

HOLIDAY GIFT IDEAS

Presents That Last Longer Than the Holidays

(NAPSA)—The holidays are fast approaching. With this time of year comes the inevitable search for gift ideas.

As you visit local malls and look through tomes of catalogues for that perfect choice for the special person in your life, remember to look for quality. Whether you are buying something for yourself, or as a gift for someone special, you want the item to last for years to come.

The first step you can take to ensure many years of use is to buy, when possible, products that have a powder coated finish. Powder coating is like a “dry paint,” but where painted products may chip, peel, or rust when exposed to rough treatment or the out-of-doors, powder coating is highly resistant to these conditions. Powder coated products are durable, attractive and long-lasting.

So when you set about your search for the perfect gift, think about its finish. Powder coating can be found on something as large as a BMW car or as small as a bird feeder. Powder coated products are the overwhelming choice



of outdoor enthusiasts. Archery bows, ski poles, snowmobiles, camping equipment, horse trailers, golf clubs, outdoor grills, bicycles, tricycles and wagons are just a few items that may be powder coated, and will bring your gift's recipient years of fun.

For more information on powder coated products and a free *Consumer Buying Guide for Home and Garden*, visit www.powdercoating.org or write The Powder Coating Institute, Dept. HGI, 2121 Eisenhower Avenue, Suite 401, Alexandria, VA 22314.