



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.

A breeze to keep clean.

Engineered for unprecedented resistance to stains and 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™

Repels the most difficult stains

Resists gloss change and color loss from cleaning and abrasion

Easy cleaning experience

STANDARD PAINTS



Stain spreads across the paint surface on contact.



Stain absorbs into the film.



Cleaning removes only the surface stain.



Absorbed stain remains in the paint film.

NEW DULUX DIAMOND DISTINCTION™



Painting the surface with *Dulux Diamond Distinction* creates a barrier against stain.



Dulux Diamond Distinction barrier contains more stain on the surface.



Gentle washing with all-purpose cleaners removes more stain.



Paint surface is cleaner.

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.

NEW DULUX DIAMOND DISTINCTION™
OUTPERFORMS LEADING SUPER-PREMIUM PAINTS

| | BEFORE CLEANING | | | AFTER CLEANING* | | |
|--------------|----------------------------|--------------------------------|-----------------------|----------------------------|--------------------------------|-----------------------|
| Wine | | | | | | |
| Grape juice | | | | | | |
| Coffee | | | | | | |
| Lipstick | | | | | | |
| Black oil | | | | | | |
| Scuff marks | | | | | | |
| Green crayon | | | | | | |
| | SHERWIN WILLIAMS® EMERALD® | NEW DULUX DIAMOND DISTINCTION™ | BENJAMIN MOORE® AURA® | SHERWIN WILLIAMS® EMERALD® | NEW DULUX DIAMOND DISTINCTION™ | BENJAMIN MOORE® AURA® |

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.

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