



#### **Media Contact**

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## **Matthews Paint Offers Online Color Formula Retrieval Tool**

*Matthews Paint now provides quick online access to their color database of more than 70,000 paint shades, with formulas represented in 196 color systems.*

DELAWARE, OH, April 8, 2010 - For customers who use a Matthews Paint mix station, [Matthews Paint](http://www.matthewspaint.com) offers a powerful reference tool to easily and accurately retrieve color formulas to match more than 70,000 paint shades. Their comprehensive [Online Color Retrieval System](#) represents 196 color systems, with the functionality to search by System, Color Name or Matthews Formula number.

“The beauty of this online system is the fact that it is always current, updated daily and growing continually with the latest color formulas,” stated Jan Scheske, Manager, Marketing and Customer Service at Matthews Paint.

Dropdown boxes make it convenient to select Matthews Satin or Gloss finishes in any of the Matthews Paint lines, along with the desired amount, from pint to gallon. All formulas are listed in order of entry to ensure proper mixing. After retrieving the color, the page can format to print on a desktop printer or a Dymo® printer (if available) for easier labeling. In addition, Matthews Paint's new MAP® Ultra Low VOC line of paints uses the same Color Retrieval System, further enhancing the usefulness of this online tool.

The online Color Retrieval System is exclusively available to Matthews Paint distributors and customers. To learn more about Matthews Paint and the Online Color Retrieval System, contact Matthews Paint or visit their website at [www.matthewspaint.com](http://www.matthewspaint.com).

#### **About Matthews Paint**

For more than 75 years, Matthews Paint has manufactured the highest quality 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. With the introduction of the new MAP-LV series, Matthews Paint continues to lead the industry with environmentally-minded products while maintaining high standards of performance.

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