



**Imagine It.**  
Depend on Matthews to deliver it.



**MATTHEWS PAINT**

Product Overview Guide



75 Years  
OF COLORFUL INNOVATION!

Established in 1935, Matthews Paint has devoted over 75 years to manufacturing the finest industrial coatings available anywhere.



High  
Performance  
Technology  
Durability



State-of-  
the-Art  
Color  
Matching

Matthews Paint places special emphasis on the sign industry, researching, developing and field testing hundreds of formulas to bring you the most ultraviolet and weather-resistant coating system on the market today, Matthews Acrylic Polyurethane (MAP®). At Matthews we pride ourselves on excellent service, vast color selection, speedy delivery and product expertise.

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

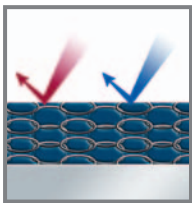
Matthews Paint empowers architectural firms, graphic designers and sign fabricators to realize their vision.

With Matthews you have our absolute commitment to quality. The ingredients that are formulated into Matthews Acrylic Polyurethane are the very finest anywhere, and are selected for their performance and your complete satisfaction.



Exceptional  
Support  
Network

## UV Protection



UV rays and moisture are unable to penetrate the cross-linking technology found in Matthews Acrylic Polyurethane.

Exposure to sunlight and some artificial lights can have adverse effects on paint films. Ultraviolet light can initiate chemical reactions in painted surfaces causing discoloration, loss of gloss and properties.

To prevent this, Matthews topcoats, clears and pigmented products contain a UV protection package. This package is a combination of UV absorbers and UV scavengers which, in combination with top quality pigments and resins, gives our product unparalleled durability.

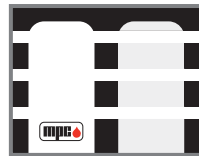
## Graffiti

It's 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 Clear Coats. Our full line of clear top coats are the perfect product to fight most graffiti.

## Texture Agents

With Matthews suede additives you can easily incorporate a textured finish into any Matthews Top Coats.

## Hiding Coverage



high hide pure whites for high visibility uses.

Matthews color bases are formulated for an optimum balance of pigment and binder to maintain durability while providing good hiding. Covering black and white stripes is the ultimate paint hiding test. In addition we offer

## Brush and Roll Additive

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.

## Specialty Undercoats



Undercoats to serve your unique application needs.

From hard to adhere to Metals, Nylon, Acrylic, Fiberglass, Polycarbonate, ABS, PVC, Photopolymers and Styrene, Matthews Paint has developed a complete line of Specialty

## Converters

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

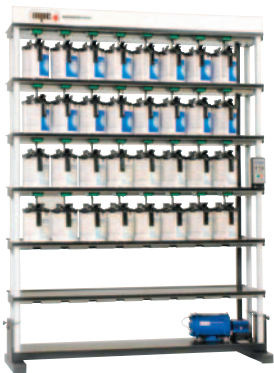
# COLOR SERVICES

With our database of more than 70,000 color formulas, custom match service, a full array of color tools and our color matching staff with over 25 years of experience, you can depend on us to precisely match color and gloss with a quick turnaround time. We regularly assist designers and architects in creating story boards for presentation and are well known for quick turnaround time in panel processing. Just send us a sample or give us a color number and we can make and send you 3"x6" metal panels.



## With Matthews You're Not Alone

We offer comprehensive training for painters and distributors—with “hands-on, wet” instruction. Training is conducted on-site at your facility or at one of our many training centers across the nation.



## With Matthews You're In Control

Matthews Mixing Stations give you total control over your paint color specifications. Features explosion-proof motors and easy assembly.

## Online Color Retrieval Tool

The latest color formula information from many major systems is now available online. With a few clicks of your mouse, you can easily and accurately retrieve Matthews Paint formulas to match more than 70,000 paint shades. With 196 color systems represented and the functionality to search by system, color name or Matthews formula number, this comprehensive source is an invaluable time saver.



## Spectrum of Color

**A Breakthrough In Color Selection Convenience.**

- Matthews Paint is proud to present the Spectrum of Color Selection System. This two deck set offers 1,580 vibrant colors with a side-by-side comparison of satin and high gloss finishes.
- This system features an expanded solid and metallic sections for enhanced usability.
- Each deck features an index, color chip reference numbers, Matthews Paint Formula Numbers and the LRV numbers (Light Reflectance Value).
- The compact two deck set stores in a sturdy, easy-open case.



## Prosecco Collection Color Card

To create attention-grabbing sign graphics, Matthews Paint presents the Prosecco Collection of colors. The Prosecco color card shows seven silver-based colors that benefit from the color travel effect, altering the perceived color as people approach. This distinct look fits in a variety of environments, from warm classic to cool techno.



