

# The Big Lie About Rubber Undercoating

I'm going to make some mechanics angry with this one, but it needs to be said: Rubberized undercoating sprays are a scam. They are sold as "armor" for your truck, but they are actually rust incubators. Rusty Lions sees the aftermath every spring. We strip frames that looked "protected" only to find the steel underneath has turned to Swiss cheese. If you want to actually stop New Jersey road brine, you need to stop spraying rubber and start fusing protection to the metal.

Here is the physics of the failure: Rubberized coatings sit *on top* of the metal. They do not bond chemically. Over time, vibration and stone chips create microscopic cracks in the rubber skin. Water and salt brine wick into these cracks through capillary action. Once the moisture is inside, the rubber acts like a wetsuit. It holds the salt water against the steel and prevents it from evaporating. Your frame rots in a damp, salty bath, hidden from view until it snaps.

The only way to win is with a fused barrier. Industrial powder coating requires the metal to be sandblasted first. This removes the smooth mill scale and gives the coating a "tooth" to lock onto. The powder melts at 400 degrees, flowing into the pores of the steel. There is no gap. There is no wicking.

When you look for a **Powder Coating Service in New Jersey**, you need to ask about primers. We use zinc-rich epoxy primers. Zinc is a sacrificial metal. If you scratch your frame on a rock, the zinc oxidizes *before* the steel does. It creates a galvanic field that actively fights rust. Rubber spray can't do that. Oil spray washes off. Only a fused zinc system offers real, permanent protection for your asset.

**Conclusion** Rubberized undercoatings accelerate rust by trapping moisture against the frame. Fused powder coating with zinc-rich primer creates a permanent chemical bond that prevents brine intrusion. It is the superior choice for long-term chassis protection.

**Call to Action** Stop destroying your truck with cheap sprays. Contact Rusty Lions for permanent chassis protection. Get the truth about rust at <https://rustylions.com/>

