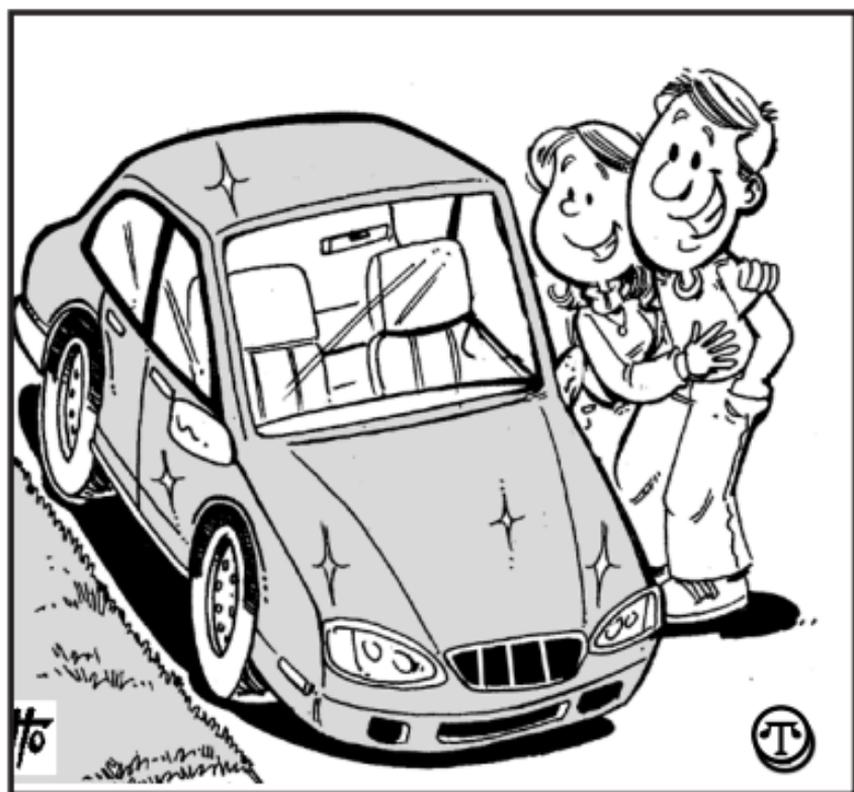


Now That “New Car” Look Lasts Longer

(NAPSA)—Everyone loves that shiny, new car look. Ever stop to think about why it stays that way? Today, many new cars come with an innovative finish—powder coating.



Powder coating creates a better looking, more durable finish that helps resist scratches, chips, stains, salt and sun.

Powder coating is a high-tech process used by BMW, Daimler Chrysler, Volvo and other manufacturers. A fine powder containing color pigments and resins is sprayed on an electrically charged part. The part goes through a curing oven producing a hard, smooth finish. This process is environmentally friendly and releases no volatile organic compounds (VOCs).

Powder coating is used in a variety of automotive applications including clear topcoat, primer for rust prevention, exterior and interior trim and more. Powder coating adds life and looks. It is a more durable finish that helps resist scratches, chips, stains, acid rain, tree sap, salt and sun.

Mufflers, oil filters, engine valve and head covers, air filters and many other under-the-hood products are powder coated. Wheels, roof racks and more are protected with powder coating. And yes, many items inside the car are powder coated, too.

To learn more, visit The Powder Coating Institute at www.powdercoating.org.