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KIRKER AUTOMOTIVE FINISHES INTRODUCES NEW QUART-SIZED PACKAGING FOR ITS POPULAR DTM EPOXY PRIMER

ENDURO PRIME ALSO GETS A LABEL REDESIGN TO MATCH NEW LOOK FOR PERFECT PRIME AND RAPID PRIME 2K URETHANE SURFACERS

NEWBURGH, NY / AUGUST 1, 2011 – With a brand new look, Kirker Automotive Finishes has re-launched its direct-to-metal epoxy primer system, adding quart-sized packaging to the product line.

The scaled-down packaging is one part of the company's effort to further broaden the appeal of the ENDURO PRIME system in an effort to capture an ever wider share of the DTM primer market. The relaunch also comes with a slightly modified formula, which improves on what is already one of Kirker's most popular products. ENDURO PRIME now features even better adhesion and corrosion protection – the two things it's already best known for.

The two-part direct-to-metal primer will spray, flow and dry as it always has and users will find it sands just as easily– a unique trait that sets it apart from most other epoxy primers – however over the long term, the new-and-improved ENDURO PRIME will hold to the substrate and fight rust creep with more tenacity than ever.

"This very versatile primer has always been a terrific go-to option for direct-to-metal applications," explained Matt Panuska, Kirker's Vice President of Sales & Marketing. "It's a no-brainer for use after sandblasting, which makes it a must-have for restorations. It's also an excellent choice for different types of mobile equipment refinish. Now with these enhanced properties, this is an even better solution for bullet-proof protection."

New Label Designs

In addition to the primer's enhanced performance and availability in smaller sizes, users also will notice an entirely new look for ENDURO PRIME. Kirker wanted to create a more dynamic label that better represented the product's strengths. The new design retains ENDURO PRIME's trademark orange highlights while updated graphics help bring the product identity more in line with other items in the Kirker catalog.

At the same time, Kirker unveiled new labels for its 2K Urethane Primer Surfacer. PERFECT PRIME and the-faster-drying RAPID PRIME also received recent makeovers. Now all three of these two-part primer systems feature a consistent theme that ties them together, with modern designs.

About ENDURO PRIME

Recommended for use over steel, aluminum, fiberglass, body fillers, existing finishes and other properly prepared substrates, this National Rule Compliant primer is available in gray (EP611/EP611QT) and black (EP612/EP612QT). It mixes 1:1 with Epoxy Catalyst (EPC611/EPC611QT).

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.

PRODUCT IMAGES AVAILABLE UPON REQUEST

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