE-TRUTH-ABOUT-CERAMIC-COATINGS/?REPLYTOCOM=21713#RESPOND\)](#)

Hi Bruce, yes definitely. All wax or other sealants need to be completely stripped before applying as they would affect the bonding of the coating to the paint.

**Wayne** [2018 REPLY \(HTTPS://AVALONKING.COM/BLOG/THE-TRUTH-ABOUT-CERAMIC-COATINGS/?REPLYTOCOM=21282#RESPOND\)](#)

I own a detail shop and looking to offer and sell a great product

**Jeff** [2018 REPLY \(HTTPS://AVALONKING.COM/BLOG/THE-TRUTH-ABOUT-CERAMIC-COATINGS/?REPLYTOCOM=20792#RESPOND\)](#)

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Hi Eric, you seem to really know your stuff! Maybe you are the right person to help answer my question. I have a vehicle with ArmourShieldIX, which I love. I also have a second vehicle with a competitors ceramic coating product. I have a resin exchange RODI water filter in my house for aquarium water. The water is filtered to remove all impurities, salts, and ions are effectively removed and the water reads 0 tds – however, I know the pH of RO water can drop quickly after being exposed to gaseous CO2, which effectively makes the water corrosive (mainly to metals).

I'm interested in using this as a spot free daily rinse for the vehicle, as well as a final rinse down after washing. Do you know, is ArmourShieldIX "compatible" with reverse osmosis water for a final rinse?

Thanks in advance,  
Jeff

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**Dan Wlodarski** (<https://AVALONKING.COM/BLOG/THE-TRUTH-ABOUT-CERAMIC-COATINGS/?REPLYTOCOM=19871#RESPOND>),

I was wondering if you can use this product on a fiberglass boat? If so, the boat does have some oxidation on it. Would I need to remove the oxidation before applying this product?

---

**Eric Williams** (<https://AVALONKING.COM/BLOG/THE-TRUTH-ABOUT-CERAMIC-COATINGS/?REPLYTOCOM=20493#RESPOND>)

Hi Dan. ArmorShieldIX ceramic coating is perfectly suitable for marine applications and it would be a great fit for your fiberglass boat. It is advised to prepare the surface as good as possible so I would recommend fixing any issues, including oxidation, prior to the application.

---

**Brian William Spicer** (<https://AVALONKING.COM/BLOG/THE-TRUTH-ABOUT-CERAMIC-COATINGS/?REPLYTOCOM=19376#RESPOND>),

What do you think about coating the bottom of a surf board .

---

**Eric Williams** (<https://AVALONKING.COM/BLOG/THE-TRUTH-ABOUT-CERAMIC-COATINGS/?REPLYTOCOM=19442#RESPOND>)

Would work well 100%. All solid porous surfaces are good for coating with ArmorShieldIX, very likely there would be a noticeable decrease in drag over the water.

---

**Ken T 2018** (<https://AVALONKING.COM/BLOG/THE-TRUTH-ABOUT-CERAMIC-COATINGS/?REPLYTOCOM=18758#RESPOND>),

Can you apply ceramic coating to your windshield and the other vehicle windows?

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**Eric Williams** (<https://AVALONKING.COM/BLOG/THE-TRUTH-ABOUT-CERAMIC-COATINGS/?REPLYTOCOM=18760#RESPOND>)

Hi Ken. You can coat any glass surface with ArmorShieldIX, just make sure the glass is perfectly clean and free of any greasy or wax residue. It is best to use an inspection light or any flashlight you have on hand to inspect the surface is clean before the application.

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**Bryon Callahan** (<https://AVALONKING.COM/BLOG/THE-TRUTH-ABOUT-CERAMIC-COATINGS/?REPLYTOCOM=17763#RESPOND>),

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I just bought new chrome rims for my f 250. I am thinking about coating them before i have tires mounted and put on truck. This way they will always look good. Am I correct assuming i can do this?

**Eric Williams** (<https://avalonking.com>) <https://avalonking.com/blog/the-truth-about-ceramic-coatings/?replytocom=18759#respond>

Yep, coating them with ArmorShieldIX would definitely be the best thing to do. They would be protected, much cleaner and will be even shinier.

[NEXT > \[HTTPS://AVALONKING.COM/BLOG/THE-TRUTH-ABOUT-CERAMIC-COATINGS/COMMENT-PAGE-2/#COMMENTS\]](https://avalonking.com/blog/the-truth-about-ceramic-coatings/comment-page-2/#comments)

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