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**HushMat Owners Launch New Venture – ZyCoat, LLC – and Revolutionary New
ZyBar® Manifold and Exhaust Coating for Automotive Industry**
ZyBar is part of the ZyCoat® Family of Thermal Coatings
Already Proven in High Temperature Applications

Olathe, Kansas (October 31, 2017) – The owners of HushMat recently formed ZyCoat, LLC as the exclusive distributor of ZyBar® Manifold and Exhaust Coating, a game-changing new product for the automotive industry. The first product in the ZyCoat® line of first-of-their-kind thermal coatings, ZyBar is a unique formulation adapted from coating technology that has been successfully used in the aerospace industry for years to neutralize the radiant heat produced in airplane engines.

ZyBar is available through wholesale distribution, jobber retail outlets and at www.Zycoat.com for the DIY market. HushMat and ZyCoat owner Tim McCarthy will exhibit ZyBar, the new thermal coating for auto engines and exhaust systems, at SEMA 2017 in Las Vegas October 31st – November 3rd. ZyBar is an air or oven cured material that provides over 90-percent radiant heat reduction, increased horsepower and fuel economy gains, and corrosion elimination with a single application at one thousandth of an inch (.001) thick. Consumers, engine/car builders, race and performance teams, jobbers and distributors will find technical data, application videos and effective solutions to engine side heat problems at the HushMat/ZyCoat SEMA booth #23297. HushMat, the fastest-growing automotive thermal insulation and sound-deadening materials company, continues to lead the industry with product technology like ZyBar from ZyCoat that is simple to install and high-performing. “HushMat has entered the incredibly high temperature and aggressive engine-side thermal materials category with ZyBar Manifold and Exhaust Coating for thermal treatment in all engine components,” said ZyCoat and HushMat Founder and CEO Tim McCarthy. “ZyBar thrives in harsh, high temperature header and exhaust environments, producing higher engine horsepower, corrosion resistance and over 90-percent radiant heat reduction without adding any weight to the vehicle.” With ZyCoat, HushMat is leveraging its more than 28 years of experience designing, developing and manufacturing thermal management materials for the automotive industry.

ZyCoat products – made in the United States – are natural extensions of the industry-proven, auto enthusiast-preferred products from HushMat. ZyBar is the first durable thermal protection solution that outperforms tapes, wraps, shields and ceramic-based paints. The lightweight, hard-wearing coating is easy to apply by spraying, wiping or dipping.

HushMat, rated the #1 automotive sound deadening and thermal insulation material technology, is the highest performance material available to the automotive industry. HushMat® Ultra, a thermal insulating and sound deadening material, is easily applied to sheet metal, plastic or fiberglass surface surrounding vehicle interiors to reduce cabin noise and heat and improve the vehicle ride. HushMat is the only aftermarket sound deadening and thermal insulation material made in the United States. For more information about ZyBar or HushMat, visit booth #23297 at SEMA October 31 – November 3, 2017, call us at (913) 599-2600, or visit www.zycoat.com and www.hushmat.com.

