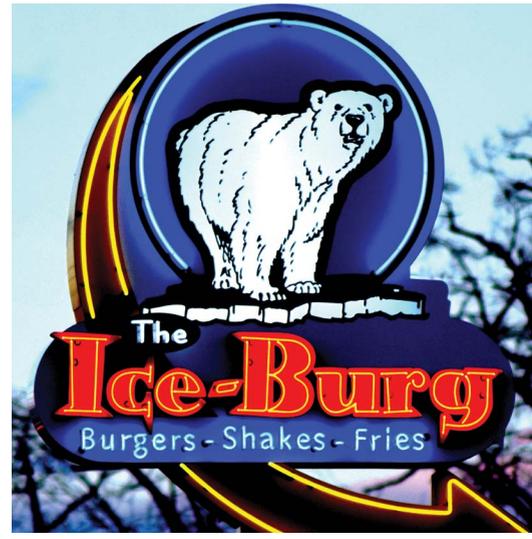


**The Complete
Matthews Paint System
Product Overview Guide**





Since 1935 Matthews Paint has been devoted to manufacturing the finest industrial coating paint systems available to the sign industry.

Matthews Paint places special emphasis on the sign industry by researching, developing and field testing hundreds of formulas to bring you the most ultraviolet and weather-resistant complete coating system featuring additives, topcoats, clearcoats, primers and cleaners. Our high-performance product lines provide superior durability and vibrant, long-lasting color. At Matthews we pride ourselves on excellent service, vast color selection, speedy delivery and product expertise.



Above Photo: Art by Marcos; Cover Photos: DaNite Sign Company provided Grand View Theatre and Columbus Zoo and Aquarium; Western Neon provided The Ice-Burg

The Complete Matthews Paint System

for Ultimate Color, Durability and Protection



Our complete high-performance system features topcoats, primers, clears, cleaners, additives and training resources to provide exceptional durability and vibrant, long-lasting color.

Complete High-Performance System

- Choose from the Conventional Matthews Acrylic Polyurethane (MAP) or the environmentally friendly Satin Low VOC (SVOC) and MAP Ultra Low VOC (MAP-LV) product lines.
- Our complete paint systems provide superior durability and vibrant, long-lasting color.
- We offer absolute commitment to quality products. The ingredients that are formulated into Matthews Acrylic Polyurethane are the very finest anywhere and are selected for their performance for your complete satisfaction.
- Over 100,000 paint colors available including the ability to custom match to any required color.

Exceptional Customer Service

- We listen and understand your requirements, bring value and quality to your projects, and respond quickly and creatively to your needs.
- We bring years of experience with architects, designers, fabricators and distributors to your operation and pride ourselves on excellent communication and customer service.
- We empower architectural firms, environmental graphic designers and sign fabricators to realize their vision.
- Matthews Paint is made up of highly skilled paint professionals who provide solutions to color matching, product performance, service support and application.

Western Neon



T

Topcoats

Matthews Topcoats provide a long-lasting, UV resistant finish that boasts unsurpassed color and gloss retention. With three different lines to choose from—including the environmentally friendly MAP Ultra Low VOC—and unlimited color options, there is a topcoat to meet any project requirement.

Ultra Low VOC (.43 lbs/gal VOC)



MAP Ultra Low VOC is a high-performance polyurethane paint that limits VOC to 50g/L or .43lbs/gal while delivering superior color and durability.



Top-Rated!

- Environmentally friendly with VOC levels at 50g/L or .43 lbs/gal
- 50% better gloss retention in UVB accelerated exposure
- High solids formula and maximum pigment content provide better hiding and a faster film build
- 50% more impact resistant in direct and reverse impact testing
- Enhanced protection in corrosive environments and in extreme temperature changes
- All 100,000+ existing color formulas available
- Developed to be sprayed, brushed or rolled
- Requires less paint, saving time and money! With a formulation of 50-67% solids, MAP-LV provides superior hiding, fast film build, and a high 875 sq. ft. per gallon coverage.

Low VOC (2.8/3.5 lbs/gal VOC)

Satin VOC MAP® meets 2.8 or 3.5 VOC compliance regulations.

- Same extraordinary features as our conventional MAP®
- Satin finish right out of the can
- No more hassles trying to flatten high gloss compliant finishes



Conventional (up to 5.5 lbs/gal VOC)

MAP®—Matthews Acrylic Polyurethane is a coating system famous for its ability to withstand extreme climate conditions.

- Superior color and gloss retention
- Hard surface resists heavy traffic or abuse
- Graffiti resistant
- Suitable for metal, wood and surface plastics



Satin MAP®

- Excellent ultraviolet and weather resistance
- Can be poured straight from the can



JAY'S
Car Wash

FREE VACUUMS



Lacryl®

Lacryl 400: 5.2 lbs/gal VOC

Lacryl 400 is a translucent coating that can be air sprayed to decorate backlit formed faces and matched to most popular brands.

