The Best of Both Worlds!

MAP®
ULTRA LOW VOC

MATTHEWS PAINT
The Best of Both Worlds!

A benchmark high-performance polyurethane paint that limits VOC to less than 50g/L or .4172 lbs/gal while delivering superior color and durability.

- High solids formula and maximum pigment content provide better hiding and a faster film build.
- 50% more impact resistance in direct and reverse impact testing.
- 25% better gloss retention.
- Enhanced protection in corrosive environments and holds up better to extreme changes in temperature.
- All 70,000 existing color formulas are available.

- **Cost-Effective Solution**—MAP Ultra Low VOC is the cost-effective solution that will save you time and money on total cost per gallon. This new product formulation has 50%-67% solids, depending on color, resulting in better hiding and faster film build. The result is less paint being used and more efficient use of product per job.

“As a fabricator, I demand performance from my paint. As an outdoorsman, I am concerned about the impact my work has on the environment. That’s why Matthews MAP Ultra Low VOC makes so much sense. It is a benchmark high-performance polyurethane paint that limits VOC to less than 50g/L while delivering the color and durability I need.”
**MAP Ultra Low VOC FAQ’s**

**Q** Why should I use MAP Ultra Low VOC (MAP-LV)?

**A** In addition to MAP-LV being an environmentally friendly product, this revolutionary paint provides greater durability, gloss retention and hiding than standard acrylic polyurethane paints. Making the switch is easy with the same mix ratio, color selection and great customer service you have come to know from Matthews Paint. It really is the best of both worlds!

**Q** How does MAP Ultra Low VOC high solids formula compare to industry standard acrylic polyurethane VOC levels of 2.8 or 3.5 VOC?

**A** MAP-LV in solid colors has a VOC level, as applied, of less than 50g/L or 0.4172 lbs/gallon. This is significantly lower and more environmentally friendly than standard acrylic polyurethanes! As applied, MAP-LV metallic formulas are less than 80g/L. In addition, MAP-LV has lower VOCs than similar automotive waterborne products.

**Q** Is the mix ratio of MAP-LV similar to other topcoat Matthews product lines?

**A** The mix ratio MAP-LV is 3:1:1—the same as all existing Matthews’ color lines.

**Q** How many toners will be available in the new MAP-LV line?

**A** MAP-LV uses all of the same toner bases as the MAP conventional, SVOC and VOC lines, excluding the high-hide yellow, sparkle silver and red.

**Q** How does the new MAP-LV compare to the existing broad color range of the current MAP color space of over 70,000 formulas?

**A** All of the existing formulas will be available in the new MAP Low VOC product lines.

**Q** What gloss levels will be available in the new MAP-LV line?

**A** Both satin and gloss will be available. Gloss levels in between can easily be achieved by mixing satin with the new MAP-LVC clears.

**MAP Ultra Low VOC Gloss Retention Chart**

- **MAP Ultra Low VOC**
- **Typical Industrial-Grade Polyurethane**
- **Conventional MAP**
- **Premium Quality Area**

**MAP Ultra Low VOC has less impact on the environment while providing superior performance.**

**Improved viscosity to flow and lay optimally.**

**MAP Ultra Low VOC has lower VOC levels than even some water-based paints.**

**MAP Ultra Low VOC mix ratio is similar to the MAP Conventional topcoats.**
Water-Based vs. Solvent-Based Paint Myth

With the growing emphasis on protecting the environment and improving air quality, alternative paints have been coming on the market over the past few years. This has led to a well rounded choice of products from water-based to solvent-based paint.

Often customers hear the words “waterborne” or “water-based” and immediately assume these products contain no VOCs at all, which is actually not the case. Volatile Organic Compounds are the organic solvents used in standard paint formulations which serve as the carrier for paint pigment. When paint dries or begins the curing process, the odor that is detected comes from the evaporation of VOCs used in the solvent vehicle and the tinting pigments.

The new benchmark MAP-LV acrylic polyurethane paint limits VOC content to a revolutionary 50g/L or 0.4172 lbs per gallon while delivering superior color and durability. Conversely, automotive grade water-based paints contain VOC levels as high as 461g/L or 3.85 VOC lbs per gallon.

With the introduction of the new MAP-LV series, Matthews Paint continues to lead the industry with environmentally-minded products while maintaining our high standards of performance.

Call or visit our website for more information.
1.800.323.6593
www.matthewspaint.com
Use of this product will result in a VOC level, as applied, higher than 50g/L, up to 130-170 g/L max, depending on mix.
**Product in development for future availability.

### MAP Ultra Low VOC Product Cross Reference with MAP Chart

#### Toners
- **White**: N 202SP
- **Violet**: N 911SP
- **Maroon**: N 913SP
- **Dark Red**: N 914SP
- **Red Oxide**: N 915SP
- **Yellow Oxide**: N 917SP
- **Blue**: N 920SP
- **Green**: N 921SP
- **Burnt Umber**: N 922SP
- **Black**: N 923SP
- **New Blue**: N 925SP
- **Gloss Black**: N 929SP
- **Light Red**: N 930SP
- **Transparent Red Oxide**: N 931SP
- **Transparent Yellow Oxide**: N 932SP
- **Red Yellow**: N 940SP
- **Green Yellow**: N 940SP
- **High Hide Yellow**: N 943SP
- **Bright Red**: N 946SP
- **Scarlet Red**: N 947SP
- **Medium Silver**: N 951SP
- **Sparkle Silver**: N 952SP
- **Super Sparkle Silver**: N 953SP
- **Fine Silver**: N 954SP

#### Clearcoats
- **Gloss Clear**: 42 228SP
- **Matte/Flat Clear**: 42 900SP

#### Undercoats/Primers
- **White Epoxy Primer**: 274 908SP
- **Tinted Polyurethane Primer**: MAP-LVU200**

#### Hardeners
- **White Epoxy Primer Hardener**: 274909SP
- **Topcoat Hardener—Spray**: 43 270SP
- **Topcoat Hardener—Brush & Roll**: 43 621SP

####Reducers
- **Reducers for Spray**: 6379SP, 45 280SP, 45 290SP, 6396SP
- **Reducers for Brush and Roll**: Above +47 444SP
- **Reducer for Spray w/Pot Life Extender**: 45 251SP
- **Reducer for Undercoat**: MAP-LVRU01 Above +47 444SP

#### Additives
- **Accelerator**: 47 117SP

### MAP Ultra Low VOC Product Cross Reference with MAP Chart

#### Satin Products
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<tr>
<th>N-Series</th>
<th>SVOC Series Low VOC</th>
<th>LV Series Ultra Low VOC &lt;50 g/L</th>
<th>SOA Series Conventional</th>
<th>VOC Series Low VOC</th>
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