



## PPG Industries

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# News

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### **PPG introduces single-source vacuum metalized coating system**

New VIVATI™ VM coatings deliver new aesthetics, increase production yields and speed product launches for consumer product companies.

PITTSBURGH, August 17, 2009 – PPG Industries (NYSE:PPG) has introduced VIVATI™ VM, a highly chromatic, high performance vacuum metalized coating system that delivers a new level of vibrant color to consumer products.

Vacuum metalized coatings are used to place a thin metal layer on plastic substrates. They are used extensively to decorate smartphones, music players and other hand-held mobile devices in bright, shiny colors. Vacuum metalized coatings are found on toys, personal computers, automotive trim, sporting goods, decorative fixtures and many other products.

Andrew Stadler, global product manager for PPG industrial coatings, said PPG's introduction of this comprehensive vacuum metalized coating system represents a significant advance in the industry. "Manufacturers typically purchase three coating layers– primer, base coat and clear coat from multiple suppliers. Vivati™ VM is the first integrated system available from a single supplier.

"As a single source coating system, VIVATI™ VM enables manufacturers to more effectively manage all three layers of the vacuum metalizing process," Stadler said. "Because the primer, base and clear coat all come from the same supplier, they are designed to work together for performance and application. Ultimately, that gives manufacturers a larger operating window that yields fewer mistakes and higher production output." This helps manufacturers increase yields and expedites the launch of new products and colors" says Stadler.

Stadler added that vacuum metalizing operations that use single-source VIVATI™ VM coatings require less training than those dependent on multiple suppliers, which can help manufacturers reduce risk and launch new products and new colors more quickly.

PPG's Vivati™ VM coatings are part of the Vivati™ Collection of highly chromatic coatings which also includes Vivati™ HC, PPG's breakthrough high chroma transparent powder coatings. All Vivati™ Collection coatings feature vibrant color depth, superior durability and unsurpassed transparency.

For more information on PPG and the advantages of VIVATI™ VM vacuum metalized coatings, visit [www.industrial-coatings.com](http://www.industrial-coatings.com) or call 414-758-7312

### **About PPG**

Pittsburgh-based PPG is a global supplier of paints, coatings, chemicals, optical products, specialty materials, glass and fiber glass. The company has more than 140 manufacturing facilities and equity affiliates and operates in more than 60 countries. Sales in 2008 were \$15.8

PPG coatings and Snap-on expand color pallets of tool storage products - 2

billion. PPG shares are traded on the New York Stock Exchange (symbol: PPG). For more information, visit [www.ppg.com](http://www.ppg.com).

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