



WALTCO LIFT CORP.
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**NEW ZINC-BASED PAINT PRIMER SYSTEM FROM WALTCO
LIMITS RUST CREEP, IS ENVIRONMENTALLY FRIENDLY**

(TALLMADGE, Ohio) – Waltco Lift Corp. has implemented a new zinc-based paint primer system to fight corrosion and limit rust creep in every Waltco liftgate. This primer, working in combination with the topcoat, helps the finish withstand real-world damage from scratches and nicks –ultimately extending the life of the liftgate finish.

“Since 2001, Waltco has been leading the industry in paint finishes, starting with our \$3 million commitment to develop the industry’s first powder coat system,” said Waltco President Michael Militello. “This new primer is the latest innovation to raise our standard in powder coated finishes.”

As an added benefit, the primer and topcoat are environmentally friendly and EPA compliant with no volatile organic compounds (VOCs). In addition, there are no EPA permit requirements with this system.

In 24-hour salt spray, scribe tests, Waltco’s new zinc-based powder coat primer and topcoat showed an increased corrosion resistance up to five times greater than Waltco’s topcoat-only process.

“When a paint finish suffers minor damage from daily use, it doesn’t take long for corrosion and rust creep to set in. This durable finish clearly stands up to daily wear to keep the liftgate looking better, longer,” said David Sandor, Waltco’s Operations and Materials Manager.

For more information, visit www.waltcoliftgates.com/PaintSystem.

About Waltco

Waltco Lift Corp. is the world’s leading designer, manufacturer, and marketer of hydraulic liftgates for truck and trailer applications. The Tallmadge, Ohio-based company has manufacturing operations in Tallmadge; and warehouses in City of Industry, Calif. and Toronto, Ontario.

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