

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 Walks Away as a Winner with SALT ERASER®

Walled Lake, MI – November 10, 2010 – 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.

Last week 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.

SALT ERASER is a revolutionary new product that removes stubborn salt stains from any fabric quickly and effortlessly – without scrubbing. It penetrates the fiber deeply and breaks up and evaporates the salt within minutes of application. SALT ERASER safely eliminates salt from floor mats, carpets, rugs, and runners. It cleans, freshens, and revitalizes complete car interiors without any odor.

SALT ERASER is an ideal solution in the salt states located in New England, Middle Atlantic, and Mid-West areas of the United States. Additionally, this product is great for many home and business applications such as: cloth seats, rugs, carpet, shoes, and pants. Just spray...salt stains disappear.



“The advantage of SALT ERASER is its unique formulation has been designed to specifically to remove salt stains from carpet and fabric and outperforms general interior and fabric cleaners,” says Jim Caporuscio, director of business development. “It also provides consumers in the Snow Belt states with a fast, simple, colorless and odorless cleaning solution to remove crusty winter salt to restore their vehicles interior, and retailers with stores in Snow Belt markets an excellent seasonal sales opportunity to increase their car care and general cleaning sales.”

About Matrix System

Matrix System Automotive Finishes, subsidiary of Quest Specialty Coatings, is one of the industry’s most successful manufacturers of high quality color, clearcoats, 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. For more information, Matrix System encourages everyone to visit their Web site at www.matrixsystem.com.