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## **KIRKER AUTOMOTIVE FINISHES INTRODUCES REDESIGNED COLOR TOOL TO HELP MARKET FACTORY-PACK COLORS**

**EXPANDED COLOR SELECTOR NOW INCLUDES 75 BEAUTIFUL CHIPS,  
UNFOLDS TO POSTER-FORMAT FOR WALL DISPLAY**

**NEWBURGH, NY / NOVEMBER 17, 2010** – Kirker Automotive Finishes continues to expand the number of colors in its factory-packaged catalog, unveiling today a new-and-improved Color Selector that coincides with the launch of its new BLACK DIAMOND Low-VOC Urethane Basecoat system.

Each of the 75 chips on the new Color Selector measure 2” x 1” – that’s larger than the current versions, making it easier than ever before to judge different colors and select products for a particular paint job. The 75 chips represent the most popular of Kirker’s pre-mixed, factory-packaged colors, 64 of which are available in the new basecoat system. Kirker’s ULTRA-GLO single-stage urethane line includes 64 colors, while it’s SPECTRA Series features nine spectacular urethane candy colors. More than 40 of those colors are available in acrylic enamel, and 19 in Kirker’s synthetic enamel line.

Color charts are Kirker’s primary marketing and sales support tool, used frequently by warehouse distributors, PBE jobbers and aftermarket parts retailers, as well as custom painters, commercial and fleet refinishers and other automotive painters.

The Color Selector replaces the traditional booklet-style version last published in February 2009. It features a unique design, unfolding to become an eye-catching poster suitable for hanging in jobber stores and body shops where it will help generate additional exposure for the Kirker brand and its extensive color assortment. Those options run the gamut from classic solids to some of the wildest colors available.

Kirker continues to introduce more special effect pigments and expand the breadth of its catalog to reach new color spaces, while complementing its existing color pallet.

“We’re working with automotive color stylists to help us capture the right shades with the most appealing effects. Today’s hottest OE colors are not necessarily going to be the most popular in the refinish market, but there are certainly some similarities in the trends,” explains Kirker’s National Sales Manager, Gerry Elsing.

New colors making their debut on the Color Selector include:

**Inferno Red Metallic** – This blazing bright red is super hot when it lights up in the sun. The formula includes just the right amount of fine metallic particles to make this color simply stunning. No matter the vehicle it’s applied to, this red will definitely add a touch of class and sophistication.

**Sun Burnt Copper Pearl** – A warm-toned copper made with beautiful pearls that shimmer at the right angles. Earthy colors have made a comeback, and this gorgeous copper combines deep orange hues with a russet undertone. Used by itself, or in a two-tone combination, it's sure to get noticed.

**Wild Watermelon Pearl Midcoat** – This vibrant midcoat is sure to turn heads with its one-of-a-kind iridescent hue. Get up close and see it dance with hints of red and blue thanks to a special combination of pearls that flip when the light is just right.

The new Color Selectors are available beginning today wherever Kirker's automotive refinish products are sold.

#### **About Kirker Automotive Finishes**

A division of Coventry Coatings Corp., Kirker Automotive Finishes has manufactured paint for more than one hundred and ten years. Today the line covers a complete range of automotive and fleet refinish products, including factory-packaged urethane and enamel paints, primers, clears, activators, reducers and other related items. Kirker also maintains a significant private-label program. To learn more, please visit the company's web site: [www.KirkerAutomotive.com](http://www.KirkerAutomotive.com).

