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Matthews Paint Reduces VOC Level, Improves Performance

Matthews Paint has developed a low-VOC acrylic polyurethane that surpasses even the strictest regulations while exceeding the sign industry's color and durability standards.

DELAWARE, OH, June 2, 2010 - Continuing their tradition of making ultraviolet and weather-resistant coatings, [Matthews Paint](http://www.matthewspaint.com) reduced the environmental impact of their sign paint to rival that of water-based paints. MAP® Ultra Low VOC (MAP-LV) is formulated to deliver less than 50 g/L (0.4172 lbs/gal) VOC in standard solid color applications. The eco-friendly aspect of this new product line combined with greater durability, gloss retention and hiding than standard acrylic polyurethane paints truly delivers the best of both worlds.

MAP-LV features a flexible but hard film base to accommodate expansion and contraction due to weather. When compared to the typical conventional industrial-grade polyurethanes, MAP-LV showed twice the impact resistance in direct and reverse impact testing as well as 25% better gloss retention.

Maximum pigment volume content provides the best possible hiding, and maximum paint usage applied per pass contributes to excellent coverage characteristics. By reducing the paint being used, maximum coverage per pass results in a more efficient use of product per job.

All of the over 70,000 existing color formulas used for Matthews Paint will be available for the MAP-LV line. When working on a tight schedule, MAP-LV can be force-dried as well as air-dried. Using appropriate primers, MAP-LV has been successfully tested with most substrates. MAP-LV sets the benchmark for low-VOC, high-performance polyurethane paints.

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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