- Leaded and lead free systems available
- Stock colors available
- Easy mix ratio 1:1; white and black 2:1
- Increase profitability and efficiency by reducing inventory, storage and waste
- Formulas available in most popular brands

Lacryl 800: 4.6 lbs/gal VOC

Lacryl 800 is an air dry acrylic lacquer designed specifically for high volume screen applications. When compared to vinyl flex-face signs, Lacryl 800:

- Reduces cost with its high coverage
- Reduces labor with a more efficient screen process
- Produces less scrap
- Lasts longer
- Has a greater depth of image
- Doesn't show seams when illuminated

Booth Strip®

Applied to spray booth walls and ceilings, BoothStrip is a water-based strippable plastic film that collects paint overspray. The thin, clear or bright white film improves spray booth visibility and, when soiled, peels away easily during regular cleanup.

Sign Strip®

Sign Strip is a water-based sprayable, strippable coating formulated for use as a mask during the painting of plastic and metal signs.

**FONDERIE
CHORNER**

UNE COMPAGNIE GLENCORE

CSN

101
AVE PORTELANCE

5
VOIE

INTERDICTION DE
TRAVERSER LORSQUE
LES LUMIERES
SONT EN FONCTION

DO NOT CROSS WHEN
RED LIGHTS ARE FLASHING



P

Primers

Matthews Primers, including chromate-free and low VOC product lines, provide excellent paint adhesion to a variety of hard-to-adhere substrates and can be directly coated with any Matthews topcoat.

Proper substrate preparation is critical for proper paint adhesion. The undercoat ensures better adhesion of paint to the surface, increases paint durability and provides additional protection by forming a binding layer that is better prepared to receive the paint. Without a proper undercoat, even the best coating can't be expected to perform well.



Star Signs, LLC

Chromate-Free and Low VOC Undercoats Available

Matthews Paint offers a variety of chromate-free and low VOC undercoats with excellent paint adhesion and increased paint durability. For those who want to operate HAP-free in their facility to comply with the EPA 6H Rule, the Matthews chromate-free undercoat is free of target-HAPs (Hazardous Air Pollutants). Visit matthewspaint.com for more information.

- Provides excellent corrosion protection
- Can be directly coated with all Matthews topcoats
- Improved adhesion properties
- Easy mix ratio
- Rust inhibiting white & black epoxies
- Dual purpose primers available

Online Substrate Preparation Guide available with step-by-step recommendations for prepping surfaces. Visit matthewspaint.com for more information.

Matthews Primers Product Feature



One Primer. Two Solutions.

Brilliant White Primer makes priming channel letter signs easier!

Both a reflective primer for the interior walls of channel letters and sign cans and an etching primer for exterior sign surfaces, this low VOC white primer is "brilliant" in more ways than one.

WESTGATE RESORTS
welcomes
you to the
COCOA BEACH PIER
RESTAURANTS ⚓ BARS ⚓ SHOPS ⚓ FISHING



CLR Clears

Comprised of the same durable resin as our color lines, Matthews clearcoats provide unparalleled resistance to UV rays, moisture, harsh weather, impact, chemicals, and graffiti while enhancing your paint job's depth and vibrancy.

Superior UV Protection

Exposure to sunlight and some artificial lights can have adverse effects on paint films. Our UV protection package is a combination of UV absorbers and UV scavengers that gives our clearcoats unparalleled durability.

Graffiti Resistance

Graffiti is a growing problem. Not only are signs damaged, but good relationships with clients are often damaged as well. The good news is that most graffiti problems can be easily solved by using Matthews acrylic polyurethane clearcoats. Our full line of clearcoats fights most graffiti. Watch our Graffiti Removal video at www.matthewspaint.com.

Excellent Durability

Clearcoats protect your project from the elements and provide an additional barrier against impacts, abrasion, hail, sand, salt, grit and chemicals. Matthews clearcoats provide excellent exterior durability over most metal surfaces, acrylic, plastic, polycarbonate, photopolymer, sign foam, architectural metals and all MAP topcoats.

Brilliant Color

Clearcoats add depth to appearance of your detailed projects, which increases vibrancy and the overall quality of your basecoat.

Wide Range of Finishes

Available in all finishes for a wide variety of applications—including a submersible clear.



Matthews Clears Product Feature



Super Satin Clear— 10-Year Life Expectancy!

Introducing the most durable clearcoat in our market to date—Matthews Paint Super Satin Clear. This 1.24 Ultra Low VOC fluoropolymer clear coat was developed to provide four times the performance of other Matthews clearcoats.

