

Press Release



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FOR IMMEDIATE RELEASE

Auto Magic® Launches High-Performing 50 State VOC Compliant Products

CINCINNATI, Ohio, September 10, 2015 – Auto Magic®, an industry leader in professional car care, cleaning, and detailing products announces the launch of four new products specially formulated to be VOC compliant in all 50 states.

VOC Citrus Cleaner – An all-purpose cleaner for interior and exterior use, leaves a clean, citrus fragrance

VOC Magic Dressing® – A solvent-based premium dressing that leaves a rich, long-lasting, glossy finish

Tar Magic™ – A powerful cleaner perfect for removing tar, grease, and insect residue

Wheel Magic™ – A super-premium wheel cleaner that almost effortlessly removes road film and brake dust from wheels with factory-sealed metal tire rims in seconds.

“Our customers demand products that perform while at the same time meeting regulatory requirements,” says Beth Skove, Director of Global Marketing “As some states and municipalities adopt VOC guidelines for products used in automotive detail shops it can be confusing what is required. With the tag line “Breathe Easy in 50 States™”, our customers can be confident that these new products meet the VOC requirements in all 50 states while at the same time having the performance that they expect from Auto Magic”

The four 50 State VOC products join other VOC compliant products from Auto Magic. For information on these new products, check out the Auto Magic website at www.automagic.com

These 50 state VOC compliant products are available in the following sizes:

VOC Citrus Cleaner: 1 gallon (#502201), 5 gallons (#502201)

VOC Magic Dressing®: 1 gallon (#502220), 5 gallons (#502225)

Tar Magic™: 1 gallon (#502230), 5 gallons (#502235)

Wheel Magic™: 1 gallon (#502500), 5 gallons (#502505), 55 gallons (#502555)

ABOUT AUTO MAGIC

For over 55 years, Auto Magic has supplied high-performing products to the detailing industry. Headquartered in Cincinnati, OH, the Auto Magic product brand is owned and distributed by ITW Evercoat. Auto Magic product information can be found at www.automagic.com

ABOUT ITW EVERCOAT

ITW Evercoat is a division of Illinois Tool Works Inc. (NYSE: ITW). For over 60 years, Evercoat has built a reputation of creating innovative automotive refinishing products that produce exceptional results for our customers and has made them the #1 brand of body filler and putty in the industry. No matter the repair challenge...EVERCOAT offers the right product. Every repair, everywhere: Evercoat. www.evercoat.com