



#### Media Contact

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## Channel Signage Paint Enhances Brightness and Eliminates Hot Spots

*To help fabricators deliver quality channel signage, Matthews Paint has developed a single-component High Reflective White paint for use on the interior surfaces of channel letters and sign cans.*

DELAWARE, OH, April 8, 2010 - All sets of channel letters and lighted cabinets are custom designed. To help fabricators deliver quality channel signage, [Matthews Paint](#) has developed the 281 500SP High Reflective White paint. This single-component, spray-applied coating is designed for use on the interior walls of channel letters and sign cans. Matthews High Reflective White enhances brightness of channel letters and eliminates hot spots.

A true "white" coating, this paint has a high reflectivity with an L value of 96+ to evenly distribute the light within the channel letters for a uniform reflection. In addition to the reflectivity, the texture when dry results in a better, more even light reflection. Based on an acrylic resin for more durability than vinyl, it will not yellow.

281 500SP is a single-stage system that does not require any catalyst, activator or reducer. Ready to spray from the can, it can be applied directly to properly prepared steel (cold rolled or hot rolled) and aluminum. It dries fast and hides faster with fewer coats. As a bonus, it is better for the environment with a VOC level of 0.16 lbs/gal (about 20g/L).

#### About Matthews Paint

For more than 75 years, Matthews Paint has manufactured the highest quality industrial coatings for their customers. As a major supplier to the architectural signage industry, Matthews Paint works with fabricators, designers and architects in coating technologies and color development including a library expanding to more than 70,000 colors. With the introduction of the new MAP-LV series, Matthews Paint continues to lead the industry with environmentally-minded products while maintaining high standards of performance.

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