

New Product Announcement



VM4380 Prism Silver

Date: February 2012

Product Information:

- VM4380 Prism Silver is a new Prizmatique II® special effect pigment that is currently used in **one** OEM formula (see below).
- VM4380 Prism Silver is made from a unique, multi-layer flake that gives the paint finish the ability to change color. When viewed from different angles the pigment gives silver metallic colors a rainbow-like effect
- The special effect OEMs have been able to achieve using this type of pigment is difficult to accurately match in refinish systems that do not contain the pigment.
- OEMs are expected to launch further colors containing this type of special effect pigment in the future.

Marketing Information:

- VM4380 has been designed to improve the overall color capability of PPG's Deltron® 2000 DBC and Global Refinish System® BC basecoat mixing systems.
- VM4380 Prism Silver is a "**Limited Use**" toner
- "Limited Use" status is built into PPG's color systems.
- When a customer accesses a color formula containing VM4380 Prism Silver a warning will be displayed:

"WARNING contains VM4380 limited use toner. Please check available stock prior to mixing"

Color Information:

- Color formulas containing VM4380 Prism Silver will be available on On-line Color by February 14th, available for download to Internet Update customers on the 3rd week of March 2012 and on the 2nd 2012 PaintManager™ CD.
- The following color has been matched using VM4380 Prism Silver:

OEM	OEM Code	Description	First Year	Brand Code
Audi	LX7T	Prismasilber	2012	VAG.X7T

New Product Announcement



Ordering Information:

- It is not recommended that all PPG Deltron and Global distributors place a supply of VM4380 Prism Silver in their inventory. VM4380 is a limited use toner which is currently used in only one OEM formula.
- It is recommended that distributors only order VM4380 when a collision center needs it. By doing this, PPG can offer an accurate color match to the customer without the distributor or collision center carrying stock of a toner which may only be used rarely.
- “**Controlled Distribution**” - VM4380 will be available to order through PPG’s Customer Service Department **ONLY**. **Dial; 1-800-647-6050 to place an order.** “**On-Line**” ordering of this **Special Limited Use Toner** will be not be available.
- **Due to the special nature of this pigment and its limited supply, orders will be approved based on need. The last page of this announcement may be copied and posted in the mixing areas of shops to remind refinishers of the special ordering instructions of this toner.**

Code:	VM4380
Color Name:	Prism Silver
Size:	6z, ounces
Jobber Cost:	\$327.45
Suggested CF:	\$417.54
Suggested Refinisher:	\$549.40

Additional Ordering Information:

Product Code	VM4380
PPG Ordering Code	VM4380 6Z
Product Launch #	126832
Retail Pkg Qty:	1 unit
Pkg Unit of Measure:	Carton
Retail Pkg Dimensions:	2 ½" x 1 ½" x 6 ¼"
Retail Pkg Unit Weight (lbs):	180 grams
Minimum Purchase Quantity – Per Each:	Each
Containers per Case:	2
Case Dimensions:	Inner – 3 3/8" x 2 3/4" x 6 3/16" Master – 10 3/4" x 12 1/2" x 7 1/2" (holds 12 inner cartons / 24 bottles)
Containers per Pallet:	1080
Pallet Size:	42" x 42"
Pallet Height:	48" (full pallet)
Cases per Layer:	9
Point of Sale Description:	See first page
UPC/Bar Code Label: (Per product code size)	699962090374
UPC/Bar Code Carton: (Per product code size)	10699962090371
Country of Origin:	USA
*Package VOC Regulatory:	5.79 lbs/gal (694 g/L)
*Package VOC Actual:	5.79 lbs/gal (694 g/L)
Shipping Description:	UN1263, Paint, 3, PGIII, Ltd Qty
Flash Point:	77F
Hazard Class Labels/Placards:	None
Physical State:	Liquid
NFPA:	NFPA Hazard Class IC, Class B Extinguisher
Chemical Abstract No.:	NA
Chemical Components:	Please see MSDS, Section 3
VAPOR HARMFUL:	Please see MSDS, Section 2

New Product

Announcement



Special Ordering Instructions for VM4380 Prism Silver

Note: **VM4380** is a Special Limited Use Toner used in One OEM Formula Only. If needed to repair an **AUDI** with the OEM Paint Code of **LX7T**, contact your PPG Distributor and ask them to place an order for **VM4380** by calling **1.800.647.6050**. Expect delivery within 2 days after order is placed and approved.

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