



Zolatone Automotive, Industrial & Marine
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The New and Improved Tuff Rider is Back and Better Than Ever

Walled Lake, MI – April 28, 2010 – Zolatone Automotive, Industrial & Marine is proud to announce the revival of Zolatone’s Urethane Bed Liner called, Tuff Rider. This product has returned with a new and improved formula, which offers a more superior quality than ever before.

Tuff Rider has been redesigned to offer a durable, protective and easier to apply coating for the application to truck beds, trailers, buses, vans, boats, off-road vehicles, RV’s, fences, decks, concrete floors, farm equipment, lawn furniture, and many other uses.

This tough, textured coating is resistant to water, solvent, chemical, and abrasion. It is also extremely versatile and inexpensive. Tuff Rider not only provides a good-looking surface, but it provides excellent protection and extends the life of almost any surface.

For a limited time, Zolatone is providing one free shutz gun with each new order of Tuff Rider.

“We are excited about the re-launch of Tuff Rider,” stated Bob Mangum, Commercial Coatings Manager. “The quality and consistent performance are what so many painters have been talking about. For many years Tuff Rider has been one of the best bed liner products on the market, but one request we continued to hear was that it needed a longer pot life to make it easier to apply. We listened and have extended the pot life and application window to 1 hour. This formulation change will ensure that Tuff Rider secures its place at the top of all bed liner products.”

About Zolatone Automotive, Industrial & Marine

Zolatone Automotive, Industrial & Marine, a division of Advanced Refinish Technologies, which is a subsidiary of Quest Specialty Chemicals, has been used for over the past 50 years as a unique coating in the automotive, industrial, and marine industries. Zolatone provides protection and beauty on a variety of surfaces including: ferrous metals, aluminum, plastics, fiber glass, wood, ceramic, and glass. Zolatone is a durable coating that resists wear from abrasion, scratching and chipping in normal every day use. Much tougher than regular paint, Zolatone offers one of the most unique and dependable coatings available today. For more information visit: www.zolatoneaim.com.