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SHINE IS FINE BUT MATTE'S WHERE IT'S AT: KIRKER AUTOMOTIVE FINISHES UNVEILS NEW MATTE CLEAR

NEW MATTE URETHANE CLEARCOAT BLENDS WITH FULL-GLOSS
CLEARS FOR A VIRTUALLY LIMITLESS VARIETY OF SHEENS

NEWBURGH, NY / MAY 11, 2010 – Kirker Automotive Finishes today introduced EC325 Matte Urethane Clearcoat, a versatile new specialty product that answers another hot trend in custom paint.

This user-friendly clearcoat makes it easy for any painter to achieve a low-gloss finish on cars, trucks, motorcycles and other vehicles. It features excellent flow and leveling, with exceptional uniformity in the film surface, making EC325 far less prone to variance in sheen that is often compounded by poor technique and applicator error with other flat finish clears. Kirker's Matte Urethane Clearcoat also provides superior clarity for minimum color distortion compared with low-gloss clears from other manufacturers.

Kirker's new Matte Urethane Clearcoat is every bit as durable and protective as the company's standard clearcoat systems, with exceptional resistance to chipping, chemicals, UV, weathering and everyday wear and tear. It also features good flexibility, making it suitable for use over a variety of substrates including plastic parts.

"Since it launched four years ago, our satin finish Hot Rod Black has been an overwhelming success. Now shops are looking for more color variety, with greater control over gloss," said Kirker's Vice President of Sales & Marketing, Matt Panuska. EC325 gives painters the control they're looking for, whether it's on overall repaints, accent work, over custom graphics, airbrushed art, or for more practical situations like repairs to cladding, trim and frames.

Kirker's Matte Finish Clearcoat can be sprayed over freshly-applied single stage or basecoat paint, or well-prepped factory finishes. When used alone, EC325 delivers a smooth and even matte finish that measures approximately 10-15% on a gloss scale at the standard 60° angle. When mixed at different intervals with Kirker's PRO-FLO (EC100) medium-solids production clear, users can alter the gloss level, creating any sheen between eggshell and high semi-gloss. Technical data and literature for this new product includes recommended intermix ratios.

EC325 is packaged in gallons and mixes 4:1 with 0065 (Fast), 0075 (Medium) or 0085 (Slow) Activators, depending on temperature and air flow. Suggested shop price is just \$126 for a five-quart setup. Additional information about this and Kirker's other refinish systems may be found on the Web at www.KirkerAutomotive.com.

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 www.KirkerAutomotive.com.

Product images available upon request.

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