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KATILAC COATINGS INC. TO DISTRIBUTE SIRCA ITALIAN POLYURETHANE LINE IN ONTARIO

Burlington ON, 14 September 2017 – Katilac Coatings Inc. (KCI) is excited to announce that they are now the authorized distributor in Southern Ontario for the Sirca line of high-end Italian wood finishes including polyurethanes, polyesters and waterborne coatings. The Sirca partnership offers a great deal of synergy with KCI's line of conventional acid cured wood coatings manufactured at their Burlington ON facility. KCI's strength over the last 50 years has been traditional catalyzed lacquers and varnishes for the cabinet and furniture market. Sirca brings to the table an array of products that offer an even higher level of performance. This partnership significantly widens the breadth of products that KCI offers and thus array of customers they can service.

Dr. Richard Johnston, Director of Technology at KCI, says that "the polyurethane market segment has been seeing consistent growth over the last few years as wood products manufacturers are looking for higher performance solutions and aesthetic options such as high gloss finishes that are more easily obtained with polyurethanes." He says of partnering with Sirca that "they are a global market leader both in development and sales of polyurethanes. Their technology is second to none and they see in KCI a partner that can successfully bring their product to market here in Ontario."

Sirca products will be available through both of KCI's locations, in Woodbridge and Burlington ON. The sales and technical team, trained by Sirca's application specialists from Italy, will be able to assist customers with product selection and application. KCI will be outfitted with Sirca's Colour Passions system to match any colour customers require.

Officially KCI is launching the Sirca line at the WMS 2017 show at the Toronto International Centre Nov. 2-4. Please visit the KCI booth, 1302, at WMS to learn more about this exciting line. For more information please visit www.katilaccoatings.com.

About Katilac Coatings

Katilac Coatings Inc. (KCI) is a Canadian owned manufacturer of industrial wood coatings. The Southern Ontario manufacturing facility has been producing quality wood coatings under stringent test specifications since 1962. The array of products produced by KCI includes pre- and post-catalyzed lacquers, conversion varnish, waterborne products and colour systems. Katilac operates two full service distribution sites in Ontario that offer custom colour matching and product delivery. Combined with chosen distribution partners across Canada and the US, KCI services the manufacturers of cabinets, furniture, shutters, store fixtures and millwork.