**PPG launches PPG PRIMERON Optimal powder primer with optimized zinc**

*Product complements new line of PPG high performance powder primers*

PITTSBURGH, August 1, 2024 – PPG (NYSE:PPG) today announced the introduction of PPG PRIMERONTM Optimal zinc epoxy powder primer. The patent-pending product is formulated with an optimized amount of zinc, providing better transfer efficiency than standard zinc-rich primers and corrosion protection that meets rigorous ISO C5 corrosivity specifications for use in high humidity and aggressive environments.

PPG *Primeron* Optimal primer has a much lower specific gravity than standard zinc-rich primers (2.0 vs. 3.6), making it less dense and easier to apply. With a transfer efficiency of 85%, about half as much product is needed compared to a standard zinc-rich primer, saving costs and enhancing sustainability. Additionally, PPG *Primeron* Optimal primer is made without solvents that release volatile organic compounds (VOCs).

“Corrosion protection is a decisive factor in the durability of a part and one of the most significant challenges for the coating industry,” said Paul Bradley, PPG manager, product development, Industrial Coatings. “PPG *Primeron* Optimal primer offers improved adhesion and corrosion resistance, even in coastal environments, and has a better overall balance of properties than traditional zinc-rich primers.”

Additional benefits include exceptional edge, face and scribe corrosion resistance, and excellent adhesion on both smooth and blasted steel for a strong bond that resists peeling, chipping and degradation. In lab testing, the primer surpassed 10,000 hours of salt spray performance on blasted steel. It is engineered for use on steel, hot-dip galvanized steel, metallized steel and aluminum, and is suitable for a wide range of applications, including trailers, gas tanks, pipes, automotive parts and machinery.

“PPG *Primeron* Optimal primer is a significant leap forward in corrosion protection and illustrates PPG’s commitment to sustainably advantaged solutions and powder coating innovations,” said Shelley Verdun, PPG business manager, powder coatings, Industrial Coatings.

The sustainability benefits include reduced waste and material usage. PPG *Primeron* Optimal primer can be gelled (partially cured), or used in a two-coat, one-bake process, yielding quicker, more sustainable and energy-efficient finishing that reduces greenhouse gas emissions by up to 50%.

PPG *Primeron* Optimal zinc epoxy primer is part of the company’s new PPG *Primeron* powder primer series, designed to provide high corrosion resistance for a wide range of applications and specific requirements depending on end use, operating environment and substrate. The product portfolio, which includes solutions in epoxy, polyester and epoxy polyester chemistries, comprises:

* PPG *Primeron* Optimal: Optimized zinc content delivers robust corrosion protection, higher transfer efficiency and a better overall balance of properties than standard zinc-rich primers.
* PPG *Primeron* Legacy:A traditional zinc-rich primer offering the strongest corrosion protection.
* PPG *Primeron* Auto: Engineered for layered production for automotive and specialty markets.
* PPG Primeron Edge: Offers best-in-class corrosion protection for substrates with sharp edges; optimized for degassing substrates, the effective release of bubbles from the coating during the curing process.
* PPG *Primeron* Versa: A versatile primer that offers strong corrosion protection for a wide range of substrates, including aluminum.

For more information about PPG *Primeron* powder primer coatings, visit [www.ppgindustrialcoatings.com](http://www.ppgindustrialcoatings.com).

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At PPG (NYSE:PPG), we work every day to develop and deliver the paints, coatings and specialty materials that our customers have trusted for more than 140 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 $18.2 billion in 2023. 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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