- Superior UV resistance
- 10-year chalk resistance; ASTM D4214 FLA-8
- Dirt shedding surface
- Mar and abrasion resistant
- 1.24 lb/gal VOC ready-to-spray
- Satin finish

MILWAUKEE PUBLIC MARKET



MARKET

FROM HOME OF THE
MILWAUKEE COUNTY

MARKET ARCHITECTURE

SCAMIOD



CLN Cleaners

Matthews Cleaners are designed to remove wax, grease, silicones, and other contaminants on a variety of substrates including bare metal, plastics, primers, and more. Our environmentally friendly, ultra low VOC option is highly effective and compliant with most VOC rules nationwide.



Proper substrate preparation plays a vital role in the success of a paint job. Surface contamination is the most common reason for premature coating failures. Matthews cleaners are designed to remove waxes, grease, silicones and other contaminants. They can be used on bare metal, plastics, primers and more.

Matthews Cleaners Product Feature



Prepare Your Substrate For
HIGH-QUALITY
UV Printing

Matthews Paint
6428SP/01
Plastic Prep
Cleaner allows
for high-quality
printing on
UV-printable
substrates by
cleaning the surface and
eliminating static charge
on the substrate surface.





A

Additives

Matthews Additives give you ultimate control! Whether you seek unique texture, optimum brilliance, or simply need extended work time to achieve a desired effect, our additives allow you to customize your application and achieve your project goals.



505 Design

Adjust gloss levels easily by mixing paint with our flattening paste or matting clear. Matthews Paints are usually sprayed but if your job requires brushing or rolling, just use our brushing and rolling additive to extend your open time. Matthews offers two grades of suede additives and six color choices of pearl powder additives so that you can always achieve the brilliant look you're imagining. Your creativity is limitless when you add suedes and pearls to the spectrum of possibilities!

Matthews Additives Include:

Texture Agents

With Matthews suede additives, you can easily incorporate a textured finish into any Matthews topcoats.

Brush and Roll Additives

Designed to provide maximum leveling and flow characteristics when brushing or rolling. Allows for more open time for workability and air release agents help alleviate bubble formation. **Note:** Metallic colors cannot be brushed and rolled.

Low VOC Basecoat Converter

Our premium quality acrylic converter facilitates quick multi-color layouts and easy application and control of metallic finishes.

Matthews Additives Product Feature



MULTI-COLOR **SPEED**

Low VOC Basecoat Converter

- Save time and money by painting a multi-color sign in hours instead of days
- All you need is one can of converter with your existing MPC toners
- Faster tape and vinyl application times
- Can be used with solid colors and metallic products



T

Training

Classes Are Free to Attend!

Travel and lodging are not included.

Delivering free-to-attend world-class training in state-of-the-art facilities is just one more way that Matthews Paint helps you outperform your competition. Matthews Training classes provide both classroom style technical training and hands-on opportunities to practice what you learn.



Who Benefits

Paint applicators, product foremen, paint line supervisors, paint shop managers, paint department associates, local distributors, distributor sales personnel, sign fabrication business owners

To Register

Download a training class schedule and register for classes online at www.matthewspaint.com or call the Training Department at 800.970.2283.

Goals

- To provide a wide assortment of paint application and industry topics to all paint professionals through our hands-on approach
- To educate sign professionals with the most current information on our new and existing products
- To boost the efficiency and production of paint applicators

Topics Covered

- Safety
- Material safety data sheets
- Volatile organic compound (VOC) review
- Primer and paint chemistry
- Fundamentals of painting
- Shop and spray equipment
- Substrate cleaning and preparation review
- Matthews primers, topcoats, basecoat capability, metallics, clearcoats, cleaners, additives and specialty products
- Basic troubleshooting
- Mix station overview
- Online color retrieval process

Participants Receive

- Training manuals
- Latest technical and safety information
- Various substrate samples you'll paint and take with you
- MPC T-shirt
- Hands-on substrate preparation and primer/paint application
- Wet film gauge, mixing cups and mixing stick
- Breakfast and lunch on class days
- Certificate of completion

Matthews offers a number of tools and services to ensure that you get a precise color match and gloss with a quick turnaround time.

- Extensive database with more than 100,000 color formulas
- Custom matching service staffed with experts that have over 50 years of experience
- Color tools for fabricators, distributors, designers and architects



Spectrum of Color Selection System

With over 1,580 colors, this breakthrough card deck system makes choosing colors easier than ever. Each set includes:

- Side-by-side comparisons of satin and high gloss finishes
- Solid, metallic, and pearl selections
- Index, color chip reference numbers, MPC formula numbers, and LRV (Light Reflectance Value) numbers
- Sturdy, easy-open case



Color Panels

Attention designers and architects! We can help you enhance your client presentations with 3" x 6" aluminum color panels in any color and finish. Simply give us a color number or send us a color sample.



