

Alexander J Rich  
 Form 4  
 October 26, 2010

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549**

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
 Alexander J Rich

(Last) (First) (Middle)

PPG INDUSTRIES, INC., ONE  
 PPG PLACE

(Street)

PITTSBURGH, PA 15272

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
 PPG INDUSTRIES INC [PPG]

3. Date of Earliest Transaction  
 (Month/Day/Year)  
 10/25/2010

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
 Exec. VP, Perform. Coatings

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 \_\_\_\_ Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock	10/25/2010		M		121	A	\$ 74.23
Common Stock	10/25/2010		M		1,052	A	\$ 74.08
Common Stock	10/25/2010		M		5,129	A	\$ 74.08
Common Stock	10/25/2010		M		1,596	A	\$ 74.08
Common Stock	10/25/2010		S		7,898	D	\$ 77.7712
							<u>(1)</u>

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Common Stock	10/25/2010	M	4,233	A	\$ 74.23	39,173	D	
Common Stock	10/25/2010	F	4,162	D	\$ 77.33	35,011	D	
Common Stock	10/25/2010	M	4,306	A	\$ 74.23	39,317	D	
Common Stock	10/25/2010	F	4,234	D	\$ 77.33	35,083	D	
Common Stock	10/25/2010	M	226	A	\$ 74.08	35,309	D	
Common Stock	10/25/2010	F	223	D	\$ 77.33	35,086	D	
Common Stock	10/25/2010	M	1,298	A	\$ 74.08	36,384	D	
Common Stock	10/25/2010	F	1,276	D	\$ 77.33	35,108	D	
Common Stock						9,657.2377 (2)	I	By 401(k) plan

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Security (Instr. 3 and 4)	
				Code	V (A) (D)	Date Exercisable Expiration Date	Title	Amount or Number of Shares
Employee Stock Options (3)	\$ 74.23	10/25/2010		M	121	10/24/2007 02/13/2011	Common Stock	121
Employee Stock Options (3)	\$ 74.08	10/25/2010		M	1,052	04/29/2008 02/13/2011	Common Stock	1,052

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Employee Stock Options <sup>(3)</sup>	\$ 74.08	10/25/2010	M	5,129	04/29/2008	02/13/2011	Common Stock	5,129
Employee Stock Options <sup>(3)</sup>	\$ 74.08	10/25/2010	M	1,596	04/29/2008	02/13/2011	Common Stock	1,596
Employee Stock Options <sup>(3)</sup>	\$ 74.23	10/25/2010	M	4,233	10/24/2007	02/19/2012	Common Stock	4,233
Employee Stock Options <sup>(3)</sup>	\$ 77.33	10/25/2010	A	4,162	04/25/2011	02/19/2012	Common Stock	4,162
Employee Stock Options <sup>(3)</sup>	\$ 74.23	10/25/2010	M	4,306	10/24/2007	02/19/2012	Common Stock	4,306
Employee Stock Options <sup>(3)</sup>	\$ 77.33	10/25/2010	A	4,234	04/25/2011	02/19/2012	Common Stock	4,234
Employee Stock Options <sup>(3)</sup>	\$ 74.08	10/25/2010	M	226	04/29/2008	02/19/2012	Common Stock	226
Employee Stock Options <sup>(3)</sup>	\$ 77.33	10/25/2010	A	223	04/25/2011	02/19/2012	Common Stock	223
Employee Stock Options <sup>(3)</sup>	\$ 74.08	10/25/2010	M	1,298	04/29/2008	02/19/2012	Common Stock	1,298
Employee Stock Options <sup>(3)</sup>	\$ 77.33	10/25/2010	A	1,276	04/25/2011	02/19/2012	Common Stock	1,276

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Alexander J Rich PPG INDUSTRIES, INC., ONE PPG PLACE PITTSBURGH, PA 15272			Exec. VP, Perform. Coatings	

## Signatures

Greg E. Gordon, Attorney-in-Fact for J. Rich  
Alexander

10/26/2010

\*\*Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) This represents the weighted average aggregate price paid for the shares. The shares were sold in multiple transactions at prices ranging from \$77.77 to \$77.78 per share, inclusive. The reporting person will provide, upon request of the SEC staff, PPG or a shareholder of PPG, complete information regarding the number of shares sold at each price within the range.

(2) Total amount of shares held for the reporting person in the reporting person's account in the PPG Industries Employee Savings Plan as of October 25, 2010.

(3) Right to buy granted under the PPG Industries, Inc. Stock Plan.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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