

FOR IMMEDIATE RELEASE September 4, 2012

Can Metal Coaters Maintain the Same Personal Service as a National Organization?

HOUSTON, TX (September 4, 2012) –Metal Coaters, one of the largest toll processing coil coating companies in the United States, is up to something. The national coil coater recently acquired a facility in Middletown, Ohio, adding to three other manufacturing facilities located in Jackson, Miss., Marietta, Ga., and Rancho Cucamonga, Calif. When the Ohio facility is fully operational, Metal Coaters will have four light gauge coil coating facilities strategically placed in key distribution areas throughout the United States. Today, they unveiled a fresh new look and tagline: **Metal Coaters, *Where More than Color Matters.***

What does that mean exactly? The new brand identity showcases the company's experience, highlights their unique services, and offers a declaration for what Metal Coaters stands for to their customers, their partners, and their staff. They reinforce personal service for which they are already known and reveal the company's commitment to their customer's business success. They propose to do this by mitigating operational headaches found in inventory management, by taking on the environmental obligations found in the coating process, and by potentially lowering customer costs. In addition, the new website, literature, and social media program reflect a more modern form of communication with their customers that hasn't been fully captured by any peer to date. That's only part of what they mean when they say, "***Where More Than Color Matters.***"

Tom Prybyloski, Vice President of Sales and Marketing for Metal Coaters, says the coil coater will continue to build upon their strong customer relationships, stringent standards of regulatory compliance and quality, and innovative solutions, which have been hallmarks of the company for more than 25 years. He recently stated, "For nearly three decades, we have been a trusted business development partner within our industry and this new brand reflects who we are, the markets we serve and the four characteristics that differentiates us in our industry."

If you would like to learn more about Metal Coaters or see how they are different, or if you want to simply get **more** of what matters check out their site at www.metalcoaters.com or join one of the many conversations through their social media channels by joining LinkedIn, Twitter, or Facebook.

About Metal Coaters

Metal Coaters uses state-of-the-art techniques to clean, pre-treat, and roll-apply organic coatings in a continuous process on Hot Dipped Galvanized, Galvannealed, Galvalume®, Cold Rolled, Electro-Galvanized Steel and Aluminum Coils.

Coated in the USA, Serving you Nationwide, please visit us at www.metalcoaters.com

Metal Coaters® California

■ 9123 Center Avenue
Rancho Cucamonga, CA 91730-5312
TOLL: 800-841-4565 • FAX: 909-989-7077

Metal Coaters® Georgia

■ 1150 Marietta Industrial Drive NE
Marietta, GA 30062
TOLL: 800-669-0624 • FAX: 770-427-9475

Metal Coaters® Mississippi

■ 951 Priscock Road
Jackson, MS 39272
TOLL: 800-858-1203 • FAX: 601-371-7951

Metal Coaters® Ohio

■ 2400 Yankee Road,
Middletown, OH 45044
TOLL: 877-669-3602

As a full service coil coater, Metal Coaters offers a complete line of coating finishes including Polyesters, Silicone Modified Polyesters (SMP), Fluorocarbons (PVDF), and Plastisol (PVC). Coatings are available for interior or exterior and for warranted or non-warranted applications. Additionally, Metal Coaters® has slitting and embossing capabilities performed separate from the coil coating processes on dedicated production lines.

Contact:

Maria Haun
Marketing Manager
10943 N. Sam Houston Parkway W
Houston, TX 77064
865-312-0712
mehaun@metalcoaters.com

Coated in the USA, Serving you Nationwide, please visit us at www.metalcoaters.com

Metal Coaters® California

■ 9123 Center Avenue
Rancho Cucamonga, CA 91730-5312
TOLL: 800-841-4565 • FAX: 909-989-7077

Metal Coaters® Georgia

■ 1150 Marietta Industrial Drive NE
Marietta, GA 30062
TOLL: 800-669-0624 • FAX: 770-427-9475

Metal Coaters® Mississippi

■ 951 Priscock Road
Jackson, MS 39272
TOLL: 800-858-1203 • FAX: 601-371-7951

Metal Coaters® Ohio

■ 2400 Yankee Road,
Middletown, OH 45044
TOLL: 877-669-3602