# PRODUCTS TO ADDRESS ALL YOUR FINISHING NEEDS

## Introducing Our New Breakthrough



### The Best of Both Worlds!

*MAP-LV is a new benchmark high-performance polyurethane paint that limits VOC to 50g/L or .4172 lbs/gal while delivering superior color and durability.*

MAP-LV is a revolutionary paint and environmentally friendly product that provides greater durability, gloss retention and hiding than standard acrylic polyurethane paints. Making the switch is easy with the same mix ratio, color selection and great customer service you have come to know from Matthews Paint. It really is the best of both worlds!

- 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.
- 25% better gloss retention.
- Enhanced protection in corrosive environments and holds up better to extreme changes in temperature.
- All 70,000 existing color formulas are available.
- Developed to be sprayed, brushed or rolled with no additional additives required and formulated for excellent leveling in brush/roll applications for unparalleled appearance characteristics.
- **Cost-Effective Solution**—MAP Ultra Low VOC is the cost-effective solution that will save you time and money on total cost per gallon.

This new product formulation has 50%-67% solids, depending on color, resulting in better hiding and faster film build. The result is less paint being used and more efficient use of product per job.



## MAP®

Matthews Acrylic Polyurethane is a superior two component catalyzed coating system that provides a high degree of ultraviolet, chemical and weather protection for signage and architectural metals. When used as a complete system, primer through topcoat, MAP provides a maintenance free, high performance finish that lasts for years.

- Unsurpassed color and gloss retention.
- Finishes available from matte to high gloss.
- Hard surface resists heavy traffic or abuse.
- Graffiti resistant.
- Applied with conventional equipment and methods.
- Suitable for use on metal, wood and many first surface plastics.
- Primers for a variety of substrates are available.
- Custom colors can be matched to your specifications.
- Intermixing system available.
- Available in quantities as small as one gallon.

## Satin MAP®

Satin Finish MAP is available custom mixed and ready to apply (following the mixing instructions) or in a special mixing formula library for preparing MAP from your own Satin Finish base colors.

- All the ultraviolet and weather resistance you expect from high gloss MAP is now yours in durable, 15-20 units of gloss.
- Matthews Paint was the first to offer a low-gloss satin finish that can be poured straight from the can.

## VOC MAP® HS

In certain environmentally sensitive areas of the United States the law requires use of coatings with low volatile organic compounds (solvents). VOC MAP is a VOC compliant coating which meets EPA standards without sacrificing beauty or durability. When blended in accordance with instructions, this high solids, two component acrylic polyurethane has a VOC level of 2.8 or 3.5 pounds per gallon, yet it contains all the ultraviolet inhibitors and antioxidants found in MAP conventional colors and gloss levels, matched to your specification.

## Satin VOC MAP®

Satin VOC MAP® gives you an easy way to get 2.8 or 3.5 VOC compliance regulations anywhere in the country. Satin VOC MAP applies, handles, covers and dries with the same extraordinary uniform finish as our conventional MAP® but with a natural satin finish, right out of the can. No more hassles trying to flatten high gloss compliant finishes.

Matthews dedicated Customer Service Representatives, Experienced Field Application Specialists, and In-House Technical Experts will assist in making your most challenging projects successful. Our knowledge of substrates, paint systems and application procedures is available to you—  
We are there for you every step of the way.

## Matthews at a Glance

- MAP Ultra Low VOC Product Line
  - Custom Mixed Colors
    - Color Specialists creating additional formulations daily
  - MAP Factory Packaged Colors
    - Over 20 standard colors including gloss/satin high-hide
  - VOC HS MAP Factory Packaged Colors
  - Satin MAP Mixing Bases
  - Gloss MAP Mixing Bases
  - Low VOC Satin MAP Mixing Bases
- VOC HS Gloss MAP Mixing Bases
  - Metallic Mixing Bases
  - Clears
    - Preserves original appearance
    - Protects against weathering
    - Adds depth to appearance
    - ADA gloss compliant clear
  - Collection of amazing Pearls
  - Undercoats
  - Hardeners
  - Catalysts
- Cleaners
  - Additives
  - Reducers
  - Low VOC Reducers
  - Brush/Roll Additive
  - Converters
  - MAP Color Tools
  - Mixing Equipment
  - Accessory Items
  - North American Distribution Network

For more information, see our Specification Sheets.



760 Pittsburgh Drive • Delaware, OH 43015

Toll Free: 800.323.6593 • Toll Free Fax: 800.947.0377

Visit our web site at: [www.matthewspaint.com](http://www.matthewspaint.com)

