



PRATT & LAMBERT

Marketing / Technical Bulletin

SUBJECT EFFECTO ENAMEL (U.S.)

FILE NO. SECTION IV - 2802/0180

PRODUCT CODE

NOTE

After a careful market study to analyze the current needs of today's marketplace for our Effecto product line, we are pleased to announce the following product line changes.

We will be adding to the Effecto line two (2) Rust Inhibiting Primers that we formerly marketed as Noxide Rust Inhibiting Primers. The "new" Effecto Rust Inhibiting Primer Red (C3405) and White (C3406) will be marketed in the following package sizes: fives, gallons, quarts, pints and half-pints. This transition adds new dimensions to the Effecto line, together with several advantages:

- * Two Rust Inhibiting Primers that have been tested for years as industrial coatings when sold under the Noxide label.
- * Two non-toxic Rust Inhibiting Primers that are safe for use on surfaces used by children.
- * A Rust Inhibiting Primer that is available as a White, which is unique in the industry as one of the very few metal primers that is available as a White and still "Rust Inhibiting".
- * A White Primer that will work under bright colors marked with an () and, also, provide easy hiding when they use light colors as a finish coat.
- * Two primers that will be available in all the popular package sizes needed by both retail trade and professional trade.

We will discontinue the marketing of Noxide Primer White (C3406) and Noxide Primer Red (C3405). Orders will be filled from remaining stocks until stocks are depleted.

Effecto Zinc Chromate Primer will also be discontinued under the Effecto label. The popularity of this product has proven to be in the industrial market, so we will now market Zinc Chromate Primer as Noxide Zinc Chromate Primer (L25). Orders for Effecto Zinc Chromate Primer (L25) will be filled from remaining inventories until stocks are depleted.



PRATT & LAMBERT

Marketing/Technical Bulletin

FILE NO. SECTION IV - 2802/0180

Red Lead Primer (C90) will no longer be marketed as Red Lead Primer, but rather under the Noxide Label and identified as Noxide Red Lead Primer (C90). There will be no formula changes or package size changes on this product.

GB-C/CORP/DRA

pak

0007-PTL-000829