



NEW PRODUCT RELEASE

ULTRA FORCE™

ACRYLIC HYBRID ELASTOMERIC PAINT

ANNOUNCEMENT



Sarasota, Florida, February 15th, 2011 - Nationwide Chemical Coating Mfrs. has added a new product to it's line of high quality architectural paints and coatings. Our advanced, high tech, formulation blends an acrylic resin with an elastomeric resin to create ULTRA FORCE™, a flexible paint with exceptional toughness.

ULTRA FORCE™ is an exterior, acrylic modified hybrid elastomeric, insulating ceramic, wall and trim low luster finish paint. A high technology formula that combines acrylic paint resins and elastomeric coating resins to form a high quality elastomeric paint that possesses extra flexibility not seen in ordinary paints. ULTRA FORCE™ also contains ceramic fillers that provide insulating and soundproofing values along with a uniform, easy to apply, excellent hiding beautiful latex finish. ULTRA FORCE™ offers a 15 YEAR LIMITED MATERIAL WARRANTY against chipping, cracking and peeling. ULTRA FORCE™ is "The Paint With a Little Extra Stretch".

ULTRA FORCE™ is ideal for use on walls and trim over a wide variety of surfaces such as exterior wood, concrete, brick, masonry, stucco, primed metal, and primed synthetic or aluminum siding. It is excellent for apartments, condominiums, warehouses, motels, offices, residential dwellings and many other exterior applications.

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