



# PITTSBURGH PAINTS & STAINS Introduces New PARAMOUNT Super Premium Paint and Stain Line at MENARDS Stores

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*Products offer technology, strength and style in perfect harmony*

CRANBERRY TOWNSHIP, Pa.--(BUSINESS WIRE)--Apr. 13, 2016-- The PITTSBURGH PAINTS & STAINS® brand today announced its launch of the new PARAMOUNT™ super premium line of interior and exterior paints, as well as a *Paramount* exterior stain line, available exclusively at MENARDS® stores. Backed by global coatings company PPG, these innovative products marry technology, strength and style to offer the most advanced protection and beautiful, lasting color.

"We're confident that the new *Pittsburgh Paints & Stains* brand *Paramount* products will exceed expectations," said Vanessa Manz, PPG senior channel manager, *Pittsburgh Paints & Stains* brand. "In developing the *Paramount* paint and stain line, we leveraged PPG automotive and industrial coatings technologies to deliver products that enable homeowners to achieve their aspirations for the durability and beauty of their homes, from the inside out."

*Paramount* interior and exterior paints are available in an eye-catching palette of nearly 900 colors that achieve vibrant coverage in one coat. The line's interior paint-and-primer-in-one formula also offers outstanding stain blocking and hiding, and a durable and washable protective shield. In addition, the *Paramount* exterior paint-and-primer-in-one formula offers adhesion that resists cracking and peeling, and contains a formula that offers ultra-violet (UV) protection to help color keep its vibrancy and resist fading. With the *Paramount* line's advanced product features, consumers can have confidence that their homes will look the way they intended them to look for years to come.

"We wanted to create a product line that cut back on the need for homeowner maintenance as well as the time spent working on a project, both of which are possible with the advanced one-coat coverage of our new *Paramount* paint. With a durable, long-lasting and high-hiding formula, homeowners can repaint when they want to, not when they need to," Manz said.

Adding to the new *Paramount* product assortment are premium exterior wood care products – *Paramount* Stain, *Paramount* Toner, *Paramount* Advanced Penetrating Oil and *Paramount* Fine Wood Finish – that boast rich pigmentation, UV protection, and provide a mildew and algae resistant coating.

"The *Paramount* stain assortment is truly for homeowners who want both advanced protection and to showcase the natural beauty of their homes' exterior woodwork," Manz continued.

The *Paramount* stain-and-sealant-in-one product, available in 42 solid, 14 semitransparent and semisolid colors, helps homeowners to bring out the natural beauty of wood with ColorEnhance technology that provides rich pigmentation, protection and durability. *Paramount* Advanced Penetrating Oil contains an optimized blend of oils in four colors that deliver clarity and highly pigmented hues to enhance and protect wood's natural grain. In addition, *Paramount* Fine Wood Finish, available in 13 satin semitransparent colors, brings the rich look of interior wood finishes to outdoor spaces with a unique varnish-like appearance.

Available in *Menards* stores beginning in early April, *Paramount* paint starts at \$40 per gallon and *Paramount* stain starts at \$38 per gallon. To learn more about the *Pittsburgh Paints & Stains* brand, visit [pittsburghpaintsandstains.com](http://pittsburghpaintsandstains.com).

PPG's architectural coatings business in the U.S. and Canada is an industry leader in residential and commercial coatings, delivering the latest technologies and operational advancements through its strong portfolio of brands. It is a business of PPG, and manufactures and sells interior and exterior paints, stains, caulks, repair products, adhesives and sealants for homeowners and professionals. Its distribution network includes more than 15,000 touchpoints through company-owned stores, independent dealer locations and all major home improvement centers across the U.S. and Canada. For more information, visit [PPGAC.com](http://PPGAC.com).

**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).

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