Matthews Mixing Stations

Available in all product lines and gloss levels, our mixing stations allow you to mix over 100,000 custom colors according to your specifications.

SOC Chip Search

The SOC Chip Search allows you to quickly and easily view color chips and retrieve the RGB and CMYK values of colors specified in the Spectrum of Color fan decks.

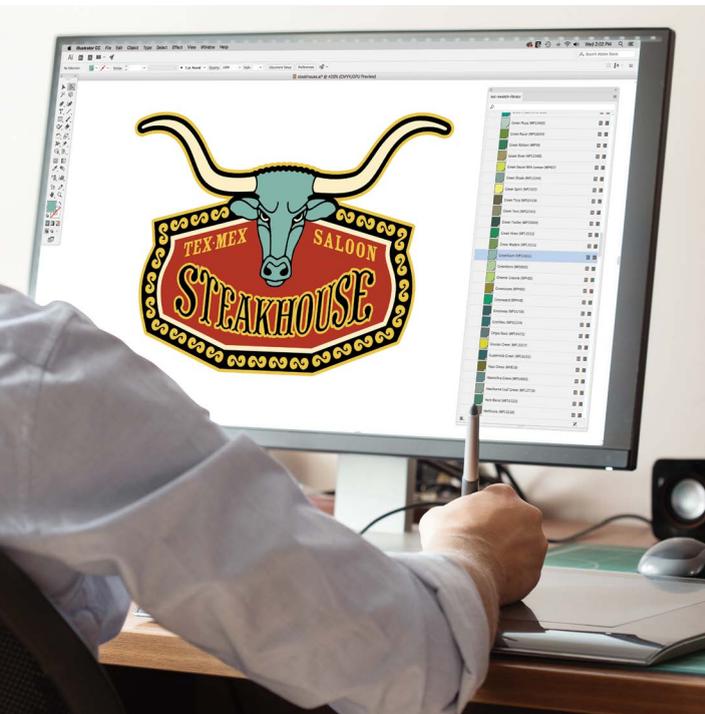
- Access from smart phone, tablet, or desktop computer
- View color chips, including metallics
- Retrieve RGB and CMYK values of colors
- Includes the 1,580 colors in the Spectrum of Color
- Quick and easy to use

To register for the SOC Chip Search, visit MatthewsPaint.com/SOCChipSearch



Using the SOC Chip Search is easy. Learn how!

MatthewsPaint.com/QuickTips



SOC Swatch Library

Quickly and easily apply colors from the Spectrum of Color fan decks to renderings in Adobe Illustrator®, InDesign®, Photoshop®, CorelDRAW®, and SAi Flexi.

- Easily input specific colors on renderings and presentations
- Includes the 1,580 colors in the Spectrum of Color fan decks
- Browse colors by color family
- Enter color number or name to retrieve specific colors

To download the SOC Swatch Library visit:

Adobe Users: MatthewsPaint.com/SOCswatchLibraryAdobe

Corel Users: MatthewsPaint.com/SOCswatchLibraryCorel

SAi Flexi Users: MatthewsPaint.com/SOCswatchLibrarySAi



Adding the SOC Swatch Library to your graphics software is easy. Learn how!

MatthewsPaint.com/QuickTips



Matthews PaintManager®

Improve productivity and boost profitability.

The newest generation of paint management software, Matthews PaintManager® helps painters achieve 100% mixing accuracy while enabling managers to make informed decisions regarding every aspect of their paint room operations.



Online Color Formula Retrieval

Updated daily, this invaluable time-saver allows you to easily and accurately retrieve Matthews Paint formulas to match more than 100,000 paint shades in over 150 color systems.



MPC Color Tool App

Save time searching for the perfect color.

- Includes the 1,580 colors in the Spectrum of Color fan decks
- Easy to download, install, and use
- Find the PANTONE®, CMYK, RGB or RAL cross reference of any Matthews MP number in our database in seconds
- Access the SOC Chip Search to see the color swatch in full screen display
- Search the SOC Chip Search by color family: red, blue, green, etc.

To get started, visit

MatthewsPaint.com/MPCColorTool





760 Pittsburgh Drive • Delaware, OH 43015
Toll Free: 800.323.6593 • Toll Free Fax: 800.947.0377
Visit our website at: www.matthewspaint.com



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mpc MATTHEWS PAINT and Droplet and Rounded Rectangle is a registered trademark of PPG Industries Ohio, Inc.