



PRESS RELEASE

Media Contact: Tom Maellaro
Modern Recreational Technologies, Inc.
tmaellaro@mrtproducts.com
Vice President of Commercial Innovation

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Pettit Expands Above-the-Water Portfolio with New Products at IBEX 2026

Expanded Pettit EZ Family and new IKONIKOLOR PRO technologies simplify solutions for boat owners, retailers and marine professionals

GREENSBORO, N.C. — Pettit® is expanding its above-the-water portfolio with the reimagined Pettit EZ Family and two new IKONIKOLOR PRO technologies, Direct to Metal and Matte Acrylic Urethane.

"Pettit has always been at its best when we are solving real problems for the marine industry," said Chick Michaud, *Vice President of Sales, Marine and Fuel*. "The new EZ Family gives boat owners and retailers a clearer path through their projects, while our new IKONIKOLOR technologies help professional applicators work more efficiently and achieve consistent results."

Pettit EZ Family: A Complete System Made Easier

The new Pettit EZ Family brings surface preparation, priming, painting and specialty products together under one recognizable system.

By grouping compatible products into a more intuitive system, boat owners and prosumers can select products with greater confidence. For retailers, the update provides a clearer way to merchandise products according to the progression of a project.



"The EZ family is about removing uncertainty without compromising performance," said Tom Maellaro, *VP of Commercial Innovation*. "A boat owner should not need to be a coatings chemist to select the right products for their project."

IKONIKOLOR PRO Adds DTM and Matte Offerings

Pettit is also expanding its IKONIKOLOR PRO topside system with two new coatings developed for distinct professional application needs.

IKONIKOLOR PRO Direct to Metal (DTM) is a two-component polyurethane coating designed for direct adhesion to properly prepared steel, galvanized metal, aluminum, cast iron, and fiberglass. On appropriate applications, the ability to eliminate a separate priming stage can reduce labor and material requirements while shortening the coating process. The coating also provides anticorrosive protection and a professional finish.



IKONIKOLOR PRO DTM will be offered in factory-packed Snow White and Super Jet Black, which can be intermixed to create custom gray shades.



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IKONIKOLOR PRO Matte Acrylic Urethane was developed specifically to produce a consistent low-gloss finish rather than adapting a high-gloss technology for matte applications. The two-component coating provides a 6 ± 1 gloss finish at 60 degrees with scratch resistance and a durable acrylic urethane film.

"Achieving a truly uniform matte surface is one of the more demanding jobs for a professional painter," Maellaro said. "We did not want to offer another compromised gloss product that had simply been flattened."

Designed for professional application on interior and exterior marine surfaces, IKONIKOLOR PRO Matte does not require a separate matte clearcoat. It will be available in factory-packed White Angel and Black Devil, which can also be intermixed for custom gray shades.

Together, the launches expand Pettit's above-the-water offering and continue their commitment to their customers across the marine market.

About Pettit

Pettit is a leading manufacturer of high-performance marine coatings, offering a comprehensive portfolio of antifouling paints, topside finishes, primers, varnishes and specialized surface-preparation products. Built on a longstanding commitment to innovation, performance and technical expertise, Pettit provides superior marine-grade finishing products for boat owners, marine retailers, boatyards and professional applicators. For more information, visit www.pettitpaint.com.

About RPM Industrial Coatings Group

MRT is part of the RPM Industrial Coatings Group (RPM ICG). RPM Industrial Coatings Group is home to several industry-leading coatings and finishing brands including FinishWorks, TCI, KopCoat Protection Products, and Morrells Woodfinishes. RPM Industrial Coatings Group is a division of RPM International Inc., a \$7.4B global company with market- and industry-leading brands in specialty coatings, sealants, building materials, and related services. RPMICG.com

