

# Press Release

**FOR IMMEDIATE RELEASE:**

## **PPG DEBUTING NEW VIBRANCE COLLECTION® WATERBORNE MIDCOAT AT SEMA**

**STRONGSVILLE, Ohio – October 28, 2010**—PPG will introduce a new *Vibrance Collection* midcoat at the 2010 SEMA show in Las Vegas, NV at the Las Vegas Convention Center November 2 – 5. The new product, VWM5556 Waterborne Midcoat, is specifically designed for use with PPG's environmentally-friendly, waterborne basecoat systems and will be showcased at the PPG SEMA booth, #24813.

VWM5556 is the true waterborne solution for painters wanting to take full advantage of the array of custom colors, special effect colorants and pigments available from PPG's *Vibrance Collection*. As a versatile, multi-purpose, midcoat layer for PPG waterborne basecoats, the new midcoat provides the medium for special effect pigments when creating tricoat finishes. It can also be used as transparent protection over special custom graphics and effects for added depth and distinctive appearance. Additionally, VWM5556 is extremely fast-drying and easy to use. It is anticipated these qualities will make VWM5556 an essential and favored component in creating hot colors and special effects for waterborne finishes.

PPG representatives will be on hand at the PPG booth to present the new midcoat and answer questions about it and all PPG products.

In addition to the VWM5556 Waterborne Midcoat introduction, PPG's indoor and outdoor exhibit will feature celebrity custom painters, an expansive variety of custom vehicles, custom-painted guitars and more – all in a retro 1950's setting.

For more information about VWM5556 Waterborne Midcoat, call 800/647-6050 or visit the PPG Automotive Refinish website at [www.ppgrefinish.com](http://www.ppgrefinish.com).

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**About PPG**

PPG Industries' vision is to continue to be the world's leading coatings and specialty products company. Founded in 1883, the company serves customers in industrial, transportation, consumer products, and construction markets and aftermarkets. With headquarters in Pittsburgh, PPG operates in more than 60 countries around the globe. Sales in 2009 were \$12.2 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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