

You're receiving this newsletter because you are a registered Matrix System user.

Not interested anymore? [Unsubscribe](#). Having trouble viewing this email? [View it in your browser](#).

Inside The SYSTEM

MATRIX

SYSTEM
AUTOMOTIVE FINISHES
A Subsidiary of Quest Specialty Chemical™

Week of December 1, 2010

Turning Heads at SEMA 2010



Matrix System was front and center at SEMA this year in the Paint and Body section. Inside the booth were many new products and ideas that will be implemented in 2011. These include: the AccuShade Color Variant Selector System, PROCOLOR 2 in 1 Touch Up Paint Pens, and RSB-LV Refinish Solutions Low VOC Basecoat.

According to Ken Papich, Director of Sales, "This year's SEMA Show offered a greater focus on the Paint Body & Equipment (PBE) segment than in the past."

new

Salt Eraser Walks Away as a New Product Winner

Matrix System Automotive Finishes, a leader in aftermarket paint products, wins the New Product Showcase in the Individuality category at the Automotive Aftermarket Products Expo (AAPEX) for its SALT ERASER.

Matrix System arrived at the AAPEX Show for the first time ever and won an award in the Individuality category. This included products that enhance the appearance of a vehicle or the appearance of specific components on a vehicle, such as chemicals, paints, decals, waxes and lights. SALT ERASER was featured as an innovative new product and was prominently showcased for all buyers to see.



[Click here for full story](#)

Matrix System Debuts Its Retail Line at AAPEX



This year Matrix System also appeared at the Automotive Aftermarket Products Expo, which was held at the Sands Expo Center in Vegas. It was here that Matrix System featured its retail line of aerosol touch up, specialty products, touch up paint pens, and Salt Eraser. Overall, the show was a huge step forward for the introduction of this do-it-yourself product line, which is predicted to launch in the first quarter of 2011.

Matrix System - 850 Ladd Road, Building E
Walled Lake, MI 48390. ph: 800.735.0303

www.matrixsystem.com