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<b>COLOR</b>	<b>CODE</b>	<b>LVB</b>	<b>UA</b>	<b>KS</b>	<b>SA</b>
Mandarin Pearl Midcoat (DP Series)	10378	■	■		
Omaha Orange	10384	■	■	■	■
Hugger Orange	10399	■	■		
Highway Caterpillar Yellow <sup>1</sup>	10401			■	■
School Bus Yellow	10637	■	■	■	■
Lemon Drop Pearl Midcoat (DP Series)	11024	■	■		
New Caterpillar Yellow <sup>1</sup>	11058			■	■
Acid Rain Yellow Metallic (UCB Series)	11099	■	■		
Performance Yellow	11102	■	■		
Viper Yellow	11105	■	■	■	■
Mack Orange (60346) <sup>1</sup>	11109			■	■
Mack Yellow (80497) <sup>1</sup>	11110			■	■
Mocha Frost Pearl Metallic	11115	■	■	■	
Mayan Gold Metallic (UCB Series)	11120	■	■		
Bright Orange Metallic (UCB Series)	11125	■	■		
Sun Burnt Copper Pearl	11134	■	■		
Key Slime Pearl Midcoat (DP Series)	31238	■	■		
Sublime	31240	■	■		
Sour Apple Green Metallic (UCB Series)	31250	■	■		
Dark Jade Metallic	31252	■	■	■	
Forest Most Green Metallic (UCB Series)	31256	■	■		
Mack Green (40496)	31263	■	■	■	■
Pale Agave Metallic	31264	■	■		
Bright Calypso Green Metallic	31267	■	■	■	
Pacific Blue	41070	■	■		
Bright Blue Metallic	41075	■	■	■	
Mack Blue (10701)	41077	■	■	■	■
Coastal Blue	41082	■	■		
Light Sapphire Blue Metallic	41085	■	■	■	
Blue Metallic	41087	■	■	■	
Bright Aqua Blue Pearl	41089	■	■	■	
Ultra Blue Pearl	41090	■	■	■	
Royal Blue Pearl	41092	■	■	■	
Sonic Blue Pearl Midcoat (DP Series)	41095	■	■		
Bright Cobalt Blue Metallic (UCB Series)	41096	■	■		
<sup>1</sup> Does not appear on Color Selector					

**COLOR CODE KEY**

Prefix	System	Coating Type
LVB	BLACK DIAMOND	Low-VOC Urethane Basecoat
UA	ULTRA-GLO	Acrylic Urethane (Single-stage)
KS	ACRYL-GLO	Acrylic Enamel (Single-stage)
SA	SYN-GLO	Synthetic Enamel (Single-stage)

<b>COLOR</b>	<b>CODE</b>	<b>LVB</b>	<b>UA</b>	<b>KS</b>	<b>SA</b>
Sugar Plum Pearl	51375	■	■		
Dark Plum Metallic	51380	■	■	■	
Candy Apple Red	51400	■	■	■	
Merlot	51402	■	■		
Mack Red (72182)	51416	■	■	■	■
Inferno Red Metallic	51425	■	■		
Flame Red	51429	■	■	■	
Habanero Red Metallic	51430	■	■		
Wild Watermelon Pearl Midcoat (DP Series)	51432	■			
Raspberry Red Pearl Metallic	51436	■	■	■	
Dark Garnet Red Metallic	51438	■	■	■	
Viper Red	51439	■	■	■	■
Wild Pomegranate Red Metallic (UCB Series)	51445	■	■		
Quicksilver Metallic (UCB Series)	61215	■	■		
Silver Metallic	61231	■	■	■	■
Platinum Silver Metallic	61235	■	■	■	
Oxford Gray	61240	■	■	■	■
Gray Metallic	61260	■	■	■	
Carbon Fiber Gray Metallic	61264	■	■		
Medium Charcoal Gray Metallic	61268	■	■	■	
Flat Black Chassis Paint/Tire Paint	70083				■
Super Jet Black	70330	■	■	■	■
Black Cherry Pearl	70356	■	■	■	
Black Starburst Pearl	70357	■	■	■	
Black Sapphire Metallic	70358	■	■	■	
Hot Rod Black (Satin Finish)	70388		■		
Nightmare Black Pearl Midcoat (DP Series)	70369	■	■		
Pure White	81030	■	■	■	■
Arctic Blast Pearl White Midcoat (DP Series)	81044	■	■		
Fleet White (GM code 12)	81496	■	■	■	■
Wimbledon White (Ford code 9A)	81500	■	■	■	
Mack White (08282)	81508	■	■	■	■
White (GM code 40)	81522	■	■	■	
Bright White (Dodge code GW7)	81525	■	■	■	
Winter White (Int'l code 9219)	81535	■	■	■	

**SPECTRA Series Urethane Candy Colors**

Chianti	UC10
Very Cherry	UC20
Atomic Orange	UC30
Gold Rush	UC40
Electric Lime	UC50
Emerald City	UC60
Aquamarine	UC70
Smooth Sapphire	UC80
Vivid Violet	UC90