



#### **Media Contact**

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## Matthews Paint Celebrates 85 Years in the Signage Industry

Delaware, OH - April 9, 2020 - In 1935, Amelia Earhart became the first person to fly solo from Hawaii to New York, Porky Pig made his debut in Looney Tunes, President Franklin D. Roosevelt signed the Social Security Act into law, and Ed Matthews opened the first Matthews Paint Store on Belmont Avenue in Chicago. Now in 2020, Matthews Paint is celebrating 85 years of serving the needs of the architectural signage industry.

We have come a long way from a gallon of gasoline at 10 cents, a loaf of bread at 9 cents, a pound of hamburger at 12 cents and not to mention the total paint solution for the varied and extreme demands of the architectural, commercial and outdoor sign applications. Matthews Paint offers the highest quality sign paints available, most comprehensive technical support, and best color matching tools in the industry.

In addition, over the years MPC developed the lowest VOC products designed to meet and exceed the most stringent regulations while retaining our full color range. We have also recently developed some value added color tools that are leading the way with color management. For example, the SOC Chip Search allows easy access on a mobile device to all the colors in our Spectrum of Color fan deck. The SOC Swatch Library allows designers to download the swatch library of our color decks to Adobe products, Corel Draw and SAi Flexi to simplify designing. Also, to expedite color matching in the field, Matthews Paint launched the Matthews Measure Color Mobile scanning device that enables a quick scan of a color and pulls the closest MPC color formula from our database of over 95,000 formulas.

“As we reflect on the customer support and partnerships built over the years, we also look forward to many more years of building valued business partner relationships,” stated Tim Lloyd, Director of Sales and Operations. To learn more, call 800.323.6593 or visit [www.matthewspaint.com](http://www.matthewspaint.com).

#### **About Matthews Paint**

For 85 years, Matthew Paint has manufactured the highest quality of industrial coatings for their customers. As a major supplier to the architectural signage industry, Matthew Paint works with fabricators, designers and architects in the coating technologies and color development, including a library expanding to more than 95,000 colors. Matthews Paint continues to lead the industry with environmentally-minded products while maintaining high standards of performance.