



#### **Media Contact**

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## **Matthews Paint Introduces Newly Acquired Spraylat Brands at ISA Show**

DELAWARE, OH, April 30, 2013 – Matthews Paint introduced its newly acquired Spraylat brands at the 2013 ISA International Sign Expo, which took place April 4-6 in Las Vegas. Though the acquisition of Spraylat was finalized in December 2012, the ISA show gave Matthews Paint the opportunity to showcase the new products and how those products will integrate into the Matthews Paint family. “The joining of these founding paint suppliers to the sign industry is extremely exciting. The reaction by customers at the show to acquisition was positive and supportive,” stated Jan Scheske, Manager of Marketing and Customer Service at Matthews Paint.

A key component of the Spraylat acquisition is broader representation in the sign fabrication market. The sales reps from Spraylat, who are now part of the Matthews Paint sales organization, were on hand at the ISA show as well. “The addition of the Spraylat sales teams provides additional decades of sign coatings experience to better support all Matthews/Spraylat customers going forward,” remarked Tim Lloyd, National Sales Manager for Matthews Paint.

Matthews Paint is proud to be associated with these recognized and iconic brands in the sign market, including Field Master, Lacryl, Mark 1, SignStrip, 1-Shot, Chromatic and Series 20. Adding the Spraylat brands now positions Matthews Paint as a full range coatings supplier to the sign industry. “There is not one coatings application requirement for the sign market that Matthews Paint cannot support,” added Tim Lloyd.

To learn more or to find a local distributor, call 800-323-6593 or visit [www.matthewspaint.com](http://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.

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