



KIRKER AUTOMOTIVE FINISHES EXPANDS PRODUCT OFFERING, INTRODUCES NEW BLACK EPOXY PRIMER

ADDITION EXPANDS POPULAR ENDURO-PRIME LINEUP

NEWBURGH, NY – Fulfilling a need for an easy-to-use black epoxy primer that is high in quality yet low in cost, Kirker Automotive Finishes has introduced a new addition to its already popular ENDURO-PRIME product.

The new black primer (EP-612) is equally easy to use, and performs just as well as Kirker's original gray epoxy primer (EP-611), which continues to be among the company's best-selling undercoats.

"We keep hearing from paint shops all over the country that ENDURO-PRIME is the most user-friendly epoxy undercoat on the market, and costs a whole lot less than similar products available," said Matthew Panuska, vice president, sales and marketing. "Since more and more painters are using ENDURO-PRIME, it only made sense to expand the colors available to them."

ENDURO-PRIME is a fast-drying, two-component primer/sealer with exceptional corrosion resistance and durability. It's excellent filling capabilities make it ideal for use after sandblasting, while notable adhesion properties allow it to be applied over a wide variety of substrates including steel, aluminum, fiberglass and body filler.

EP-612 can be found anywhere Kirker Automotive Finishes products are sold beginning in June 2005. For more details about ENDURO-PRIME – including specific mixing and application instructions – and other products, contact your local Kirker distributor or call Kirker Technical Support at 1-800-307-7951.

A division of Coventry Coatings Corp., Kirker Automotive Finishes has manufactured paint for more than one hundred years. Its line covers a complete range of automotive and fleet refinish products, including factory-packaged enamel and urethane paints, primers, clears and other related items. Kirker also maintains a significant private-label program.