



PPG Launches 'Paint Local' Campaign in Pittsburgh

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Effort aims to increase association, awareness of consumer brands in global headquarters community

PITTSBURGH--(BUSINESS WIRE)--May 26, 2016-- PPG (NYSE: PPG) today announced the launch of a marketing campaign intended to increase awareness of its consumer paint brands – the PPG PAINTS® , GLIDDEN® Paint, and OLYMPIC® Paints & Stains lines – among do-it-yourself (DIY) painters in its global headquarters community of Pittsburgh. The “Paint Local” campaign aims to increase the visibility of PPG as the manufacturer of these “hometown paint brands” and encourages DIY painters in Pittsburgh to consider buying and using products with a strong local connection.

“PPG is proud to be headquartered in Pittsburgh, and we want our friends and neighbors to be familiar with our great products,” said Max Wetzel, chief marketing officer and general manager of home centers for PPG’s architectural coatings business in the U.S. and Canada. “With the Paint Local campaign, we aim to strengthen the association between PPG’s consumer brands and our strong reputation as a Pittsburgh-based company. Our ultimate goal is to provide consumers in our hometown with the best possible products for their DIY projects.”

The campaign, introduced a year after the company launched its *PPG Paints* company-owned stores in Pittsburgh, includes digital and print advertisements, billboards, in-store paint can lid stickers, and advertising in PNC Park. It features the “Paint Local” message and an image of a paint roller outlining the downtown skyline and spires atop PPG Place, and it promotes the *PPG Paints*, *Glidden* and *Olympic* brands.

Consumers in Pittsburgh can visit www.paintlocalppg.com to find PPG products and more than 90 area locations where they are sold, including:

- *PPG Paints* products sold at *PPG Paints* stores and independent home improvement retailers;
- *Glidden* Paint sold at THE HOME DEPOT® and WALMART® stores; and
- *Olympic* Paints & Stains sold at LOWE’S® stores.

The Pittsburgh-area effort localizes a broader campaign launched earlier this year to drive increased familiarity with PPG and clearly communicate the company’s position as a global paint, coatings and materials leader. The “Paint Local” campaign features the updated PPG logo introduced in March, which is appearing more prominently on packaging for PPG products.

In addition to the brands featured in the campaign, PPG offers a variety of consumer DIY brands such as LIQUID NAILS® adhesives and sealants, HOMAX® specialty products, FLOOD® stains and SIKKENS® PROLUXE™ wood finishes.

The “Paint Local” campaign kicked off this month and is expected to run through September.

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 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.

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.

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PPG Media Contacts:

Katie Kirkpatrick

Architectural Coatings

724-742-5352

katie.kirkpatrick@ppg.com

or

Mark Silvey

Corporate Communications

412-434-3046

silvey@ppg.com