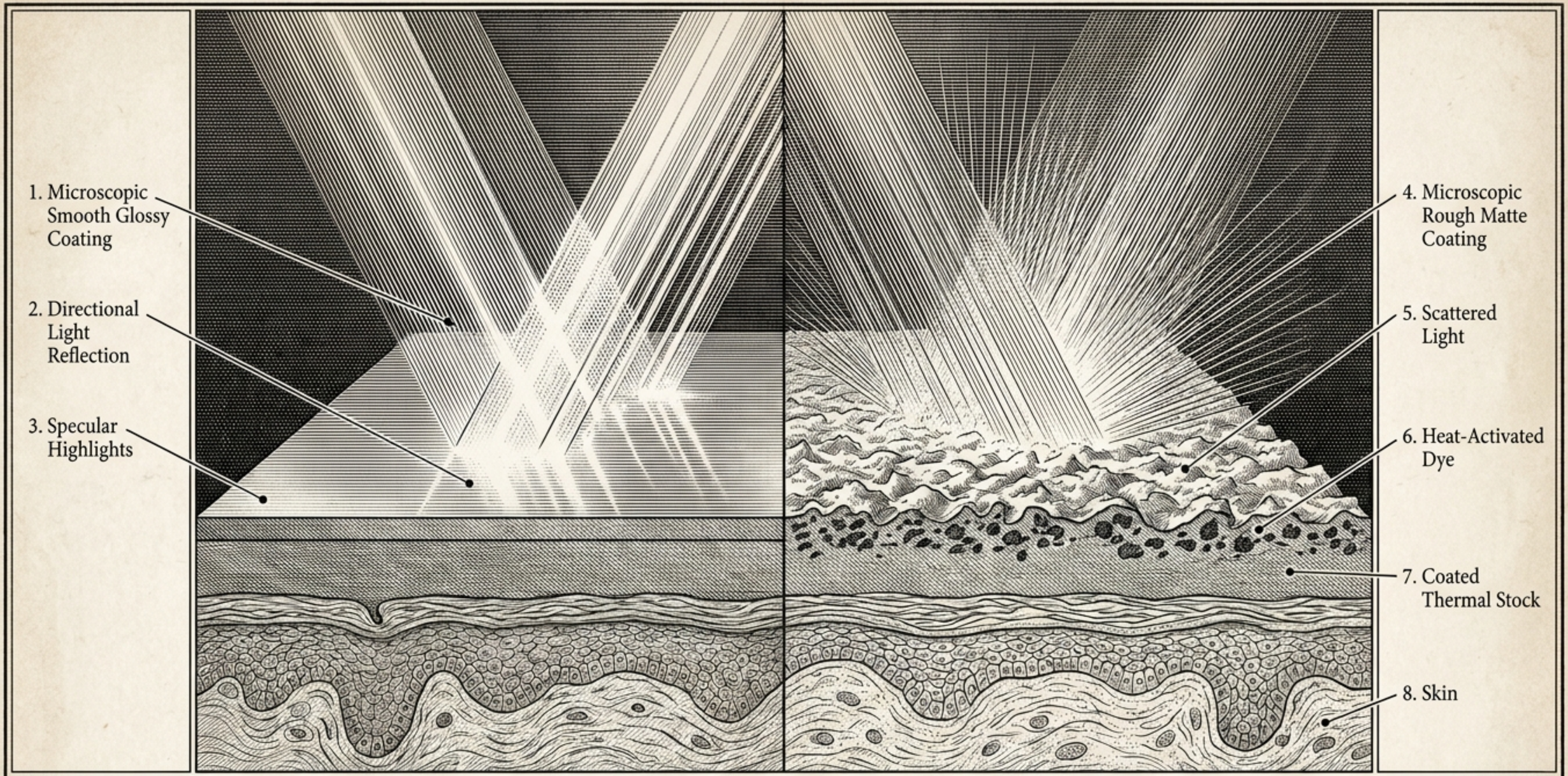

Glossy coatings are smooth at the microscopic level, whereas matte coatings are rough to scatter light.

OBJECTIVELY SUPERIOR FOR DETAIL RETENTION