

# PPG Updates Brand, Launches Global Marketing Campaign

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PITTSBURGH--(BUSINESS WIRE)--Mar. 17, 2016-- PPG (NYSE:PPG) announced today updates to its corporate brand and the launch of a global marketing campaign to drive increased familiarity with the company. The initiative introduces a new tagline – PPG: WE PROTECT AND BEAUTIFY THE WORLD™ – that brings PPG’s focus to life as the world’s leading paint and coatings company. (Additional materials related to the PPG brand update and marketing campaign are available at [newsroom.ppg.com/PPGBrand](http://newsroom.ppg.com/PPGBrand).)

“The new campaign is people-centric and diverse, and it invites the viewer into a conversation with us,” said Bryan Iams, vice president, corporate and government affairs. “The creative content celebrates our technology breakthroughs, explaining them in a consumer-friendly way, and highlighting the positive impact we have on people, communities and customers.”

PPG launched the marketing campaign this month in the U.S., through a combination of paid advertising and social-media activity, after unveiling it to employees. Advertisements appear in leading U.S. business, general interest and trade media outlets, and they will begin to appear in April in other regions where the company operates, including Europe, Asia and Latin America. Initial ads will focus on the company’s breadth of paint and coatings offerings. Ads appearing later this year will showcase specific paint and coatings technologies, including a coating for cars that helps to resist scratches, and a paint for airplanes that uses chemistry found in the skin of an eggplant to reduce heat in the cabin and, in turn, decrease energy use.

The campaign showcases updates to PPG’s brand, intended to more clearly communicate the company’s position as a global paint, coatings and materials leader and to simplify its market identity. For example, the company will reference “PPG” in communications and marketing materials instead of “PPG Industries.”

There is also an updated PPG logo that will be easier to use across the company’s international business footprint. The new PPG logo will be more visible and will begin appearing more prominently on packaging for PPG products.

“Over the last decade, PPG has significantly changed its portfolio of products and services and grown its global footprint, and our brand is continuously evolving to reflect who we are today and where we are headed for the future,” Iams said. “We will be making the PPG brand much more visible, helping to strengthen our brand and our engagement with customers.”

The updated PPG brand identity also includes a design system using clean lines, vibrant colors and more emotive and human imagery, and a more personal and conversational tone.

“We expect these changes to make it easier to understand PPG’s full breadth of products and services and how they are connected,” Iams said. “For people who are not end users of PPG’s products, the updated branding should help explain the benefits of and reasons for choosing our products and the value PPG brings to its markets and communities.”

## **PPG: WE PROTECT AND BEAUTIFY THE WORLD™**

At PPG (NYSE:PPG), we work every day to develop and deliver the paints, coatings and materials that our customers have trusted for more than 130 years. Through dedication and creativity, we solve our customers’ biggest challenges, collaborating closely to find the right path forward. With headquarters in Pittsburgh, we operate and innovate in more than 70 countries and reported net sales of \$15.3 billion in 2015. We serve customers in construction, consumer products, industrial and transportation markets and aftermarkets. To learn more, visit [www.ppg.com](http://www.ppg.com).

*We protect and beautify the world* is a trademark and the *PPG Logo* is a registered trademark of PPG Industries Ohio, Inc.

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