

## 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, Soon Providing Touch-up Paint Products to the Retail Market

**Walled Lake, MI – September 27, 2010** – Matrix System Automotive Finishes, a leader in aftermarket paint products, is proud to announce the launch of its revolutionary touch-up paint pen, PROCOLOR™ 2 in 1 to the retail market.

This newly patented 2 in 1 paint pen includes both exact match factory basecoat color in one end and complimentary clear coat in the other for complete and perfect scratch repair and finish. Now do-it-yourselfers will be able to repair paint scratches, chips, or dings by applying touch-up paint to their cars and trucks while achieving the best results.

The PROCOLOR™ 2 in 1 comes in the most popular manufacturer colors for both domestic and import model cars and trucks. These premium pens have been proven to exhibit superior color and gloss retention, while being economically priced. The touch-up pens will be available at most automotive retailers and local parts stores.

The PROCOLOR 2 in 1 basecoat and clear coat package offers professional results in one convenient combo pack purchase providing satisfied touch-up paint to customers. "We have seen that in most cases, do-it-yourselfers are unaware that their vehicle paint requires clearcoat over the basecoat to achieve a durable and desirable refinish," says Jim Caporuscio, director of business development. In addition to improved product results and satisfied customers, the most popular colors create immediate add on paint sales, increased clearcoat sales, and overall paint category 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. Matrix System encourages everyone to visit its Web site at [www.matrixsystem.com](http://www.matrixsystem.com).