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FOR IMMEDIATE RELEASE

KW CONTAINER INTRODUCES ALL-PLASTIC TRUSNAP™ CONTAINER AT AMERICAN COATINGS SHOW

TROY, ALABAMA—After years of research and development, KW Container will showcase its newest innovation, TruSnap™, at Exhibit 1731 during the American Coatings Show 2016, April 12-14, in Indianapolis, Indiana.

KW Container manufactures the all-plastic TruSnap container from its own proprietary polymer resin. Unlike the traditional metal paint container and closure that has been used for the past century, the injection molded TruSnap container will not dent, rust, or contaminate the formulation, and has no seams or weak areas that could compromise its structural integrity.

The TruSnap container and lid are designed with a unique, triple-lock seal for unlimited resealability. According to Director of Sales Brian McDaniels, our design fixes a problem all metal paint closures have. “From the moment a metal closure is opened to fill it with paint or tint, and every time its lid is opened or closed at the retail counter or by the end user, the seal is breached and compromised that much more. With TruSnap, the seal is secure and just as tight every time, even though the lid snaps on and off quickly and easily.”

The body and lid are both made from KW Plastics’ 100-percent recycled and 100-percent recyclable resin, as is TruSnap’s durable, ergonomic

handle, designed to be more comfortable than those of metal and hybrid cans. In addition, TruSnap's lid is specially treated to resist and reduce "skinning" of the paint or coating, helping to keep what's inside TruSnap fresh for each use.

The TruSnap container is the result of rigorous testing. "It took six years to develop the perfect fit," said Director of Operations Darren Scholl. "We put TruSnap through everything it would encounter during its life cycle—from filling, opening and sealing, to pounding, shaking, stacking and dropping." It's engineered to retain its structural integrity as well as hold paint, even when stacked.

TruSnap is available in 5, 2.5, 1, and .5 liter sizes as well as gallon and quart containers. For more information about TruSnap from KW Container, call (334) 566-1563 or visit www.trusnapcontainer.com.

ABOUT KW PLASTICS AND KW CONTAINER

In 1981, KW Plastics was built in Troy, AL to recycle PP battery casings and expanded to Bakersfield, CA in 1986. KW Plastics Recycling Division opened in 1992 to recycle post-consumer HDPE. In 1998, the owners began producing a plastic/metal hybrid paint container and established KW Container. The product line expanded to include all-plastic, injection molded, 100% recycled and 100% recyclable paint containers.

Today, KW Plastics is the world's largest plastics recycler and KW Container is the world's largest supplier of all-plastic, one-gallon containers to the paint and coatings industry. For more information, call (334) 566-1563 or visit www.kwcontainer.com.

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