

NEW DULUX DIAMOND DISTINCTION™ **INTERIOR PAINT**



What if there was a paint that lets you wipe stains easily away?

There is. Scrubbing stains from walls is now a thing of the past.

Dulux Diamond Distinction Interior Paint is formulated with proprietary CLEAN SURFACE TECHNOLOGY™ to form a barrier to stains. It keeps more of a stain at the surface where you can easily wash it away with an all-purpose cleaner. Stop reaching for abrasive sponges and cleaners that damage your paint. This paint is different.

A pleasure to apply.

This high hiding paint and primer in one provides easy application with no issues with cutting, lap marks or touch-ups. The low-odour, low-VOC formula delivers a soft, smooth eggshell finish - the warmth of a matte, with just a hint of sheen.

scuffs, as well

as unsightly marks from scrapes, and abrasions, *Dulux* Diamond Distinction provides an exceedingly easy-clean finish that keeps interior walls looking fresh.

Ideal for residential and commercial projects, proprietary CLEAN-SURFACE TECHNOLOGY™ integrates the toughness of automotive coatings with stain-proof electronics coatings technology. Stains like wine, greasy hand-grime and scuffs are easy to remove. Stains wash away easily with gentle all-purpose cleaner. The finish has exceptional resistance to gloss change and colour loss across the palette, even in deep colours.

POWERED BY **CLEAN-SURFACE TECHNOLOGY**™ Resists gloss change and color Repels the most Easy cleaning difficult stains loss from cleaning and abrasion experience NEW DULUX DIAMOND DISTINCTION™ STANDARD PAINTS Stain spreads Painting the surface with Dulux Diamond across the paint Distinction creates a barrier against stain. surface on contact. Stain absorbs Dulux Diamond Distinction barrier contains into the film. more stain on the surface. Cleaning removes Gentle washing with all-purpose cleaners only the surface stain. removes more stain. Absorbed stain remains Paint surface is cleaner. in the paint film.

Product Features

Low-odour, low-VOC paint and primer in one.

Low-sheen, matte finish with unprecedented washability and stain removal. CLEAN-SURFACE TECHNOLOGY™ holds more of a stain at the surface so less penetrates the film.

Highly resistant to marring and burnishing and other abrasions.

Formulated to resist mildew growth on the paint film.

Benefits - to You and Your Customers

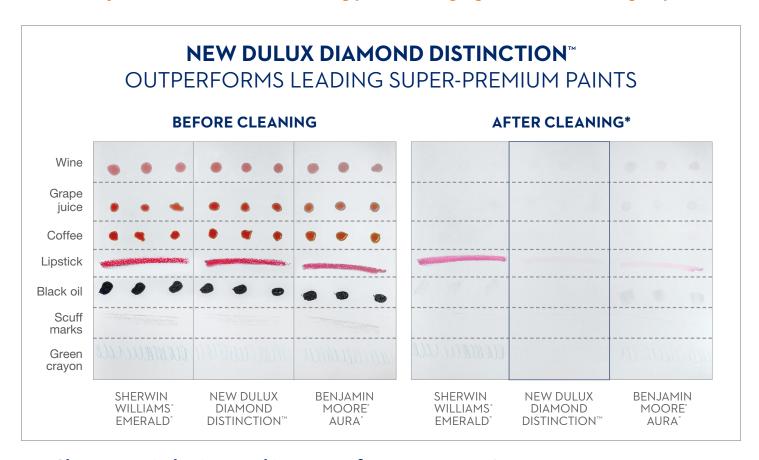
Easy application, great coverage and excellent hide.

Stains and scuffs wash easily away with all-purpose cleaner, reducing the need for abrasive cleaners or sponges for a long-lasting freshly-painted look.

Fewer unsightly marks on the surface from day-to-day living and use, even on deep colours.

Dry paint treated with a preservative to resist deterioration by mould fungus/mildew in higher-humidity areas like kitchens and bathrooms.

Leave the job site with confidence knowing you're leaving a great first, and lasting, impression.



Choose new Dulux Diamond Distinction for your customer's next interior paint project.

IDEAL FOR:

BEDROOMS | KITCHENS | BATHROOMS | LIVING ROOMS | HALLWAYS | KIDS' ROOMS | PLAY ROOMS | MEDIA ROOMS RETAIL | RESTAURANTS | MULTI-FAMILY LIVING | OFFICE SPACES | EDUCATION | HOSPITALS



Watch the unprecedented washability of this paint in action - scan the code to witness stains wash easily away. Clean.



^{*}Panels were cleaned by professional painters in field testing. Paints were untinted white bases.