



KIRKER AUTOMOTIVE FINISHES BITES INTO CUSTOM PAINT MARKET WITH SWEET NEW LINE OF CANDY COLORS

ALL NEW SPECTRA SERIES URETHANE CANDY COLOR SYSTEM
ADDS EXCITEMENT TO AUTOMOTIVE REFINISH PRODUCT MIX

NOVEMBER 2, 2005 / LAS VEGAS – Kirker Automotive Finishes unveiled its new **SPECTRA Series** line of urethane candy colors here today during Automotive Aftermarket Industry Week. The New York-based manufacturer leveraged more than 100 year's-worth of coatings industry know how to develop this exciting new line, which offers an alternative to the high-cost custom refinish materials available today.

The **SPECTRA Series** combines brilliant candy colors with advanced, high-solids urethane technology and premium raw materials in a completely interchangeable system that provides the power to create one-of-a-kind works of art. Nine exciting colors covering the entire spectrum can be used right out of the can in their pure tones, or mixed in any combination to achieve an unlimited number of shades. With an assortment of base colors and variety of techniques, the ability to create exciting custom effects is even greater.

"Thanks to our growing network of distribution partners, our products are being used in more professional paint shops than ever before. As custom painters all over the country switch to Kirker Automotive Finishes, they continue to ask us for more exciting colors," said Bruce Sklak, Kirker's president. The **SPECTRA Series** gives those painters a top quality candy system with the hottest colors at a significant savings compared with virtually identical products from major refinish brands.

Extensive research and detailed color studies led to the development of the nine candies, which appeal to a wide range of custom painters and are suitable for many different applications.

“We developed the line to be used on any project imaginable, from old school street rods and classic low riders to custom choppers and today’s modified sport tuners,” said Sklak.

Kirker expects its series will open the door to new paint shops, where it can introduce existing refinish products including its 2K urethane and epoxy undercoats, acrylic urethane single-stage topcoat system and multi-use urethane clears, among others.

The **SPECTRA Series** is available anywhere products from Kirker Automotive Finishes are sold. Additional information about this exciting new custom refinish system may be found on the Web, at www.KirkerAutomotive.com.

About Kirker Automotive Finishes:

A division of Coventry Coatings Corp., Kirker Automotive Finishes has manufactured paint for more than one hundred years. Its line covers a complete range of automotive and fleet refinish products, including factory-packaged enamel and urethane paints, primers, clears and other related items. Kirker also maintains a significant private-label program.

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Images available upon request

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