

**Media Contact**

Jan Scheske

Manager, Marketing & Customer Service

Matthews Paint

www.matthewspaint.com

1-800-323-6593

jscheske@ppg.com

Matthews Paint Basecoat Converter Now Available in Low VOC

DELAWARE, OH, March 22, 2012 - Matthews Paint's Basecoat Converter enables Matthews Conventional satin, gloss and Satin VOC two-component products to be converted into a basecoat/clearcoat system. This time-saving product is now available in low VOC!

MAP Low VOC Basecoat Converter allows sign fabricators in environmentally regulated areas to paint multicolor signs in hours rather than days. The system uses existing Matthews toners with one additive, minimizing the need for an additional bank of toners. MAP Low VOC Converter is easy to mix and requires no additional mixing sticks or complicated ratios.

Matthews Basecoat Converters allow for multiple color applications—up to five coats in one day—and faster tape times. They also improve metallic control, resulting in less mottling and streaking. Binders are already factory-blended for consistent color and gloss.

Basecoat Converters are compatible with both the Conventional and Low VOC product lines (but are not currently compatible with the MAP-LV line).

To learn more their products and training or to talk with Matthews Paint representatives, visit **ISA Booth Number #1726** or log on to www.matthewspaint.com.

About Matthews Paint

For more than 75 years, Matthews Paint has manufactured the highest quality of industrial coatings for their customers. As a major supplier to the architectural signage industry, Matthews Paint works with fabricators, designers and architects in coating technologies and color development including a library expanding to more than 70,000 colors. Matthews Paint continues to lead the industry with environmentally-minded products while maintaining high standards of performance.

###