



PPG Launches New Ads Highlighting Coatings Innovation, Sustainability, Color Leadership

09/03/2014

PITTSBURGH--(BUSINESS WIRE)--Sep. 3, 2014-- PPG Industries (NYSE:PPG) today announced the launch of an updated global corporate marketing campaign aimed at increasing awareness of how the world's leading coatings and specialty materials company helps its customers in a wide range of markets with coatings innovations, sustainable solutions and color technologies.

"The corporate marketing campaign showcases PPG's unique ability to partner with our customers – from consumers painting their homes to original equipment manufacturers of everything from airplanes to automobiles – to help them protect, enhance and beautify their most valuable assets," said Bryan Iams, PPG vice president, corporate and government affairs.

The campaign, which began in 2011, has been updated with:

- Targeted print and online advertising, featuring high-impact ads that highlight PPG products in color against black-and-white backdrops, showing the unique ways that PPG assists customers in tackling important issues
- A refreshed global corporate website and social media effort to support the advertising
- An internal communications effort that encourages employees to act as PPG brand ambassadors in discussing the company's unique competencies

"PPG has the capabilities to enhance more types of customers' surfaces in more ways than does any other company," Iams said. "This campaign highlights the stories that showcase this as well as our strengths in innovation, sustainability and color technology across the global markets we serve."

The multichannel campaign focuses on the aerospace, automotive manufacturing, automotive refinish and repair, commercial construction, infrastructure, marine renewable energy, and residential construction markets. All campaign assets feature the tagline "Bringing innovation to the surface," meant to reinforce PPG's promise to deliver value to its customers.

Ads will begin appearing this quarter in trade and online outlets throughout the United States and Canada, as well as the company's key growth regions of Asia Pacific; Europe, the Middle East and Africa; and South America.

PPG: BRINGING INNOVATION TO THE SURFACE.(TM)

PPG Industries' vision is to continue to be the world's leading coatings and specialty materials company. Through leadership in innovation, sustainability and color, PPG helps customers in industrial, transportation, consumer products, and construction markets and aftermarkets to enhance more surfaces in more ways than does any other company. Founded in 1883, PPG has global headquarters in Pittsburgh and operates in nearly 70 countries around the world. Reported net sales in 2013 were \$15.1 billion. PPG shares are traded on the New York Stock Exchange (symbol:PPG). For more information, visit www.ppg.com and follow [@PPGIndustries](https://twitter.com/PPGIndustries) on Twitter.

Bringing innovation to the surface is a trademark of PPG Industries Ohio, Inc.

Source: PPG Industries, Inc.

PPG Corporate Communications

Mark Silvey, 412-434-3046

silvey@ppg.com