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KIRKER UNVEILS NEW MATTE HOT ROD BLACK TOPCOAT TO COMPLIMENT BEST-SELLING SATIN VERSION

SHINE IS FINE BUT (COMPLETELY) FLAT IS WHERE IT'S AT!

NEWBURGH, NY / AUGUST 1, 2014 – Because sometimes even a little bit of gloss is still too shiny, Kirker Automotive Finishes has introduced a matte finish version of its popular Hot Rod Black topcoat.

This new single-stage urethane dries to a near flat finish (0-5%), yet still features the same exceptional wear-resistance and long-term durability of the original version, which yields a slightly higher satin sheen (20-30%). The two can be blended together to create a custom in-between sheen, if so desired.

Kirker's Hot Rod Black quickly became a best-seller following its introduction in 2006 and it continues to be a popular choice with custom painters, professional refinishers and DIY hot rodders thanks to its superior formulation, remarkable ease of use, consistent results and competitive price point.

Both the original satin (UA-70388) and the new matte version (UA-70389) resist fading and provide serious protection from UV, weather and chemicals. As well, they stand up tough to scuffing, scratching, chipping and marring from regular everyday use. Superior automotive-grade urethane topcoat technology makes Kirker's Hot Rod Black far more durable than primers, "spray bombs" or the cheap implement paints often used to achieve the desired flat black rat rod look.

These versatile coatings are also a great choice for cladding and trim pieces, frames and suspension parts, and have even been put to use as anti-glare coatings on school bus and commercial truck hoods.

California Compliance

Kirker's new Hot Rod Black – Matte Finish is a low-VOC material, making it compliant for use in all areas of all states, even in California's most strict Air Quality Management Districts where the maximum limit for topcoats is just 2.8 lbs/gallon. While developing the new formula, Kirker adjusted its original satin Hot Rod Black, which is now also a low-VOC topcoat material. Updated packaging reflects this change.

About Kirker Automotive Finishes

A division of Coventry Coatings Corp., Kirker Automotive Finishes has manufactured paint for nearly one hundred twenty 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.



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