

FOR IMMEDIATE RELEASE

Kelly Mack, Marketing Manager
Matrix System Automotive Finishes
850 Ladd Road, Building E
Walled Lake, MI 48390
krmack@matrixsystem.com
800.735.0303



Salt Eraser Continues to Solve Long Time Winter Salt Problem

Walled Lake, MI – January 5, 2012 – Matrix System Automotive Finishes, a leader in aftermarket specialty paint products, launched the Award Winning SALT ERASER® to the Specialty Automotive market last year at AAPEX. Now Matrix System is using this unique product to solve many of winter's salt problems.

The winter months bring out the rock salt, especially in areas that receive a large amount of snow. The combination of rock salt and calcium chloride leaves unwanted stains in clothes and vehicle carpets in a bad way. Many times patience and lots of rinse cycles are key, but with SALT ERASER it makes life a little easier.

SALT ERASER is a revolutionary product that removes stubborn salt stains from any fabric quickly and effortlessly – simply spray on. It penetrates the fiber deeply and breaks up and evaporates the salt within minutes of application. SALT ERASER safely eliminates salt from floor mats, upholstery, carpets, rugs, and runners. It quickly cleans, freshens, and revitalizes complete car interiors without any odor.



SALT ERASER is an ideal solution in the salt states located in New England, Middle Atlantic, Northwest, and Mid-west areas of the United States. Additionally, this product is great for many home and business applications such as: cloth seats, rugs, carpet, shoes, and pants. Just spray and scrub...salt stains disappear.

"The advantage of SALT ERASER is its unique formulation has been designed to specifically to remove salt stains from carpet and fabric and outperforms general interior and fabric cleaners," says Jim Caporuscio, director of business development. "It also provides consumers in the Snow Belt states with a fast, simple, colorless and odorless cleaning solution to remove crusty winter salt to restore their vehicles interior, and retailers with stores in Snow Belt markets an excellent seasonal product to offer in their car care and general cleaning sales."

SALT ERASER is currently available to consumers at ACO Hardware, Advance Auto Parts, Auto Zone, Auto Value, Canadian Tire, Meijer, Mills Fleet Farm, O'Reilleys, Pep Boys, The Anderson's and Travel Centers of America.

About Matrix System

Matrix System Automotive Finishes, subsidiary of Quest Specialty Coatings, has grown to become one of the industry's most successful manufacturers of high-quality paints, clearcoats, primers, hardeners, and reducers. Recently Matrix entered the retail market with various car care products, touch up paint pens, and auto and truck aerosols. Matrix System's line of DIY touch up products offer consumers a way to restore and protect their original factory finish with a brand that professionals know and trust. For more information, visit www.matrixsystem.com.