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WITH A NEW LOOK AND A NEW FORMULA, KIRKER RELAUNCHES ZOOM HIGH SPEED CLEAR

JULY 10, 2007 / NEWBURGH, NY – Kirker Automotive Finishes today relaunched its ZOOM Clear with sharp new packaging and a completely new formula.

First introduced eight years ago, ZOOM (V2010) is a fast-drying urethane clear designed for spot and panel repairs, small refinish projects and other situations where super fast throughput is essential. The new formula makes ZOOM much more user-friendly, thanks to a new blend of resins that provide improved flow and leveling properties, as well as increased buff-ability.

Kirker has also adjusted the solids content of ZOOM, which further improved the overall ease-of-use of this product. Though the mix ratio remains 4:1, V2010 will now mix with 0065, 0075 and/or 0085 Activators, depending on air flow and shop temperatures.

This relaunch also provided Kirker with an opportunity to update the product's packaging and brings ZOOM's label design more in-line with packaging from other recent product innovations, including a series of urethane clearcoats introduced earlier this summer.

Additional information about Kirker's newly reformulated ZOOM Clear, including the product's Technical Data Sheet, can be found on the Web at www.kirkerautomotive.com.

V2010 ZOOM HIGH SPEED CLEAR

- National Rule Compliant
- Super fast dry time increases shop productivity
- Buffs in minutes for fast delivery
- Excellent flow and leveling
- Easy 4:1 mix ratio
- Beautiful gloss, long-lasting durability
- Excellent distinctness of image
- Excellent chemical and stone chip resistance

About Kirker Automotive Finishes:

A division of Coventry Coatings Corp., based in Newburgh, NY, Kirker Automotive Finishes has manufactured paint for more than one hundred years. The line covers a complete range of automotive and fleet refinish products, including factory-packaged urethane and enamel paints, primers, clears and other related items. Kirker also maintains a significant private-label program. For more information, please visit www.KirkerAutomotive.com.

Images available upon request

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