



FLOOD Brand Celebrates 175th Anniversary with New Comprehensive Professional Wood Care Product Line

02/23/2016

Products utilize technology, extensive research findings for hard-working formulations

CRANBERRY TOWNSHIP, Pa.--(BUSINESS WIRE)--Feb. 23, 2016-- FLOOD® wood care, a brand of the PPG (NYSE:PPG) architectural coatings business, today announced the launch of its new comprehensive *Flood* Pro Series line of professional stains, finishes and preparation products available exclusively at PPG PAINTS™ stores and independent retailers nationwide.

Developed to deliver on the staining needs of the professional, the new *Flood* Pro Series line combines popular existing formulas with several new and improved formulas to provide highly durable products with easy application. Backed by the *Flood* brand's 175-year heritage, the new *Flood* Pro Series line was created through extensive research and collaboration with PPG's global wood care technology resources. The program includes a core line of stains, finishes, preparation products and a new resurfacer product. It will also include a broader color platform of 40 semi-transparent and more than 120 solid hues that enhance the natural beauty of wood, in addition to new product labels.

"The *Flood* Pro Series line boasts some of our best, most durable products in order to better serve the needs of professionals," said Jennifer Dodson, PPG senior manager, wood care, architectural coatings, U.S. and Canada.

The popular *Flood* CWF-UV® wood finish formula, PENETROL®, FLOETROL® and E-B EMULSA BOND® additive products will remain under the *Flood* brand. PPG PITTSBURGH PAINTS® brand's SUN PROOF® stain, the PPG PORTER PAINTS® brand's ACRI-SHIELD® stain, WOOD PRIDE® stain and some existing *Flood* stains will be replaced by the new *Flood* Pro line.

Founded in 1841 by the Flood family of painters, the *Flood* brand earned its reputation as "The Wood Care Specialist" by creating products that protect, preserve and beautify any wood project. The *Flood* brand understands the time and effort involved in exterior wood care and the pride and satisfaction felt in a job well done. That's why *Flood* products can be trusted to deliver consistent results, long-lasting performance and peace of mind. To learn more about the *Flood* brand and its products, visit www.flood.com. To find a PPG Paints store or independent retailer near you, visit www.ppgpaints.com. Availability of products may vary by retailer.

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, the world's leading coatings company, 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.

PPG: BRINGING INNOVATION TO THE SURFACE.®

PPG's vision is to be the world's leading coatings company by consistently delivering high-quality, innovative and sustainable solutions that customers trust to protect and beautify their products and surroundings. Through leadership in innovation, sustainability and color, PPG provides added value to customers in construction, consumer products, industrial and transportation 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 more than 70 countries around the world. Reported net sales in 2015 were \$15.3 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.

PPG Paints is a trademark and the *PPG Logo* and *Bringing innovation to the surface* are registered trademarks of PPG Industries Ohio, Inc. *Acri-Shield*, *PPG Pittsburgh Paints*, *PPG Porter Paints* and *Sun Proof* are registered trademarks of PPG Architectural Finishes, Inc. *CWF-UV*, *E-B Emulsa Bond*, *Floetrol*, *Flood*, *Penetrol* and *Wood Pride* are registered trademarks of the PPG Group of Companies.

View source version on businesswire.com: <http://www.businesswire.com/news/home/20160223006361/en/>

Source: PPG

PPG Media Contacts:

Katie Kirkpatrick, 724-742-5352

Architectural Coatings

katie.kirkpatrick@ppg.com

or

Jamie Altman, 724-742-5599

Architectural Coatings

jamie.altman@ppg.com