



We protect and beautify the world™

OLYMPIC Stain Launches Super-Premium OLYMPIC ELITE with Its Richest Color and Strongest Protection

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Palettes push to new levels of clarity, beauty and durability to unlock and protect the beauty of wood

PITTSBURGH--(BUSINESS WIRE)--Mar. 24, 2014-- America's most trusted stain brand since 1938, OLYMPIC® Paint and Stain announced today the launch of OLYMPIC® ELITE™ Advanced Stain + Sealant in One, a super-premium exterior stain line offering a new palette of wood- and nature-inspired hues, available exclusively at Lowe's stores nationwide. Developed for durability and incorporating *Olympic Stains'* highest levels of protection against the damaging effects of sunlight, water, mildew and algae on the coating, *Olympic ELITE* targets the homeowner who appreciates the beauty of wood and is willing to invest a bit more to enhance and protect with more beautiful and durable color.



OLYMPIC® Paint and Stain announced today the launch of OLYMPIC® ELITE™ Advanced Stain + Sealant in One, a super-premium exterior stain line offering a new palette of wood- and nature-inspired hues, available exclusively at Lowe's stores nationwide. (Photo: Business Wire)

standard flat, solid color stains. Each wood-inspired hue is available in semi-transparent, semi-solid and solid color stains so homeowners can keep the color they love as their decks age. The solid color stain palette also offers 28 nature-inspired hues to complement wood, brick and stone finishes and to harmonize with the home's natural setting. Colors span eight color families and offer beautiful palette combinations.

To keep decks, patios and other outside wood looking great, *Olympic ELITE* incorporates a 4-SEASON™ Protection Package – featuring urethane-fortified resins for resilience and durability, exceptional ultraviolet (UV) resistance, enhanced waterproofing protection and the most powerful biocide package offered in the *Olympic* stain line for a more mildew- and algae-resistant film.

To learn more about *Olympic ELITE* Advanced Stain + Sealant in One, visit www.olympic.com. Join the conversation by liking *Olympic* Paint and Stain on [Facebook](#) and by following *Olympic* Paint on [Twitter](#). Log on for updated painting and color selection tips, how-to's and to be inspired by a community of homeowners sharing their latest home improvement experiences.

Olympic, a brand of PPG Architectural Finishes, Inc., is a category leader in the paint and stain segment. *Olympic ELITE* Exterior Stain is available exclusively at Lowe's and offers a one-product solution for consumers at a retail price of approximately \$40. For more information on *Olympic* products and ongoing color updates, visit www.olympic.com.

PPG: BRINGING INNOVATION TO THE SURFACE.™

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. 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](#) on Twitter.

OLYMPIC is a registered trademark and 4-Season, Color Rich, Elite Unlocking the Beauty of Wood and Woodland Oil are trademarks of PPG

The new *ELITE* line introduces WOODLAND OIL™ – a series of super-pigmented, super-penetrating semi-transparent stains in Natural, Mahogany Blaze, Kona Brown and a gold-brown hue called "Mountain Cedar." *Woodland Oil* penetrates quickly, even on exotic hardwoods. *ELITE* also adds a semi-solid stain to the *Olympic* line, a bridge between semi-transparent and solid color for wood with more imperfections.

"The deck has become an extension of the interior living space into the outdoors – an exterior room for entertaining and relaxing. An *Olympic* stain will help make those outside spaces more beautiful and protect them year round," said Nicole Jones, senior brand manager, *Olympic* Paint and Stain. "*Olympic ELITE* stains offer new levels of clarity, beauty and durability to unlock the beauty of exterior wood and protect it for years to come."

Utilizing COLOR RICH™ Technology, *Olympic ELITE* stain delivers new levels of clarity in transparent stains and rich, low-luster solid colors that will resist mildew and algae on the paint film better than

Architectural Finishes, Inc.

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

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140324006180/en/>

Source: PPG Industries, Inc.

PPG Architectural Coatings

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