



## QUICKLINE® BRAND GETS A NEW LOOK

PPG has created new branding for its popular QUICKLINE® product line.

The fresh design brings modernity to the labels and will be immediately identifiable featuring a silver “Q” letter embedded within a paint drop style design – the “Q” being already well-known as *Quickline* key symbol in communication material for many years. The main product code and descriptor are clearly visible in the center and the choice of eye-catching colours will guide customers recognising their *Quickline* product directly from the shelf. Additionally, the existing colour-coding has been kept however now using a stronger palette to help users in instantly identifying each product category.

According to PPG, the branding initiative is intended to strengthen the connection with its customers and also reflect the high quality and technology of the *Quickline* refinish systems. “With the brand’s broad market acceptance, we thought it was time to give *Quickline* a fresh visual that would reinforce its position in the industry,” said Patricia Phountoucos, Communication and Branding Manager, PPG Automotive Refinish EMEA. “This new livery is intended to give a clean look on distributor shelves, making the product more appealing. It is important to note that while the branding and packaging for *Quickline* are new, we haven’t made any changes to the technology of the system. Our customers can expect the same proven performance they are accustomed to.”

The new branding initiative is intended to better reflect the quality and market position of all *Quickline* coatings, while building on the recognition and strong visual identity of this advanced repair system. All updated livery will feature this vibrant and dynamic image.

### **For further information please contact:**

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