Send information and photos (transparencies, prints, or high-res JPG digital files at 300dpi) to Editor, *CoatingsPro Magazine*, 4501 Mission Bay Dr., Ste. 2G, San Diego, CA 92109 or by e-mail with attachments to *editor@coatingspromag.com*

PPG Introduces STEELGUARD 652 Coating

PPG announced the launch of its PPG STEELGUARD 652 high-performance, water-based intumescent fire protection coating, which is available now in North America. Designed for interior general-purpose structural steelwork, the product combines long-lasting protection and aesthetic appeal.

As a cellulosic passive fire protection (PFP) coating, the product delivers up to two hours of fire protection. Its Underwriters Laboratories (UL) 263 certification gives architects, engineers, and building owners confidence in the coating's performance and compliance with industry standards. With a waterborne formulation low in volatile organic compounds (VOCs), the coating supports more sustainable construction practices.

Key features include long-lasting protection with up to 20 years of performance; low-VOC emissions, allowing for efficient trade stacking at construction sites; and easy, on-site application with standard PFP airless spray equipment to ensure smooth, consistent coverage.

"The coating expands our range of certified solutions and reflects our ongoing commitment to fire protection innovation," Richard Mann, a global product development director within PPG's protective and marine coatings business, said. "It stands out for its innovative fire performance and physical properties, including low certified thickness, high bond strength, and high-impact resistance."

For more information, contact: PPG, www.ppgpmc.com.

Cortec Unveils Water-Based Acrylic Coating

Cortec announced a major step forward in the development of bio-based anticorrosion coatings for metal with the release of EcoLine 3860, which is described as its first water-based acrylic coating to incorporate renewably sourced resins.

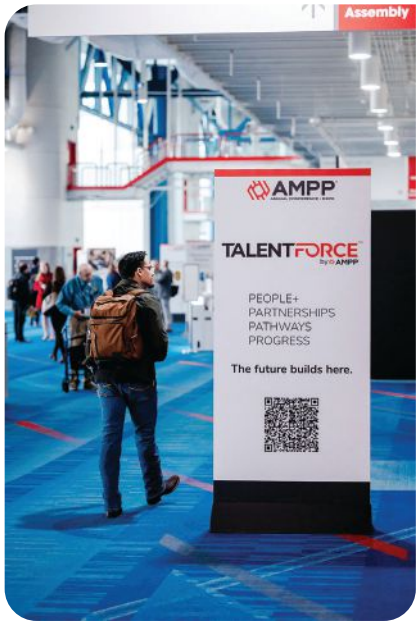
EcoLine 3860 contains 27% U.S. Derpartment of Agriculture-certified, bio-based content, and is designed for industrial users who want to increase their use of renewable content. According to the company, it represents an important move toward expanding sustainable options in the specialty field of corrosion inhibiting paints.

EcoLine 3860 is an extension of Cortec's line of VpCI-386 (vapor-phase corrosion inhibitor) anticorrosion coatings, which have become flagship products in the company's portfolio. VpCI-386 represents the journey from solvent-based technologies that once dominated the market to water-based paints that can effectively protect metals from corrosion while reducing volatile organic compounds (VOCs) and introducing other user benefits.

Over the last several decades, VpCI-386 has become a mainstay of Cortec coatings, thereby demonstrating the potential for preservation with reduced environmental impact.

For more information, contact: Cortec, www.cortecvci.com.

AMPP Launches TalentForce to Address Talent Crisis



The Association for Materials Protection and Performance (AMPP), the world's largest corrosion and materials protection association, announced the launch of TalentForce. As a new, 501(c)(3) charitable workforce development organization, TalentForce was created to address a growing talent shortage.

"The science of corrosion control and materials protection has never been stronger," Alan Thomas, chairman of TalentForce and AMPP CEO, said. "But corrosion is no longer the industry's only enemy: The workforce shortage is the greatest future threat. We know what's coming and what it takes to fix it. TalentForce is how we act now — before workforce gaps become infrastructure crises."

As a result, TalentForce is activating a workforce engine to make asset protection possible through four core and compounding commitments of purpose, pathways, partnerships, and people. All initiatives are grounded in AMPP's globally recognized standards,

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