

INTRODUCING THE NEW LOW-VOC BREAK-THROUGH!®

TRIM, DOOR & CABINETRY ENAMEL

We are excited to announce the launch of a newly reformulated LOW-VOC *BREAK-THROUGH!* Trim, Door & Cabinetry Enamel. These new formulas will replace the existing LOW-VOC *BREAK-THROUGH!* formulas.



THE NEW FORMULAS FEATURE SEVERAL KEY UPGRADES:

- Significantly better resistance to hand-oils – now best among tested competitors
- Improved application for inexperienced painters, whether DIY or Pro
- Addition of a NEW SEMI-GLOSS sheen
- Addition of QUARTS in all three sheens
- 3-base system now aligns with other product lines – Deeptone base eliminated

EVERYTHING YOUR CUSTOMERS LOVED ABOUT THE CURRENT FORMULAS HAS BEEN RETAINED IN THE NEW FORMULAS:

- Fast dry
- Fast block
- Excellent flow and leveling
- Great adhesion, even to difficult substrates

We strongly encourage you to transition your customers from the high-VOC Break-Through! to these new formulas as soon as they are available to order.

SUPPORT MATERIALS - included in this packet and available on the Marketing HUB

- Updated Product Sell Sheet (with competitor comparison data)
- SKU Crossover Guide
- Frequently Asked Questions (FAQ) page
- Technical Data Sheets (available on the PPG website)

TINTING

- New tint formulas are now available for this product

PRICING

- Any existing quotes and MGPLs that contained the old item codes or category codes will be electronically updated to include the new item codes at the same prices
- The Wholesales now increase \$1/gallon as you go up in sheen: Satin -> Semi-gloss -> Gloss

