

FOR IMMEDIATE RELEASE
Kelly Mack, Marketing Manager
Matrix System Automotive Finishes
850 Ladd Road, Building E
Walled Lake, MI 48390
krmack@matrixsystem.com
www.matrixsystem.com
800.735.0303



Matrix System Enhances Current Website

Walled Lake, MI – July 20, 2010 – After months of development, Matrix System Automotive Finishes is proud to announce the launch of their newly renovated and refined website. Not only does this upgraded site provide more detailed information about Matrix System, it also features improvements to the Product Section, Matrix News, Testimonials, Sponsorships, Color Documentation, Regulatory Information, and Photo Gallery.

This website was redesigned to improve functionality and ease of use, which is an effort to further contribute to a pleasant customer experience.

Matrix System would like to remind customers that the website is a great source to obtain information on pricing, technical data sheets, updates, monthly mailers, product comparisons, and to drop comments about their experience.

“After the last successful launch in 2008, we made it a priority to listen to the feedback from our customers,” stated Dave Brunori – Vice President Matrix System Automotive. “Our freshly polished website is an advanced way for us to visually showcase and display our products and services in a way that is very different from the competition.”

About Matrix System

Matrix System Automotive Finishes, subsidiary of Quest Specialty Coatings has become one of the industry’s most successful manufacturers of high quality clear coats, primers, hardeners, and reducers. With an excellent product line, Matrix System has been able to convince body shops once loyal to a particular brand to convert and experience huge cost savings. Today, the AccuShade® Intermix System now leads the product line, giving body shops the ability to make over 98,000 colors with exact formulas and 2.1 VOC compliant products for California and other areas. Matrix System encourages everyone to check out the updated site at www.matrixsystem.com.

###